

# Ronald J. Zeytoonian

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## Registered Architect

Planning & Design • Tenant Coordination • Project Management

### EXECUTIVE SUMMARY

**Strategic thinker**, innovative problem solver, and service-oriented leader with unique combination of big picture design visioning and detail-level expertise in mixed-use and retail development projects.

**Executive roles** in both architectural and development firms, with global experience in managing teams of architects, tenant coordinators and construction professionals. Proven success as a design architect, project manager, and owner's representative for shopping centers, multi-family residential and mixed-use developments.

**Influential communicator**, able to forge strong relationships with stakeholders and professionals across the building industry to meet business objectives and goals.

### Strengths

Commercial and Residential Planning and Design • Mixed-use Project Management • Tenant Coordination  
• Construction Administration • Quality Assurance • Feasibility Studies • Value Engineering

### CAREER PERFORMANCE

#### RONALD J. ZEYTOONIAN ARCHITECT, PC

Asbury Park, NJ

#### Owner/President

2010 – Present

*Architectural design and management consultant collaborating with Architectural firms, Developers, and Tenant Coordination Professionals on mixed-use projects world-wide.*

Providing planning and design concepts, programming, owner's representation, and tenant coordination services. Responsible for business development, operations management, and financial management of company.

#### MAJOR COLLABORATIONS

**Triple Five:** Managed programming, design, CA and tenant coordination services focusing on the white-box and turn-key retail program at American Dream Meadowlands in New Jersey. Project was subsequently placed on hold and reprogrammed for primarily entertainment uses.

**Rothschild Downes:** Director of Design providing Tenant Coordination and Project Management focusing on the turn-key retail program at the Shops at Hudson Yards in New York. Project was completed.

**S9 Architecture:** Design Principal managing the schematic and design development of Trinity Hills Mixed-use Development in Calgary, Alberta Canada and The Boulevard Shopping Center in Staten Island, NY. Both projects are under construction.

**Urban Edge Properties:** Provided pre-development planning and design services for multiple open-air shopping centers in the NY metro area and southern Florida.

#### SIMON PROPERTY GROUP

Indianapolis, IN

#### Director of Planning & Design

2014 – 2015

*Largest real estate trust, and largest shopping mall operator, in US, with properties across North America and Asia.*

Recruited to manage the design and repositioning of several “Mills” shopping centers and the expansion of two luxury malls. Managed 3rd-party architectural firms, their consultants for; Responsible for full-cycle execution including design assist, quality control, RFPs, bid leveling and construction administration.

**MAJOR PROJECTS**

- **Stanford Shopping Center:** Luxury open air shopping center in Palo Alto California. The project included a complete renovation, expansion and architectural upgrades to the exterior.
- **Town Center at Boca Raton:** Luxury indoor shopping mall in Boca Raton, Florida. The project included a new and prominent hospitality court and valet entrance, interior upgrades and localized exterior storefronts.
- **The Mills Division:** Managed the design and repositioning of three outdated “Mills” shopping malls. Projects included Sawgrass Mills in Florida, Concord Mills in North Carolina and Great Mall in Milpitas California.

**FX COLLABORATIVE**

**Associate Principal/Senior Designer**

**New York, NY | Dubai**

**2007 – 2009**

*The International Studio: Architectural and planning studio focusing on large scale mixed-use projects in the Middle East*

Co-leader of the company's International Studio responsible for the residential and retail components of three mixed-use hi-rise developments and large-scale masterplan for a new city district in Dubai.

**MAJOR PROJECTS**

- **Waterfront District G9:** Wrote the program of uses and led master-planning efforts for a 22M sq. ft. masterplan along the Dubai waterfront. Project was comprised of an integrated mix of 7 phases of residential, retail, cultural, medical and education uses, functioning as hub within surrounding “new city” development district between Dubai and Abu Dhabi. Project was halted due to the financial crisis of 2008.
- **King Abdullah Financial District:** Responsible for planning the residential floors for 4 high-rise towers and the retail podium for each of the towers. Project is completed.

**CALLISON**

**Associate Principal**

**New York, NY**

**2005 – 2007**

*Full services architectural firm with a global presence in mixed-use and retail markets. Now Callison/RTKL.*

Recruited to assist in the organization and growth of the new NYC branch of Callison. Supported multiple design teams assigned to various shopping center projects in the US.

**GREENBERG FARROW**

**Senior Associate**

**New York, NY**

**2003 – 2005**

*Full services architecture, engineering, planning, and landscape architecture firm.*

Responsible for the design and planning of multiple open-air shopping centers and strip malls in the NY metro area.

**MAJOR PROJECT**

- **Bronx Terminal Market:** Led planning of a 2 million square foot big-box shopping center and 6 six level parking deck. The building was the first vertical big box shopping center in the New York metro area.

**ELKUS-MANFREDI Ltd.**

**Senior Associate**

**New York, NY**

**1997– 2003**

*Full services architecture, engineering, planning, and landscape architecture firm.*

**MAJOR PROJECT**

- **Shops at Columbus Circle:** Lead designer and Project Architect for the 5-level retail podium at Time Warner Center in NYC. Was involved in all phases from master-planning in collaboration with SOM through completion of the architecture within the interior podium.

#### ADDITIONAL EXPERIENCE

- Senior Associate Lee Harris Pomeroy Associates, New York, NY: Major projects included a hotel in Prague and a 7200-sf luxury apartment on Central Park West.
- Project Manager, Naomi Leff, New York, NY: Project Manager for the roll out of new Giorgio Armani boutiques in Boston, NY and Chicago.
- Design Architect, Ehrenkrantz, Eckstutt and Whitelaw, NY: Queens County Criminal and Supreme Court Complex
- Design Architect, Kallmann, McKinnell and Wood, Boston, MA: Project Designer for the Pier 4 Waterfront Development in Boston and phase two of Becton Dickenson's HQ in Franklin Lakes NJ and The Hynes Convention Center, Boston
- Architectural Design Instructor: BAC, Boston, MA:
- Guest Critic: Harvard GSD Core Program, Cambridge, MA

#### EDUCATION

**Bachelor of Architecture** Syracuse University, Syracuse, NY

**Associate of Architectural Engineering** Wentworth Institute of Technology, Boston, MA

Registered Architect: New Jersey, New York, Massachusetts

Certificate in Photography: Boston Architectural College, Boston, MA

Computer Software: Adobe Photoshop, MS Suite, Bluebeam and Sketchup

#### AFFILIATIONS

American Institute of Architects

U.S. Small Business Administration

International Council of Shopping Centers

American Planning Association

Asbury Park Historical Society

Asbury Park Chamber of Commerce

#### SPEAKING ENGAGEMENTS

*Design for Shopping—Making Retail Work.* Lecture, New York University Shack Institute of Real Estate, New York, Sept. 2012

*Evolution of an Urban Model—Placemaking in Retail Design.* Lecture, Symposium on Mixed-use Architecture, Shanghai, Aug. 2012

*Increasing efficiency with Green Building Solutions.* Lecture, World Architecture Congress, Singapore, April 2008