



CONTACT

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-  LONDON (Available Immediately)
-  Working Permit: BN(O) VISA
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EDUCATION

Bachelor of Arts (Hons) in Design (Environmental & Interior)
The Hong Kong Polytechnic University | 2010–2012

PROFESSIONAL DEVELOPMENT

Google Project Management Certificate
2025

SKILLS & KNOWLEDGE

Design & Brand Experience

- Sensory & experience-led spatial storytelling
- Brand strategy, content research & narrative development
- Retail guidelines & brand identity translation
- FF&E and visual merchandising direction
- Styling for retail & lifestyle environments

Project Leadership & Rollout Execution

- Multi-site rollout & cross-cultural team leadership (Asia + Europe)
- Full-scope project & construction management
- Tendering, procurement & vendor negotiation
- Budget control, CAPEX forecasting & value engineering
- Project programs, milestone tracking & risk management
- Site supervision, contract admin & regulatory permitting

Tools & Technical Skills

- 2D/3D Software: AutoCAD, Rhino, SketchUp, Vectorworks, Revit
- Visualization: Enscape, Vray
- Presentation: Adobe Creative Suite (Illustrator, InDesign, Photoshop)
- UI Tool: Figma
- PM Tools: Asana, Monday.com, Microsoft Project
- Office Software: Microsoft Office Suite, Google Workspace

Language

- Chinese - Mandarin & Cantonese (Native)
- English (Fluent)
- French (Beginner – Actively Learning)

CHLOE YAU CHIU TING

Senior Interior Designer |
Experience-Led Retail & Hospitality Environments |

I craft immersive spaces where brand storytelling meets sensory experience and strategic function.

With over 12 years of international experience in retail, hospitality, and cultural environments, I bridge creative vision with precise project delivery from concept through construction. My approach combines narrative-driven design, FF&E curation, and seamless coordination across teams, suppliers, and consultants. Whether shaping flagship stores or transforming mixed-use developments, I bring a grounded, human-centred perspective that enhances brand identity, emotional connection, and commercial impact.

JOB EXPERIENCE

Senior Designer – Retail & Cultural Design Lead Foster + Partners, London | 2023–2024

- Led concept-to-completion spatial storytelling for major international projects, including a 30,000 sqm luxury mall transformation in South Korea and the cultural space for the **Zayed National Museum** in Abu Dhabi.
- Developed sensory-driven design narratives to support brand repositioning and enhance visitor journeys, collaborating closely with contractors, engineers, and fabricators to uphold design integrity through construction.
- Improved customer circulation by 35% through experience-led layout optimisation and strategic planning for the South Korean retail flagship.

Contract Retail Strategist (Interior Focus) Universal Design Studio, London | 2023

- Supported the sensory-led redesign of **Verizon's** U.S. retail concept, shaping early-stage brand environments and customer journey strategies across flagship formats.
- Developed modular retail experience systems using behavioral mapping and adaptable FF&E components to support scalable, experience-driven rollouts.

Senior Designer, Retail and Mixed-Use Developments Studio X, Hong Kong | 2020–2022

- Led spatial strategy and experiential design for **K11 Atelier Ningbo** and **Melco Beverly Arcade**, blending brand storytelling with commercial functionality across high-profile mixed-use developments.
- Developed narrative concepts and regional retail guidelines to support brand repositioning, enhance customer engagement, and ensure cohesive brand experiences across varied retail formats.
- Delivered 6 rollout stores for **Tea Chateau** following a successful flagship launch, and secured further commissions (**Vita Green Concept Store**) through trusted client relationships and precise design execution.

Senior Project Designer, South Korea Market Lead Starbucks Coffee Asia Pacific, Hong Kong | 2017–2019

- Delivered **30+** premium **Starbucks Reserve & Core Stores** across South Korea, curating experience-led environments that translated global brand storytelling into culturally resonant, sensory retail formats.
- Developed regional store design guidelines to ensure consistent journeys and scalable implementation across department stores, malls, and travel retail hubs.
- Led full-scope multi-site rollout including tendering, FF&E coordination, vendor negotiations, and on-site issue resolution; successfully opening 15 stores in 5 months while maintaining brand and quality standards.

Senior Interior Designer, Art, Culture & Brand LAAB Architects, Hong Kong | 2015–2017

- Designed immersive, sensory environments for **HK House at Echigo** and **Nature Discovery Park at K11 Musea**, blending brand storytelling with nature, art, and cultural narratives to evoke emotional engagement.
- Partnered with interdisciplinary teams across architecture, sustainability, and art to deliver spaces with commercial impact and cultural resonance.
- Completed a private photographic gallery that secured 3 **Leica** store commissions in Hong Kong and China, demonstrating brand alignment and design precision through bespoke spatial and FF&E execution.