

MELANIE COREY-FERRINI

view on-line portfolio at <http://dynamikplace.com/misc/portfolio//start.html>

Using a zestful energy and passion for everything I do, I enjoy taking new paths and creating different innovations to solve problems. In addition, I enjoy leading and working with diverse disciplines in order to achieve the most holistic results. I believe that innovation is not just a word it is an action that is created through; client interactions and understanding of cultures, societies, and psychologies; leadership through collaboration and inspiration; communication of ideas, thoughts, and mindsets; designing the most fascinating and wonderful solutions; and, implementing them beyond everyone's imagination.

In order to outline my experience, personality, leadership, and qualifications, the following are my diverse skills and expertise. They are as follows:

- **Client Facing Skills** – “What are the client’s goals, dreams, efficiencies, deficiencies, budget and schedule”:
 - Work with clients as collaborator and/or strategic consultant.
 - Effectively share their point of view and expertise.
 - Contact client at appropriate intervals to gain insights, share input, and continue the steam of communication through email, phone and in-person meetings.
 - Ability to balance and empathize with the motivation and goals of the client and the organization.
 - Actively build new relationships and proactively maintains existing network of contacts. In addition, work with clients to maintain a quality engagement, not just “closing the deal”
- **User Understanding, Survey and Audit, and Psychographic Skills** – “How does the user currently use the space, what other users want to use the environment and cannot, what other environments or competition do users experience, what size, age, shape, culture, and income are my user, what experience do they expect or not, etc.?”:
 - Create studies for the design team to observe, interact, and interview potential and existing users.
 - Observe and create patterns for integration into design.
 - Relate observations to design and business practices.
 - Relate observations to quality of user experience.
 - Create user artifacts that will act as the visual story for the experience.
 - Relate the environmental materials, lighting, colors, patterns, technology, and other visual and dimensional elements to the brand.
- **Leadership Skills** – “How to inspire, motivate, and provide vision to a team in order to achieve the best solution possible”:
 - Collaborate with the team in a meaningful and thought provoking way in order to achieve high-output.
 - Lead and inspire the diverse team of visual, dimensional, industrial, cognitive, marketing, and technology designers through collaboration and respectful influence, as well as direction, vision and planning.
 - Continue to relate to the team through nurturing feedback and creative approaches to problem solving.
 - Work with each team in order to provide simultaneous leadership to each team or each individual as needed to guide the process.
- **Design and Brand-related Expertise** – “How to design a solution using the process of design”:
 - As an inspirational leader in the design of visual, typographical, content, industrial, architectural, and environmental design, work with the teams in order to interweave all disciplines, ideas, strategies, and visions into powerful design solutions that support the client’s brand.
 - Guide the team to provide deliverables that will touch on all spectrums of the project and inspire the client and user to take action.
 - Deliver solutions that provide numerous points of view.
 - Provide design processes that are flexible and organic with each project and team.
 - Provide hands-on design involvement including hand drawings, models, computer renderings, and illustrations.
 - Provide the written content to explain and outline design concepts.

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- **Communicating the Solutions** – “How to present and articulate innovative ideas to the client in a compelling and creative manner?”:
 - Ability to provide a strong, relevant, and compelling presentation – through visual, verbal, and written content.
 - Relating the solutions back to the business environment and what the client’s next action steps will be.
 - A continuous relevancy and brainstorming of not only the innovative design solutions, but how this relates to the client’s business model from an economic, marketing, and longevity standpoint.
 - Continue to listen, share, and engage the client throughout the process in order to gather information to refine the concept and provide a comfort level to clients.
 - Communicate the connection of design and brand in relationship to longevity, strength, and innovation.
 - The style of the presentation and delivery are just as important as the substance.
- **Implementing the Design and Brand (Project Management):**
 - Draft a statement of work, to set up and maintain budget.
 - Manage a timeline and milestones.
 - Assess whether the team is heading down the right path, through strong organizational skills, an attention to detail, and taking direct responsibility for the success of a project.
 - Ability to organize resources to meet stated goals.
 - Ability to steer programs to achieve margin goals.
 - Understand the scope and boundaries of the project, business consequences, and overall impact of schedule and budget to the success of the project and confidence of the client.

Work Experience

2000- CURRENT DYNAMIK (www.dynamikspace.com)
Principal of Projects – Design, Marketing, Management, and Implementation

1999-2000 Mulvanny.G2 Architects
Studio Lead, Senior Designer, and Project Manager

1999 Retail Group
Senior Designer and Project Manager

1997-1999 Emick Howard and Seibert
Senior Designer, Project Manager, and Project Manager

1996-1997 NBBJ
Designer and Job Captain

1983-1995 Home Savings of America AND Independent Real Estate Appraiser
Commercial Real Estate Appraiser focusing on the valuation of assets for banks, developers, and individuals.

Education

California Polytechnic University, Pomona, California - Bachelor of Architecture First Professional Degree.
Traveled and studied in Italy and Greece for 3 months.

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Licenses and Memberships

Member American Institute of Architects (AIA)

NCARB Certified

Licensed Architect in State of Washington (#8087) and State of California (#C29275)

Community Involvement

August/September 2004 - Designed a small studio for Project Playhouse for Ronald McDonald House

Lead tours in Italy embracing the architecture and providing sketch instruction

Docent and Planning Committee Member for the Seattle Architectural Foundation

Advisory Committee for Bellevue Community College Design Department

A past part-time faculty member of the Art Institute of Seattle

Originated Art and Architecture programs for children ages 8-12 at Northwest Community Center

References available upon request

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530 4th Avenue West, Unit 405 . Seattle, WA 98119
206.686.2525 ph/fax. melanie@dynamikspace.com

Melanie's Client experience ranges from large multi-million dollar companies to small start-ups looking for that unique jump-start. From an 8,000 square foot restaurant to a 50,000 square foot public space to a 2,500 square foot retail prototype to a 65,000 square foot mixed-use project, Melanie has a MINDSET for dynamic thinking. Below is a sampling of Melanie's project experience:

Hospitality and Restaurant:

Ruth's Chris Steakhouse
Marazul Restaurant at the Pan Pacific Hotel
Wildfire Caribbean Restaurant
O/8 Twisted Cork Wine Bar
CORK Wine Bar
Blue Pearl Martini and Oyster Bar
Le Moulin French Bakery
Grand Hyatt Seattle
La Sorrento Historic Hotel, Seattle
Homestay Inn, Hayden, Idaho
Indi Bite, Indian Grill
La Serenity Spa
TJ's Deli and Café
Wayward Café
Marine View Cafe
Cinnabons
Old Spaghetti Factory – PEARL concept



Retail and Image:

Romy Women's Apparel
J Gilberts Footwear
Shurgard Retail Prototype
Gabberts Furniture Studio
Ben Franklin Arts and Crafts
Polo Ralph Lauren Factory Stores Worldwide
Spokane Teacher's Credit Union – Retail Branch

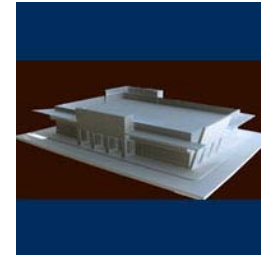


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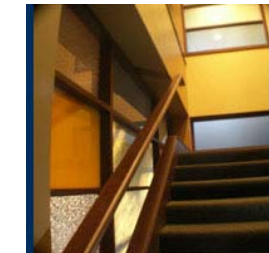
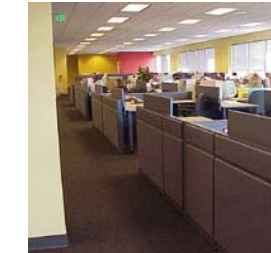
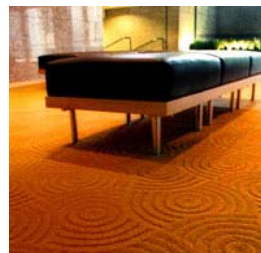
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Budget Blinds Showroom
Longhouse Flagship Convenience Store
Village Maternity
Marbella Retail Boutique
Maltby Mixed Use
Quadrant Mixed Use, Kirkland
Flow Yoga Studio
Fort Lauderdale Airport – Departure and Arrival
Alaska Native American Museum Displays
Factoria Mall Master Plan and Renovation



Corporate and Office:

Ridgewood Office Center
112th and 12th Lobby and Conference Center
Alternare Health Services, Inc.
The Law Offices of Gardner Bond Trabolsi St. Louis & Clement
Spokane Teacher's Credit Union - Corporate Office
St. Jude Children's Research Hospital Corporate Office
Essention InfoCenter
ATL Corporation
ELGIN DDB
Northwest Resource Group
Hamilton/Saunderson PR Firm
emurge
Identify, Inc.
My Day Office
Bank of America Fifth Avenue Plaza High-Rise Lobby



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Concept and Competition:

Lycos, Boston, MA ..
Vietnam Women's Memorial Competition
World War II Memorial, Olympia, WA
Oklahoma City Bombing Memorial
Microsoft Office of the Future
City of Baldwin Park, CA, Mixed Use Development
2024 Home of the Future
Children's Backyard Studio

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