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# JUSTIN HORST

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## EXPERTISE

Design Strategy  
Situation Analysis  
Design-Related Research  
Stakeholder Interviews  
Evidence-Based Ideation  
Project Management  
Client & Vendor Relations  
Rendering & Visualization  
Material Specification  
Designing for Human Behavior  
Professional Writing  
Immersive Experience Design  
Interior Design  
Industrial Design  
Accessibility  
Sustainable Outcomes  
Value Engineering

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## EDUCATION

BACHELOR OF SCIENCE,  
DESIGN & ENVIRONMENTAL  
ANALYSIS (DEA), Cornell  
University (Spring 2017)

- **INDUSTRIAL DESIGN EXCHANGE PROGRAM**, National University of Singapore (Fall 2016)
- *Member, Cornell's Sustainable Design team (2 years), designed sustainable features for Cornell University NYC Tech Campus*

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## TECHNICAL SKILLS

- **3D Applications:** Revit, SketchUp, AutoCAD
- **Rendering:** Enscape, V-Ray, Lumion
- **Adobe Creative Suite:** Photoshop, InDesign, Illustrator
- **Annotation:** Bluebeam
- **Microsoft Office:** Word, PowerPoint, Excel, Teams
- **Photography**

## DESIGN STRATEGIST

Multidisciplinary design strategist seeking full-time role. Experienced in all aspects of design strategy with real world experience involving situation analysis, design research, stakeholder interviews, and evidence-based ideation. Is very comfortable in positions that require knowledge extending beyond a single domain: throughout his professional career, Justin has demonstrated proficiency in interior design, immersive experience design, industrial design, digital experiences, and other related fields. Utilizes a research-informed, consultative design process and has project-managed teams of up to twelve members with large budgets.

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## PROFESSIONAL DESIGN EXPERIENCE

### *Justin Horst*

#### **INTERIOR DESIGNER & STRATEGIST / February 2019 - August 2020**

*Interior Designer I for Cuningham Group Architecture:* Served as an interior designer & strategist across a wide variety of project types. A selection of notable projects:

- *The DECO* multifamily housing in Shakopee, MN: 89 units of new market-rate apartments in downtown Shakopee. An extensive client consultation process resulted in a modern art deco aesthetic that tapped into the city's rich history.
- *Mosaic* multifamily housing in Fargo, ND: 92 units of new market-rate apartments in downtown Fargo. The team worked with the client to research the target market and formulate a unique deliverable. Our warm and homey mosaic theme catered to the young family demographic in Fargo, filling a niche. The final package included numerous custom details and one of my best roof deck amenity spaces.
- *Trinity Apartments* in Minneapolis, MN: A refurb project on 120 units of affordable senior housing. I worked within a limited budget to make the units far more livable for their senior residents, and continued to problem-solve with the contractors as construction progressed.
- *Wesley Senior Living* in Renton, WA: 151 units of new senior housing. This was one of the most complex ideation exercises I have ever participated in; the gorgeous forested site had so much to offer that the planning team allowed the locations of key natural features to organically shape the building. I created dozens of unit types to fill every corner of the winding floor plan, preserving the surrounding landscape for the residents' enjoyment.
- *Airport Hilton* in Kansas City, MO: A refurb project on a large hotel. Due to budgetary requirements, I personally designed the furniture for this project. My collaborative approach with a fabricator allowed us to create custom, affordable case goods that enhanced the existing aesthetic.
- *Up Campus Student Housing* at the U of M: 266 units of new student housing right in the heart of Dinkytown. Delivering functional units within a small building footprint was essential to create a positive experience for future tenants, and my ability to navigate code compliance was critical to the project's success.
- *Dutch Creek Elementary* in Littleton, CO: A refurb project on an elementary school built in the 1980s. I worked with countless interior finish representatives to meet the client's conditions, such as a need for durability, colorfastness, and sustainability. Sourcing through-body porcelain, recycled carpeting, and green linoleum products was a notable success of this project; almost all materials were low-impact and had a closed life cycle.

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Served a secondary role within the company as a thought leader.

- Wrote several articles for the firm's outward-facing design blog.
- Led numerous discussions with the interiors team, exploring important topics such as pursuing culturally inclusive design and questioning the design industry's fixation on European influences.
- Attended *100% Design* conference in London and returned with thorough analyses of upcoming trends in the industry, allowing interiors team to remain ahead of the curve.
- Researched and wrote white papers, including a very relevant white paper on the merits and drawbacks of using of antimicrobial materials in interior design. This white paper informed company policy during the COVID-19 pandemic.

## ***Justin Horst***

### **FREELANCE DESIGNER / 2018-2019**

- Renderings for Sotheby's International Realty: Collaborated with JR Designs to create photorealistic renderings, used by Sotheby's to sell \$9M coastal mansion in Connecticut.
- Wayfinding for Exit Design: Partnered with Philadelphia-based environmental signage design firm to conduct design audits at several UPMC healthcare facilities. Analyzed existing signage to enable full redesign of signage and wayfinding systems.
- Renderings for Blueground: Collaborated with JR Designs to produce photorealistic renderings of a \$1.5M apartment in NYC, for the luxury apartment rental service Blueground.

## ***Raven Sun Creative, Inc.***

### **PROJECT MANAGER & DESIGNER / 2017-2018**

*Dark Ride Design for Hersheypark:* Hired for \$11M project to redesign very dated, decade-old dark ride (indoor theme park ride).

- Served as project lead, making key decisions and supervising 12 designers, artists, architects, and 3D modelers.
- Modeled entire ride to work out details of interactivity, prop location, target placement, and integration of digital media while meeting budget constraints.
- When opened in spring 2019, was the first 360-degree multimedia dark ride in the United States.

*Theme Park Design for Lamborghini:* Firm selected as official representative for Lamborghini. Provided turnkey theme park design that could be easily integrated into an existing park.

- Applied the most cutting-edge design research available, creating an environment based on human perception and behavior.
- Ensured park was easy to navigate while providing abundant opportunities for visitors to explore.
- Created in-depth aesthetic treatments, in the vein of Epcot, building an immersive world by delving into history and surroundings associated with the brand.

*Theme Park Consultation for Evergrande:* Retained by second-largest real estate developer in China to oversee multiple other design firms providing various aspects of a \$105 billion project.

- Provided guidance for the development of Evergrande's chain of Fairytale World theme parks, the largest simultaneous theme park development project in history.
- Raised concerns that resulted in substantial client savings, made theme parks easier to maintain, and ensured parks were accessible for guests of all ages.
- Continually pushed for the highest level of design, making research-informed decisions to improve every step of the user journey through the theme parks.

## ***St. John Design Group (SDG)***

### **FREELANCE DESIGNER / 2016-2017**

Worked with SDG during summer between junior and senior year of college and throughout senior year. Helped company design and build attractions for Wizarding Weekend Festival, the largest Harry Potter festival in the United States.