



# YUDI KAUFMAN

## STRATEGIC DESIGN & HOME FURNISHINGS BUSINESS PRO

### PROFESSIONAL SUMMARY

Entrepreneur and business development professional with over a decade of experience building and growing businesses within the design and home furnishings industry. Skilled in brand strategy, product development, partnerships, and operational leadership. Proven ability to scale services, strengthen market positioning, and drive revenue growth. Founder of a boutique firm leading initiatives across business development, marketing, and strategic expansion.

### CONTACT INFO

646-251-0236  
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www.YKDAssociates.com

### TECHNICAL SKILLS

- Working Knowledge of AI Tools and SEO Strategies
- Business & Financial Tools: MS Office, QuickBooks, Design Manager
- Marketing & Digital: Social media strategy and implementation, Canva, CapCut, Edits
- Design Tools: AutoCAD, SketchUp, Adobe Creative Suite

### EDUCATION

**SUNY Fashion Institute of Technology**  
MA, Sustainable Interior Environments

**SUNY Fashion Institute of Technology**  
BFA, Interior Design, Cum Laude  
Minor, History of Art

### PROFESSIONAL EXPERIENCE

#### YKD Associates LLC, New York, NY

##### Business Development & Strategic Advisory | 2021 – Present

- Founded a business development and advisory firm focused on the home furnishings and interior design industry, partnering with design firms, artisans, and manufacturers
- Advise clients on brand positioning, market strategy, and growth initiatives, helping translate creative offerings into scalable business opportunities
- Lead product development and merchandising strategy, collaborating with makers and vendors to bring market-ready collections and custom offerings to life
- Facilitate strategic partnerships and licensing opportunities between designers, brands, and manufacturers
- Guide clients in go-to-market planning, including pricing strategy, distribution channels, and client targeting
- Support development of marketing and digital presence, aligning brand identity with audience and industry positioning
- Regularly invited as a public speaker at major trade markets and industry events, presenting on topics including business growth, branding, and the evolving design marketplace
- Provide ongoing advisory across operations, client experience, and revenue diversification strategies

#### Yudi Kaufman Design Associates, New York, NY

##### Principal Designer | 2015 – Present

- Founded and manage a residential interior design practice serving clients throughout New York City and surrounding areas
- Lead full project lifecycle including concept development, space planning, sourcing, budgeting, purchasing, and installation
- Coordinate with contractors, vendors, and artisans to execute cohesive, high-quality designs
- Develop tailored design solutions that balance aesthetics, function, and client lifestyle

#### Robin Baron Design, New York, NY

##### Vice President | 2017 – 2021

##### Designer | 2013 – 2017

- Oversaw multiple high-end residential projects and supported firm operations, including expansion into product development, licensing, and e-commerce
- Collaborated on design direction, client presentations, and project execution from concept through completion
- Managed junior designers and coordinated cross-functional project teams
- Conducted site visits, measurements, and contractor meetings to ensure project accuracy and quality