



Dipl. Ing. (fh)  
**Muhtesem**  
**E. SHIRIN**

Date of Birth: 07/01/1973  
Birth place: Bühl, Germany  
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Nationality: German

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Expert in shop design,  
store concept & -layout,  
construction rebuilds,  
visual merchandising and  
interior architecture.

Significant background and  
experience in coordination,  
implementation and  
evaluation of retail design  
projects. Know-how in  
property, facility and real-  
estate management.

Experienced in team  
building and leadership,  
training and coaching.  
Excellent interpersonal,  
organizational and  
presentation skills.

## EXPERIENCE

### LECTURER, part-time

UNIVERSITY | FACHHOCHSCHULE KUFSTEIN TIROL

10/2015 - present

Course Technical Drawing: Graduates are able to: Identify important drawing standards, designs and building documentation. Carry out building measurements, produce architectural drawings including floor plans, sections, views and details.

### INTERIOR ARCHITECT & PROJECT MANAGER, part-time

FACILITY MANAGEMENT | FH Errichtungs-BetriebsGmbH

11/2014 - present

Responsible for interior architecture, including materials, finishes, lighting, ergonomics and intelligent use of space of all areas of the University like classrooms, offices and public area. Involved in all stages of the project management and construction process from the initial plans right through to the finishing touches. Projects: Spaces to socialize, concept for flexible workspaces, service & feedback management, design of building interiors.

### HEAD OF VISUAL & RETAIL MERCHANDISING

JEWELLERY RETAILER | SWAROVSKI

09/2013 - 09/2015

- Multi Brand Retail CADENZA

As Head of Visual Merchandising I was responsible for leading a team in creative concept development, retail space optimization, Point of Sale communication. Supported the multi-brand retail stores in Germany, Austria, United Kingdom and China as well as store openings by offering store design guidelines, developing a concept handbook and KPIs. Educational leave: 10/2014 to 09/2015.

### STORE COMMUNICATION & INTERIOR DESIGN MANAGER

HOMEFURNISHING | IKEA

10/2011 - 08/2013

- IKEA Villesse (Trieste)/ Italy

Responsible for rebuilds of all areas within the IKEA store and store project leader for shopping center related construction. Lead a team of thirteen specialists and coordination of external manpower. Improved functional collaboration with sales, logistics and customer service in order to get better commercial results. Successful commercial review, focused on the quality of room settings, commercial calendar and team development.

### PROJECT MANAGER GENERAL STORE DESIGN

DO IT YOURSELF RETAILER | OBI

10/2010 - 09/2011

Direct support of 330 stores in Germany with visual merchandising concepts for marketing activity areas. Successful organization and implementation of, for example, the Christmas, spring and summer promotional displays and areas. Developed qualitative strategy for the OBI stores. Developed and implemented visual merchandising guidelines for twelve central and eastern European countries.

### STORE COMMUNICATION & INTERIOR DESIGN MANAGER

HOMEFURNISHING | IKEA

12/2006 - 07/2010

- IKEA Graz/ Austria

Responsible for leading a team of thirteen specialists in the area of visual merchandising, interior design and store communication. Organization of several new build-ups affecting the customer journey and use of hot spots in the markethall, bathroom department, living room storage, cookshop & tableware, activity areas throughout.

- IKEA Istanbul Bayrampaşa/ Turkey

Initial recruitment, development leading a team of sixteen specialists for the new store. Achieved stability and a fluctuation of less than 10 % of employees in the team by involving them in future development plans, recognition and constant feedback on their work. Responsibility for interior design, visual merchandising and store communication, the build-up and running business for the entire store area with 28.800 m<sup>2</sup>, a sales area of 17.000 m<sup>2</sup> and 56 room settings. Successful international commercial review with highest rates in training & team development. Best practice markethall solutions for the IKEA toolbox.



## EDUCATION

### FACILITY & REAL ESTATE MANAGEMENT (M.A.), part-time

University of Applied Sciences Kufstein Tirol

09/2014 – 08/2016

This Master's Degree provides technical and leadership and is designed for students who already have an academic degree or experience in this field of work.

#### HONOURS & AWARDS

- 1<sup>st</sup> place for the best Master team at the FM & Real Estate WinterSchool 2016

### BUSINESS MANAGEMENT FOR ENGINEERS

University of Applied Sciences Bielefeld

09/2002 – 03/2005

Main subject: Marketing / Seminars: Basic of rhetoric, creativity training

Thesis: The role of corporate identity for a brand relaunch at the Schüco International KG

### INTERIOR ARCHITECTURE

University of Applied Sciences Mainz

03/1996 – 02/2002

Projects: Café at Domplatz, Dries van Noten fashion boutique, Baucks set design

Main subjects: Shop design, set design

Thesis: New use at the historical city wall. Shop with e-commerce and café.

Graduate engineer / Diplom-Ingenieur (FH)

#### HONOURS & AWARDS

- CITY OF MAINZ | "Gutenberg Stipendium" Fellowship for the interior architecture thesis. Exhibited at the city hall of Mainz.
- SHOP DESIGN ASSOCIATION (DLV) | Competition: One of the ten best participants with a fashion shop design. Exhibited at the EuroShop fair in Düsseldorf, Germany.

## SKILLS & QUALIFICATIONS

### RETAIL MANAGEMENT

Communication & Interior Design Manager Programme at Inter IKEA Systems

Communication & Interior Design Specialist Programme at Inter IKEA Systems

IKEA | Management trainee of Marketing Communication & Interior Design

2005-2006

### TEAM MANAGEMENT

Situational Leadership at Blanchard International

Performance Dialogue at Swarovski Academy

### LANGUAGES

German: Native speaker

English: Excellent command (CAE / C1)

Italian: Basic skills (A2)

Turkish: Mother tongue

### COMPUTER

CAD: ArchiCAD (expert), AutoCAD (2D)

Graphics: Adobe Photoshop & Illustrator (intermediate)

## ACTIVITIES

FILM | Production coordinator for the road movie (short) "Orientierungslos" 2005

SWR TV | Set design for a TV movie "Wie angelt man sich einen Müllmann" 2000

FH MAINZ | Student press secretary & establishment of the student magazine 1997