

Ariel Raphael Asken

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Licensed architect and collaborative leader, skilled at identifying and communicating brand DNA through the built environment: Retail and Fixture Design, 3D Visualization, Value Engineering, Project Management.

PROFESSIONAL EXPERIENCE

Blue Bottle Coffee

Standards & Prototypes Design Manager, Global Cafe Design December 2021 - August 2026

Provided key role on the Global Cafe Design team in the overall execution of Blue Bottle Coffee's brand vision for new cafes and activations, evolving cafe standards, prototypes and new concepts to address market needs.

- Led new cafe initiatives and special projects in collaboration with internal Operational, Brand, Coffee Excellence and Cafe teams to ensure smooth integration of new concepts and equipment in all cafes.
- Sourced fabrication vendors and design new fixtures for cafe-wide roll-outs such as standard millwork packages, display and operational fixtures, full-scale cafe prototypes, manuals, etc.
- Created, maintained and managed all equipment and design specifications and cafe design guidelines.

RAC Design Build

Design Brand Manager February 2020 - December 2020

Developed design specifications and guidelines supporting adherence to RAC core design values and firm-wide project consistency.

- Spearheaded development of an interactive "Outline Spec Database," empowering project teams to quickly create "look and feel" packages to show design intent and quality expectations for early project bidding.
- Helped project teams establish early-stage design direction for ground-up and adaptive re-use projects.
- Created RFPs for various design consultants such as Lighting and Landscape Designers.

Lucky Brand

Director of Store Design February 2019 - September 2019

Led Store Design department and evolved store image of 30-year-old heritage denim brand across multiple channels (Specialty/Outlet/Wholesale), including new store projects, remodels, temp stores, pop-ups, fixture initiatives, and trade shows.

- Captured \$2 million savings over 2018-2019 in new store build-out costs ($\pm 40\%$ reduction) through value engineering store and fixture designs, while maintaining identity and integrity of brand.
- Translated flagship design into cost-effective roll-out of more than 20 new Specialty retail locations.
- Provided guidance on landlord leases and lease outline diagrams for build-out suitability.
- Reviewed bids, responded to RFIs, and visited job sites during construction to resolve potential conflicts.
- Vetted and selected architects, fixture fabricators, and other outside vendors.

Senior Manager, Store Design 2014 - 2019

Store Design Manager 2011 - 2014

Developed new Specialty and Outlet store concepts, fixtures, and refreshes, executing 20-30 projects per year.

- Designed new stores and "refreshed" existing stores to match updated department guidelines.
- Scheduled project timelines, including key architect, landlord and building department milestones.
- Coordinated with landlords, Construction team, and Store Operations to ensure seamless and successful completion of new store openings, renovations and other project initiatives. Punched stores at turnover.

MaxMara USA

Consulting Architect and Designer 2007 - 2011

Collaborated with the U.S. Visual Merchandising Office in New York to create a series of high-concept shops and installations in response to the unique aspects of the Los Angeles market. Projects included a new concept shop on Melrose Place, a Pop-up shop on Rodeo Drive, and multiple fixture and window projects.

Select List of MaxMara Projects:

- **MM Melrose Project** New Store Concept, Los Angeles

Designed a new, experimental retail concept conceived as an informal yet luxury environment with spatial and programmatic flexibility. A mixture of raw materials, artisanal details, and custom fixtures, furnishings and lighting presented a new, more relevant image. Created new logo, signage and graphics.

Construction cost: \$100/sf

- **SPORTMAX** Pop-Up Store, Beverly Hills

Created a fresh, brand-specific luxury retail space inside shell of previous tenant. Transformed existing interior finishes and millwork, curated eclectic fixture package, and designed and fabricated new display props. Supervised fast-tracked (6 weeks) construction of new location.

Construction cost: \$50/sf

- **Display Window Concepts and Props**

Designed custom window installations and props. Oversaw budgets, bidding, fabrication and installation. Projects included collaborations with Vanity Fair, LACMA and Academy of Motion Picture Arts and Sciences.

RELEVANT EXPERIENCE

VOITURE12

Principal, Architect

Owned and operated architecture and design studio in Los Angeles specializing in custom residential and luxury retail projects.

Aleks Istanbulu Architects

MACK Architect(s)

Project Architect

Designed and provided project management for residential, multi-family and mixed-use projects with multiple international, award-winning architecture firms.

- Led design and contract documents phases from project inception to completion.
- Interacted with clients; led planning, permitting and neighborhood meetings, zoning and entitlement approvals, permitting and bidding processes.

EDUCATION, ACCREDITATION, SKILLS

Master of Architecture

Southern California Institute of Architecture
Los Angeles, CA

Environmental Design Program

Parsons School of Design, New York, NY

Bachelor of Arts

New York University, New York, NY
Université de la Sorbonne Nouvelle, Paris, France

LICENSING + ACCREDITATION

- California License No. C29562
- New York State License No. 029220
- LEED AP

HANDS-ON SKILLS

- Adobe Photoshop, Illustrator, InDesign, Bridge
- ArchiCAD, AutoCAD, Bluebeam, SketchUp
- Freehand sketching

FOREIGN LANGUAGES

- French (Professional proficiency)
- Spanish (Moderate proficiency)