

# Saida Mei

TV Media Personality/Architect

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Seasoned Interior Designer and Architectural Designer with over 23 years of experience, blending high-level design expertise with a dynamic presence in TV media.

Co-producer and founder of the Design Matters TV show, bringing a unique perspective to both design and filmmaking.

Accomplished in creating compelling content, managing high-profile projects, and delivering exceptional design solutions.

Green card holder with a proven track record of extraordinary ability.

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## Media Experience

### Director, Producer

*U Multicultural Inc.*

<http://u-multicultural.com/>

April 2022 – Present

- Lead the organization through its expansion and operational phases
- Build and maintain strong relationships with local communities to understand their needs and ensure programming reflects diverse voices
- Oversee budgeting and financial planning, including preparing grant proposals and securing funding for ongoing and new projects.
- Direct and coordinate the launch of new programs and initiatives, including local content production and station setup

### Co-Producer & Founder

*Design Matters TV Show*, Winnipeg, MB, Canada

[Design Matters TV](#)

May 2019 – Present

- Co-founded and co-produced the *Design Matters* TV show, overseeing all aspects of production and content creation.
- Appeared as an invited interior designer, providing design expertise and innovative solutions throughout the series.
- Managed budget planning, team coordination, client interactions, and project implementation.
- Portfolio: [Design Matters](#)

### TV Host & Producer

*RTV Media*, Winnipeg, MB, Canada

[RTV Media](#)

December 2017 – November 2019

- Hosted and produced content for RTV Media, collaborating with producers, directors, and writers.
- Developed engaging design content and ensured alignment with show objectives.
- Portfolio: [RTV Media](#)
- Recommendation: [RTV Media Letter](#)

## **TV Host & Producer, Designer**

*Budget Repairs TV Show*

[Budget Repairs TV](#)

June 2013 – December 2015

- Participated in design and renovation projects for the TV show, providing expert advice on materials and finishes.
  - Prepared detailed drawings and 3D renderings for on-screen projects.
  - Portfolio: [Budget Repairs TV](#)
  - Recommendation: [Budget TV Letter](#)
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## **Design Experience**

### **Project Manager**

*Forefront Architecture + Engineering,*

[Forefront AE](#)

January 2021 – Present

- Overseeing project coordination, ensuring timely delivery and client satisfaction.
- Designing custom home plans and preparing comprehensive construction documents for permitting.
- Portfolio: [Forefront Architecture](#)

### **Architectural Designer**

*Ventura Custom Homes, Winnipeg, MB, Canada*

[Ventura Custom Homes](#)

April 2016 – February 2020

- Created architectural drawings and 3D visualizations for new plans.
- Conducted site visits, developed kitchen layouts, and designed entertainment units.
- Portfolio: [Ventura Custom Homes](#)

### **Interior Designer & TV Host**

*Budget Repairs TV Show*

June 2013 – December 2015

- Participated in design and renovation projects for the TV show, including material selection and 3D renderings.
- Portfolio: [Budget Repairs TV](#)
- Recommendation: [Budget TV Letter](#)

### **Assistant Professor**

*Kazakh Leading Academy of Architecture and Civil Engineering, Almaty, Kazakhstan*

[Kazakh Leading Academy](#)

September 2012 – July 2015

- Taught undergraduate and graduate courses in design, provided academic mentorship, and developed course materials.
- Publications: [Kazakh Leading Academy Publications](#)

### **Director of Franchise**

*Roche Bobois, Almaty, Kazakhstan*

[Roche Bobois](#)

September 2011 – December 2012

- Developed franchise strategies and managed relationships with suppliers and advertising agencies.
- Portfolio: [Roche Bobois](#)

- Recommendation: [Roche Bobois Letter](#)
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## Filmmaking Experience

- **Filmmaker**
    - Developed and produced design-focused content for television and digital platforms, integrating design principles with storytelling.
    - Utilized expertise in design and architecture to create visually compelling and educational content for a diverse audience.
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## Education

### Master's in Interior Architecture and Design

*Academy of Art University*, San Francisco, CA

[Academy of Art University](#)

September 2019 – Present

- Portfolio: [Academy of Art](#)

### Master's in Architecture

*Academy of Architecture and Construction*, Almaty, Kazakhstan

[Academy of Architecture and Construction](#)

2005 – 2010

- Portfolio: [Master's in Architecture](#)

### Bachelor's in Environmental Architecture and Design

*Academy of Architecture and Construction*, Almaty, Kazakhstan

[Academy of Architecture and Construction](#)

1996 – 2001

- Portfolio: [Bachelor's in Architecture](#)
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## Memberships

- Member, International Interior Design Association (IIDA)  
January 2020 – Present  
[IIDA Profile](#)
  - Member, Interior Designers of Canada (IDC)  
January 2020 – Present  
[IDC Profile](#)
  - Member, Union of Architects of Kazakhstan  
September 2005 – 2015  
[Union of Architects](#)
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## Publications

- “Elite House” [Elite House](#) “Ideas” [Ideas](#) “Shanyrak” [Shanyrak](#)