

MIKI MEHANDJIYSKY

CREATIVE LEADER, DESIGNER, INNOVATOR

CREATIVE SKILLS

- Creative Design & Strategy
- Art Direction | Creative Vision
- Sketching & Visualization
- Graphic Design, Visual Identity
- UX, Experience Design
- Adobe Creative Cloud
- Microsoft 360
- Figma
- Lucidchart
- Midjourney AI Design
- Print Design & Production

LEADERSHIP SKILLS

- Design Team Management
- Hiring & Coaching
- Career Planning, Mentoring
- Branding, Brand Strategy
- Vendor Management
- Stakeholder Communication
- Executive Presentation
- Budget & Resource Planning
- Market Research & Analysis

DESIGN AWARDS

- 9x Red Dot Awards
- 3x iF Design Awards
- IDEA Silver Award
- CES Innovation Award 2009

RECOGNITIONS

- Rated "Top Talent" on UpWork professional platform, 2020.
- "Best Designer" Award, 2007- Samsung Electronics America, Los Angeles, California
- Nokia 1100 holds world record for highest-selling consumer electronics product of all time.

PATENTS

- 80+ Utility & Design Patents

LANGUAGES

- English (Fluent)
- French (Fluent)
- Italian (Advanced)
- Russian (Advanced)
- Japanese (Intermediate)
- Spanish (Basic)

CONTACT

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PROFESSIONAL PROFILE

Dynamic and result-driven creative leader with a track record of success in directing teams and solutions for high-profile multinational companies like HP, Dell, Samsung, and Nokia. Experienced in leading multi-disciplinary teams towards the development of award-winning designs, experiences, solutions and strategies.

ACCOMPLISHMENTS

- Led the creative strategy and execution of hundreds of best-selling, award-winning designs & experiences.
- Led multi-disciplinary teams through several complex projects simultaneously, and delivered very high quality results that surpassed all expectations.
- Elevated corporate brands and portfolios by creating valuable strategic assets, resulting in the production of innovative, cohesive, high-performing, award-winning physical products and experiences.
- Interviewed, hired talent, and built successful multi-disciplinary creative teams.
- Promoted innovation and design thinking within multinational organizations.
- Over 80 utility patents for HP Inc alone. Won a large number of design awards.

WORK EXPERIENCE

FOUNDER, PRINCIPAL, DESIGNER

mikidesign co. | 2019 - present

- Generating design ideas, brand strategies, print and digital assets for various customers: AI startup, transportation company, non-profits (incl. Mercy Corps).
- Creative direction and design management services to startup clients, and emerging brands. Use of latest tools: Figma, Midjourney AI, Canva & many others.
- Producing a large volume of original modern artwork, and marketing it to consumers in the form of framed art, or applied on various products (apparel / wearables, accessories, furniture pieces etc.) through e-commerce platforms.
- Providing direct, informed, valuable feedback and professional perspective to design students, rooted in many years of hands-on industry experience. Participating regularly in Mid-Terms and Final Presentations of students in Product & CMF Design at Art Center College Of Design (alma mater).

DESIGN MANAGER, INNOVATION & ADVANCED CONCEPTS

HP Inc. | 2015 - 2019

- Established & led HP Inc's first ID team with exclusive focus on innovation.
- Researched and analyzed global macro trends, emerging technologies & user experiences, identifying strategic disruptive opportunities for HP Inc.
- Defined advanced strategies and new business ideas orthogonal to HP's Core portfolio; employed a human-centered approach; identified new experiences, solutions, device form factors, services, and interactions; presented new growth opportunities to HP executives regularly; successfully collaborated with multi-disciplinary teams in various geographical locations, generating optimal solutions, met project goals, targets, budgets and timelines.
- Generated a large volume of valuable IP, filed dozens of utility patents.

DESIGN MANAGER, CONSUMER PRODUCTS - CORE PORTFOLIO

Hewlett-Packard Co. | 2011 - 2015

- Directed the concept planning and execution for multiple generations of consumer products, with cohesive design and a refined user experience.
- Ensured all products had the optimal feature set, functionality, appeal, performance, design longevity, durability and overall value, leading to HP's increased commercial success in a highly competitive global PC market.
- Assembled and coached a top-performing internal team of designers, and led them efficiently through highly complex projects and processes. Successfully handled detailed pre-manufacturing reviews (BOMs, part, material, color and finish cost specs for each sub-brand and each separate Core product family.
- Improved HP's design processes, business principles & brand strategies towards achieving optimal top- & bottom-line results. Strengthened HP's existing Core product lines by refining existing form factors and introducing new solutions.
- Won multiple awards, filed a large number of design and utility patents.

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TESTIMONIALS

"Miki is more than just a rock star designer. He is extremely innovative, a team player and an absolutely amazing delight to have in your team. He is extremely hardworking and jumps in to help in any project that needs attention irrespective of his scope of responsibility. He is multi-faceted, a visionary. I would highly recommend Miki."

Kranti Singh

Head of Strategy at Google

"Miki's leadership, talent, experience, and mastery of design is only surpassed by his vision. He always articulated goals and provided clear design direction, thus setting me up for success. Miki is someone who I'll always want to work for, because he brings out the best in people."

Don Tuttle,

Lead 3D Artist

"Like the saying goes, you don't sell a product, you sell a story. This is how I describe Miki's work for HP's next generation product and services. His vision for the future is unparalleled and well aligned to the Mega Trends paving the way for HP's future over the next 50 years. His unconventional way of thinking empowers & challenges us to look at things in a totally different way, thereby enabling HP to create products & services that will give it a sustainable competitive advantage. Absolute pleasure working with Miki,"

Luke Thomas

Chief of Staff, HP CTO Office

"Miki is quite creative and always thinks outside of the box. At the same time, he understands the business requirements well and flexibly tunes his designs to meet the strategy."

Mimi Yun

Head of Supply Chain, AWS

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WORK EXPERIENCE | CONTINUED

SENIOR LEAD DESIGNER, CONSUMER NOTEBOOKS

Dell Computer | 2009 - 2011

- Oversaw the design of all performance-focused (Studio XPS) and premium (Adamo-branded) notebook PCs.
- Managed a \$1.5 mil yearly operating budget, with focus on developing new consumer products and solutions with external vendors. Optimized spending to ensure best possible value-design quality, volume and content.
- Spent as much as 25% of the productive time in Taiwan, liaising directly with ODM companies (Quanta, Compal, Wistron, Foxconn, Pegatron, etc.) driving the industrial design directly with them, and navigating through complex RFQs with business and cost negotiations ongoing in parallel.
- Produced high-quality, precise, photo-realistic mock-ups in collaboration with model-making producers in USA, Taiwan, and Korea. Supervised and art-directed all product photography efforts with internal and external photography and video production professionals.

CO-FOUNDER, DESIGNER

Design Funhouse Enterprises | 2007 - 2008

- Co-founded a startup business, and built it from the ground up, with the courageous goal of revolutionizing how Pet & Kitchen Products are conceptualized, designed, manufactured and marketed.
- Introduced numerous creative concepts, like steel utensils, accessories, pet beds, aluminum insulated water bottles, water fountains, etc.
- Designed the popular Drinkwell 360 Multi-pet Fountain, which currently sells in multiple popular iterations.

ASSISTANT DESIGN MANAGER, MOBILE PHONES & ACCESSORIES

Samsung Electronics | 2005 - 2008

- Led a Cluster Team of 4 senior designers, focused on advanced concepts.
- Designed dozens of successful mobile phones & accessories for US and global markets, including some of Samsung's very first multi-mode transformable phones featuring e-Ink and AMOLED displays.
- Successfully pushed Samsung from within, to evolve from a conservative company with a chaotic approach to design and a limited future vision, towards becoming more structured, strategic and innovative.
- Received the "Best Designer" recognition in 2008.
- Multiple searchable patents.

SENIOR | LEAD DESIGNER, MOBILE PHONES

Nokia Inc. | 1999 - 2005

- Was recruited directly from college.
- Powerfully contributed to Nokia's landslide success that led to 500% growth in less than 3 years.
- Main inventor on a large number of patents.
- Designed dozens of best-selling, award-winning mobile phones, among which the Nokia 1100 phone stands out as "the top selling consumer electronics product of all time", with over 250 million units sold worldwide during the model's lifetime. This record continues to be unsurpassed.

EDUCATION

BACHELOR OF SCIENCE - PRODUCT DESIGN

ArtCenter College Of Design | Pasadena, California

CERTIFICATE PROGRAM, INNOVATION & ENTREPRENEURSHIP

Stanford SCPD | Palo Alto, California | Ongoing

MASTER OF ART PROGRAM, GRAPHIC & ENVIRONMENTAL DESIGN

National Art Academy | Sofia, Bulgaria, European Community