

Richard Avery

Design Director: Architecture & Interior Design
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Summary Design Director for architecture and interior design with a focus on retail, hospitality, and mixed use projects. Experience working with brands and clients including Starbucks, Equinox Fitness Clubs, Culver's, Gabe's, Dior, Sterling Bay, and Graham Elliot.

Currently in senior leadership at a mid-size architecture and interior design firm. Involved in establishing firm strategic and creative direction, business development, client relationship management, team leadership and mentoring, and employee recruitment.

People focused and able to connect and communicate with clients and coworkers in a way that establishes trust and allows me to lead, persuade, and win business.

Leading design teams by creating an open and safe environment where team members can utilize their talents, and learn to structure their thinking to effectively and efficiently work through design problems. This process prioritizes creating successful outcomes for clients while also creating meaningful places and spaces for the end user.

Professional Experience

Design Director,
Zimmerman Weintraub Associates
Chicago, IL
Nov. 2016-Present

Roles & Responsibilities:

Design Director & Lead Technical Architect for custom projects, and Lead Technical Architect for Programmatic projects

As senior management, closely involved in establishing firm strategic and creative direction, and identifying, pursuing, and closing new business

Co-manage Starbucks relationship and act as Lead Technical Architect for Starbucks Cafes (200+ to date) including new construction, tenant improvement, renovations, and building conversions

Team Lead and primary client contact for retail and development clients including Equinox Health Clubs, Gabe's, Culver's, and Acadia Realty Trust

Prepare fee proposals including fee estimating and writing scope of work descriptions

Lead and manage 11 direct reports, including training and mentorship, as well as being actively involved with employee recruitment and interviews

Principal, **Avery Architecture & Design**

Chicago, IL
Jan. 2004-Nov. 2016

Sole practitioner with a concentration on multi-family/mixed-use, restaurant, and custom residential projects

Projects ranged in size from 800sf to 15k sf, and with budgets between 100k & 6m

Focused on one to two large projects per year, and had four to five projects at various stages in the process in the office at any one time

Accomplishments:

Instrumental in closing more than \$1m in new fees in one year

Helped grow Starbucks fees to \$1.4m per year

Initiated and developed a new proposal process

Initiated and led design and implementation of a new proposal format

Initiated, designed, prototyped and helped implement new project work plan system that is efficient and easy to use for tracking project performance, and helping maintain projects at 20% profitability

Increased revenue by creating a new system for initiating and tracking Additional Service Requests with Starbucks

Assisted with fee estimates and drafting response for Starbucks Master Service Agreement RFP

Led creation and implementation of new project task tracking system for Starbucks projects

Provided editorial concept, art direction, and editorial content for new firm website

Accomplishments:

Grew practice from primarily custom residential to primarily commercial projects

Used my design thinking skills to help clients develop business concepts and project delivery strategies to improve overall project success

Projects tended to be complex with issues related to site, budget, program, construction, approvals, etc., providing deep exposure to a range of design and construction challenges. This required me to maintain a high level of focus and involvement, and build an extensive problem solving skill set

Professional Experience (cont.)

Adjunct Faculty, Harrington College of Design

Chicago, IL
Jan. 2004-2016

Instructor in undergraduate and graduate programs. Classes taught include architectural detailing, building systems, design process, collaboration design studio, graduate thesis chair. My focus as an educator has been to help students find clarity on how they think and who they are as designers.

Project Architect, LR Development (now Related Midwest)

Chicago, IL
1999-2003

Part of design/build team for custom high-end condominiums at The Park Tower (800 N. Michigan Ave.) and 840 N. Lakeshore Drive. Duties included design, MEP coordination, bidding and pricing, bid qualification and verification, construction administration. This position allowed me to spend a significant amount of time on construction sites which in turn allowed me to 'close the loop' on my understanding of how design is made real.

Accomplishments:

Designed and implemented changes to existing courses to make them more effective and better achieve curriculum goals

Developed and implemented new graduate level course on design process

Taught well attended, recurring SketchUp workshops

Project Architect, Ranieri & Associates

Chicago, IL
1998-1999

Small firm specializing in custom residential design. Duties included, existing conditions documentation, design drawings, construction drawings

Intern Architect, Nagle Hartray Architecture

Chicago, IL
1996-1998

Duties included existing conditions documentation, design drawings, construction drawings

Education

Master of Architecture

Virginia Polytechnic Institute and State University (aka Virginia Tech), Blacksburg, VA

Bachelor of Environmental Design

Ball State University, Muncie, IN

Registration

Licensed Architect

Illinois 2003-Present

Professional Activities

Pro-bono Consulting: Three Arts Club; The Citizens Lighthouse Community Land Trust

Case study Presentation: Evanston Emerson/Lyons Community Plan, Chicago Center for Green Technology; Chicago Green Fest

Tour Leader: Great Chicago Places and Spaces

Lecture: Flip-a-Strip (with Jess Giffin), the School of the Art Institute of Chicago; the Graham Foundation

Panelist: Burnham Smack Down round-table discussion (With Lyn Becker, Zoka Zola, Sam Asseffa, and Mike Newman)

Honors/Awards

Flip-A-Strip: Ideas competition Merit Award Winner, Scottsdale Museum of Contemporary Art

Chicago Landmark Award For Preservation Excellence: Thorne-Hourican Residence

Burnham Prize Finalist: Chicago Architecture Club

Technology

I learn new software easily and use technology in ways that maximize its utility and help achieve goals. I have been learning and using various CAD, modeling, rendering, and presentation software tools since I was an undergraduate. Even though I do not do production work in my current position, I continue to learn and find new ways to leverage technology to help our team work more effectively. My focus is never on the particular tool, but rather what it allows us to accomplish as a team that we could not without it.

Management experience:

Revit
Lumion

Management & Production experience:

AutoCad
Sketchup
Photoshop
InDesign
Deltek Ajera
Microsoft Office