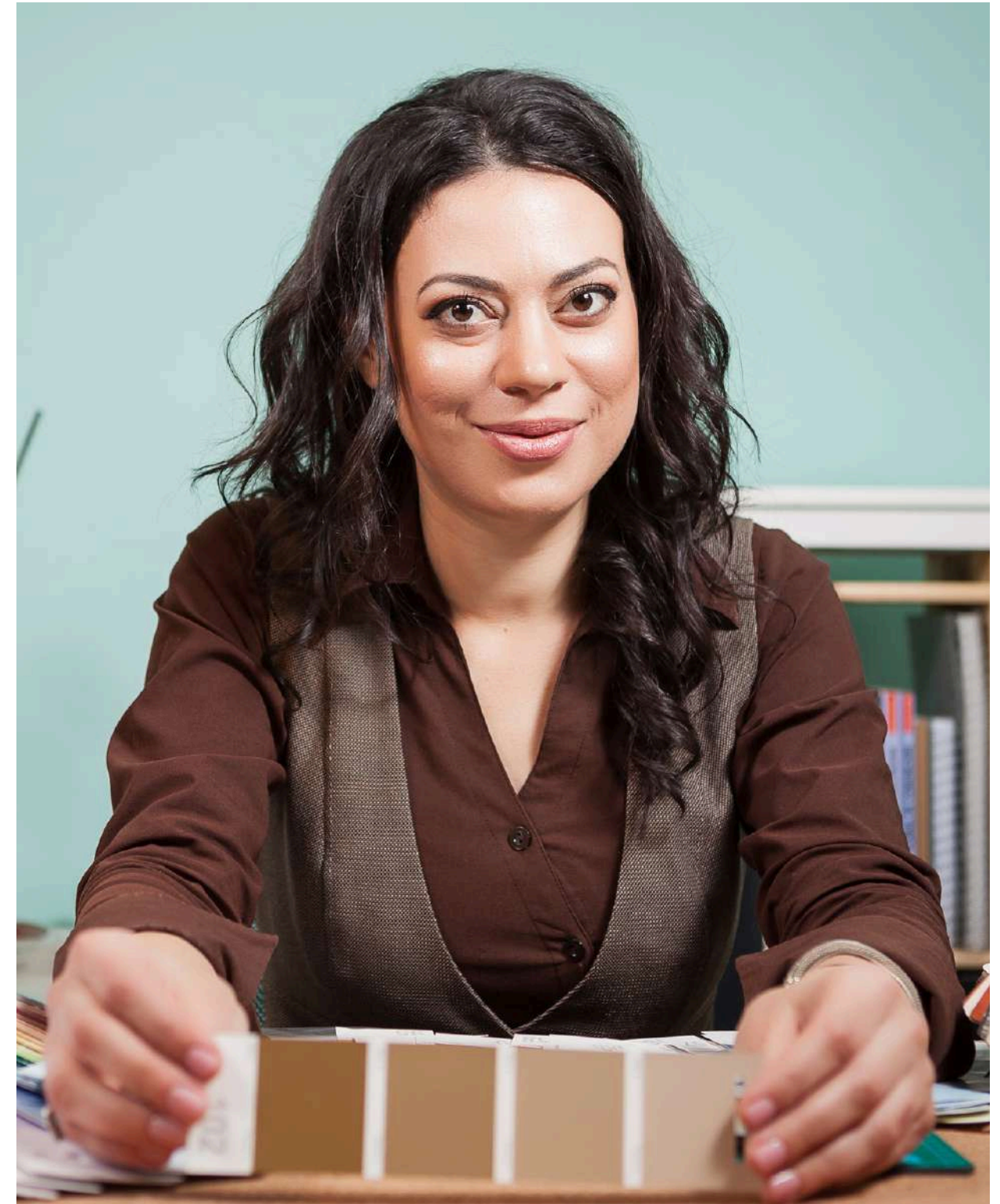


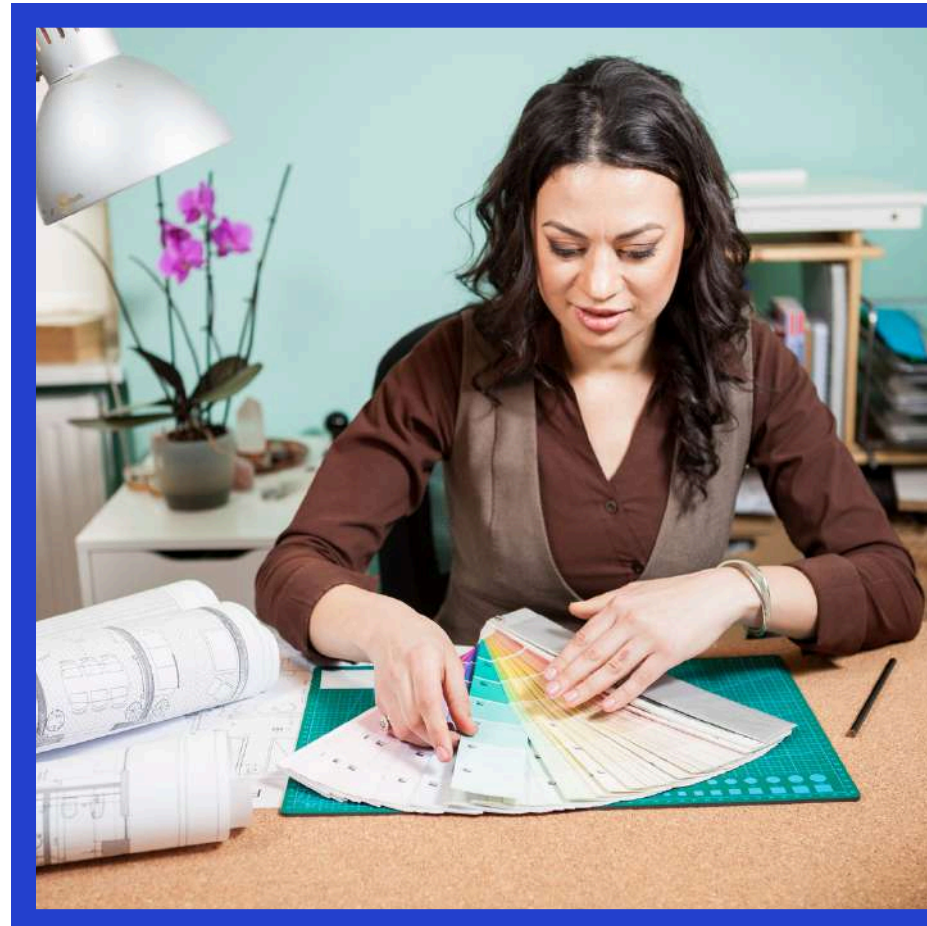
Bespoke Interiors for Modern Living

Career portfolio deck of
Sofia Reynolds

Interior Designer: Crafting Spaces,
Crafting Stories



INTRODUCTION



Welcome to my portfolio.

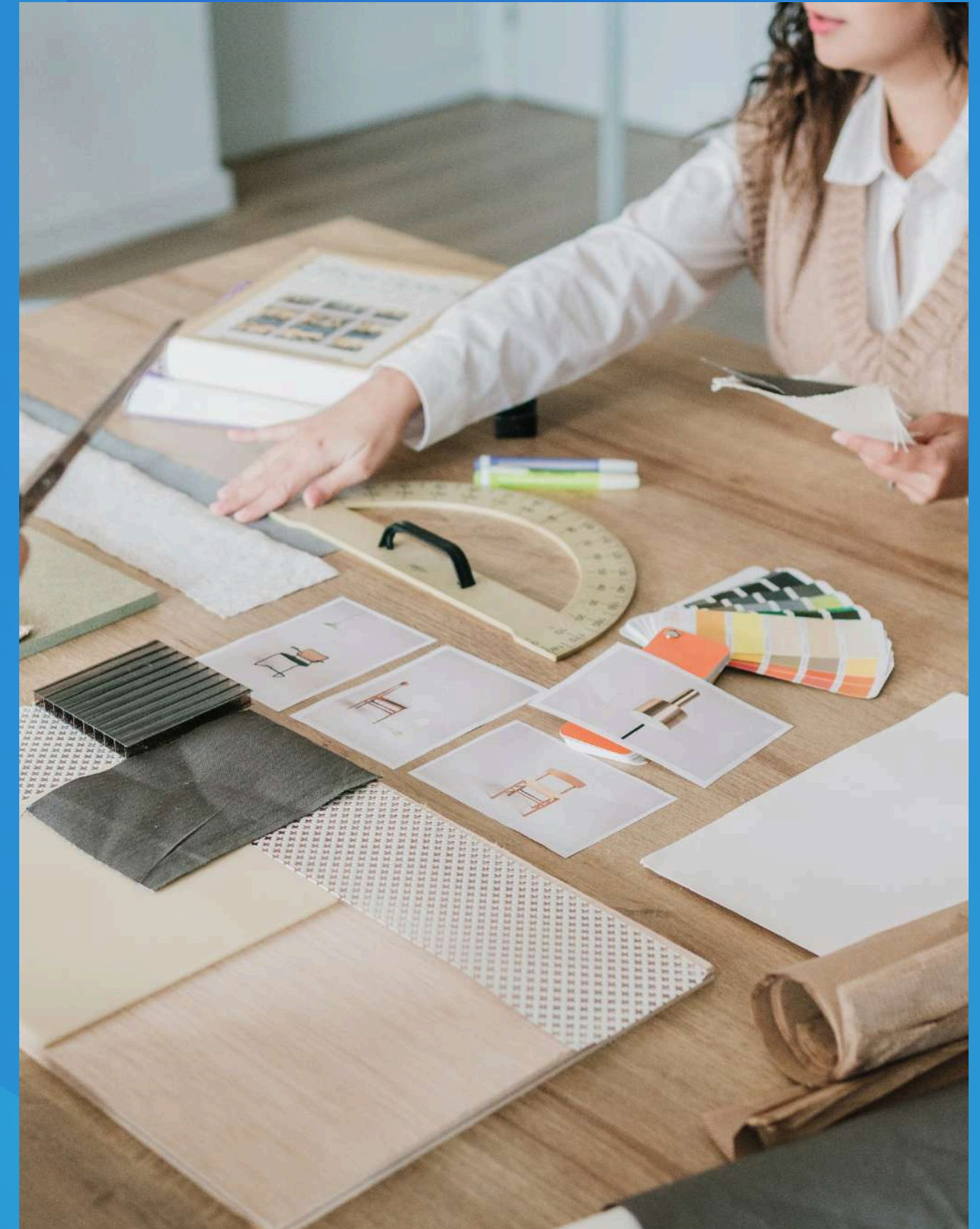
I am Sofia Reynolds, an experienced Interior Designer with a passion for transforming spaces into experiences. Every project I undertake is a collaboration

—blending functionality with artistic expression, creating environments where people feel truly at home. My approach is deeply rooted in understanding my clients' needs and aspirations, ensuring that each design reflects their unique lifestyle and personality.

OVERTURE

With over 10 years of experience in the design industry, I have cultivated a philosophy that emphasizes human-centric, sustainable, and timeless design. My approach goes beyond mere aesthetics; I believe that interiors should not only serve a functional purpose but also evoke emotion, inspire creativity, and tell a compelling story.

My journey into the world of design began with a deep fascination for architecture and art. This passion ignited my desire to create spaces that resonate with people on a personal level. I have had the privilege of working on a diverse range of projects, from cozy residences that reflect the warmth of home to cutting-edge commercial spaces that enhance productivity and innovation, and boutique hotels that offer unique experiences and memorable stays.





Design Philosophy

At the core of my philosophy is the belief that design should be inclusive and accessible, catering to the needs and preferences of all individuals. I strive to create environments that foster connection and well-being, recognizing the profound impact that our surroundings have on our mental and emotional health. Each project is approached with a fresh perspective, ensuring that the final design is a true reflection of the client's personality and lifestyle.

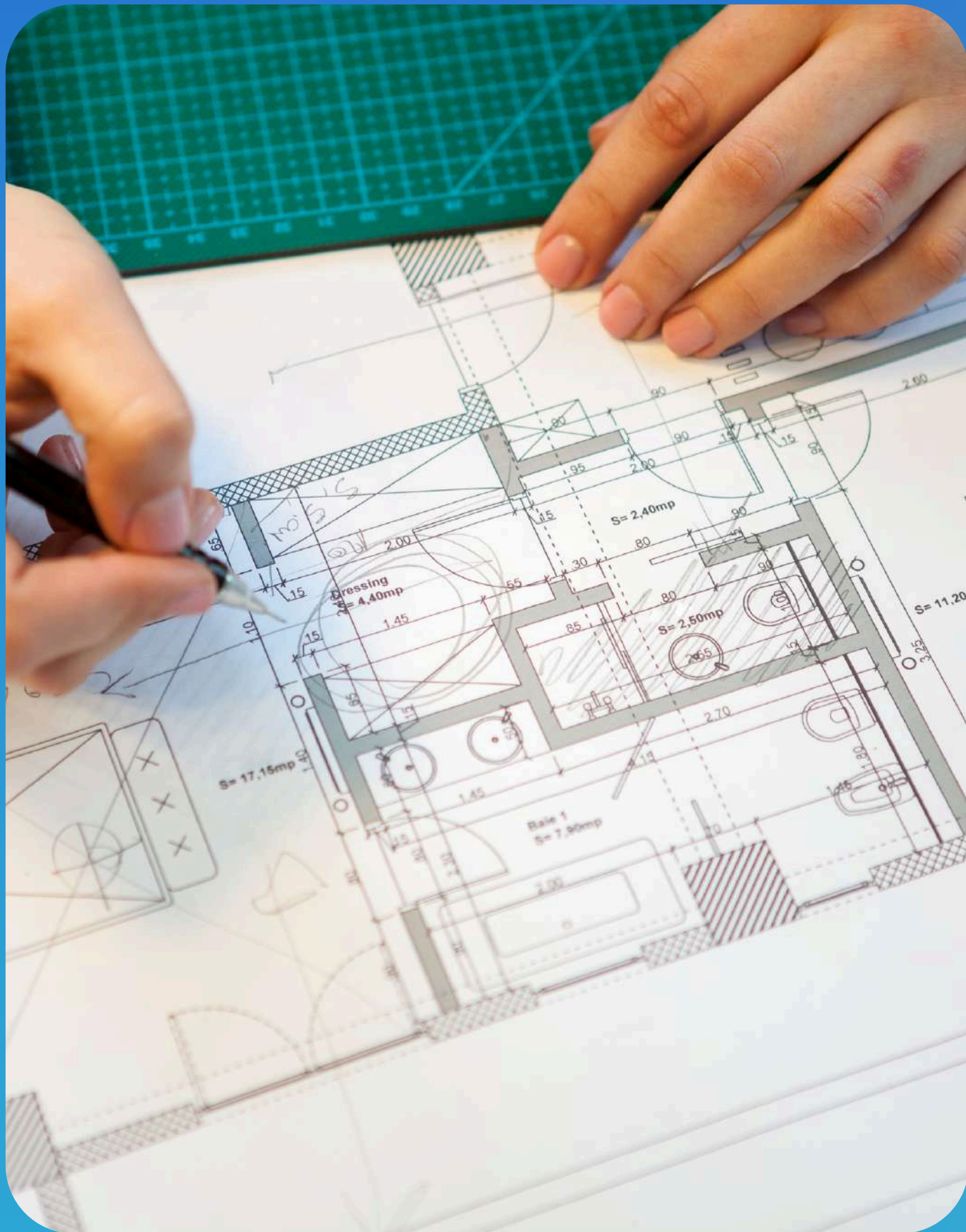
Inspiration and Influence

I continuously seek inspiration from a variety of sources, including nature, art, and diverse cultures. Nature's organic forms and color palettes inform my design choices, encouraging a harmonious blend of indoor and outdoor spaces. Artistic movements and cultural traditions provide a rich tapestry of ideas, allowing me to incorporate unique elements that add depth and character to each project.

Commitment to Sustainability

In today's world, I am particularly committed to sustainable design practices. I believe that creating beautiful spaces should not come at the expense of our planet. By utilizing eco-friendly materials, energy-efficient solutions, and sustainable practices, I aim to minimize environmental impact while enhancing the quality of life for my clients.

As I continue to evolve as a designer, I remain dedicated to pushing boundaries and exploring new ideas, ensuring that each project I undertake is not only visually stunning but also meaningful and enduring. I look forward to the opportunity to collaborate with you and bring your vision to life.



EDUCATION AND CREDENTIALS



Bachelor of Fine Arts in Interior Design

Rhode Island School of Design (RISD)



Certified Interior Designer

National Council for Interior Design Qualification



Sustainability and Materials Innovation (Continuing Education)

Pratt Institute

EXPERTISE AND SPECIALIZATIONS

◆ Space Planning and Optimization

I specialize in creating functional layouts that enhance flow and usability. My approach involves understanding how people interact with their spaces, ensuring that every area serves its intended purpose while fostering comfort and efficiency. I meticulously analyze traffic patterns, spatial relationships, and user needs to design environments that feel intuitive and welcoming.

◆ Color Theory and Material Selection

With a keen eye for color theory and material selection, I expertly choose palettes and materials that harmonize aesthetics with functionality. I believe that color has the power to influence mood and perception, so I carefully curate combinations that evoke the desired atmosphere. Whether it's the warmth of earthy tones or the freshness of vibrant hues, my choices are always intentional, enhancing the overall design narrative.

◆ Custom Furniture Design

Designing bespoke furniture is one of my passions. I create custom pieces that not only complement the overall vision of the space but also cater to the specific needs of my clients. By collaborating closely with artisans and manufacturers, I ensure that each piece is crafted with precision and care, resulting in functional art that reflects individual style and enhances the interior.

◆ Lighting Design

Lighting is a critical element in my designs. I utilize both natural and artificial lighting to create ambiance and highlight key features of the space. I carefully consider the placement, intensity, and type of lighting to ensure that each area is well-lit while also creating a warm and inviting atmosphere. My goal is to transform spaces into experiences, using light to draw attention to architectural details and curated decor.

◆ 3D Rendering and Concept Visualization

To bring my ideas to life, I provide clients with realistic visualizations through 3D rendering. This process allows clients to see and feel the design before it is realized, fostering collaboration and ensuring that we are aligned on every detail. These visualizations serve as a powerful tool for communication, making it easier for clients to envision the final outcome and make informed decisions.

◆ Sustainable Design Practices

I am deeply committed to sustainable design practices. Incorporating eco-friendly materials and methods is essential to my work. I strive to minimize environmental impact by selecting sustainable resources, promoting energy efficiency, and advocating for practices that support a healthier planet. My goal is to create beautiful spaces that are not only functional but also responsible and respectful of our environment.

◆ Project Management and Client Relations

Effective project management and strong client relations are at the heart of my process. I ensure seamless communication and execution from concept to completion, keeping clients informed and engaged every step of the way. By fostering a collaborative atmosphere, I build trust and ensure that the final outcome reflects my clients' visions and aspirations.

◆ Styling and Staging for Real Estate

In addition to interior design, I offer styling and staging services for real estate. I understand the importance of maximizing appeal and market value, so I enhance properties to showcase their full potential. By thoughtfully arranging furniture, selecting decor, and creating inviting atmospheres, I help properties stand out in a competitive market, making them more attractive to potential buyers.

EXPERIENCE

Senior Interior Designer

Marlowe Interiors

2019–Present

As a Senior Interior Designer at Marlowe Interiors, I have had the incredible opportunity to lead a diverse portfolio of projects, currently totaling over 50 across the residential and hospitality sectors. Each project is a unique journey, where I focus on delivering innovative design solutions that not only meet but exceed client expectations.

One of the most rewarding aspects of my role is the collaboration with architects and contractors. I see this as a vital partnership, ensuring that the design integrity is upheld throughout the construction process. I often find myself on-site, immersed in the energy of the build, where every detail matters. The thrill of watching a concept evolve into a tangible space is exhilarating, and I take pride in fostering open communication to navigate any challenges that arise.

Mentoring junior designers has also become a significant part of my experience. I cherish the opportunity to guide emerging talent, cultivating a culture of creativity and professional growth. Sharing my knowledge and witnessing their development is incredibly fulfilling, as I believe that nurturing the next generation of designers is essential for the future of our industry.



EXPERIENCE

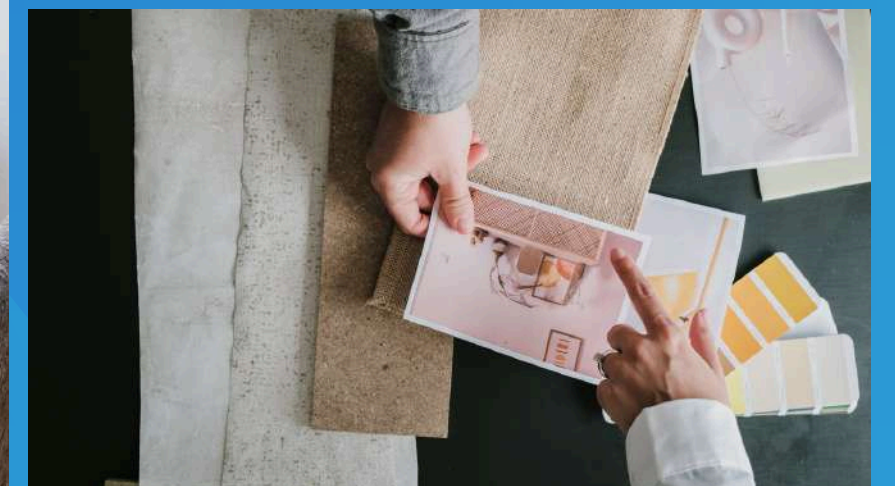
Junior Designer

Atelier Nove

2016-2019

My journey began at Atelier Nove, where I served as a Junior Designer. This role was my introduction to the world of interior design, and it was here that I truly honed my skills. I assisted in concept development, sourcing materials, and overseeing on-site installations, immersing myself in various design styles that broadened my creative horizons.

One of my proudest moments was contributing to award-winning projects that emphasized modern aesthetics and functionality. Each project taught me the importance of balancing beauty with practicality, and I learned to appreciate the intricate details that make a design truly exceptional. The hands-on experience I gained during this time laid a solid foundation for my career, igniting my passion for creating spaces that resonate with people.



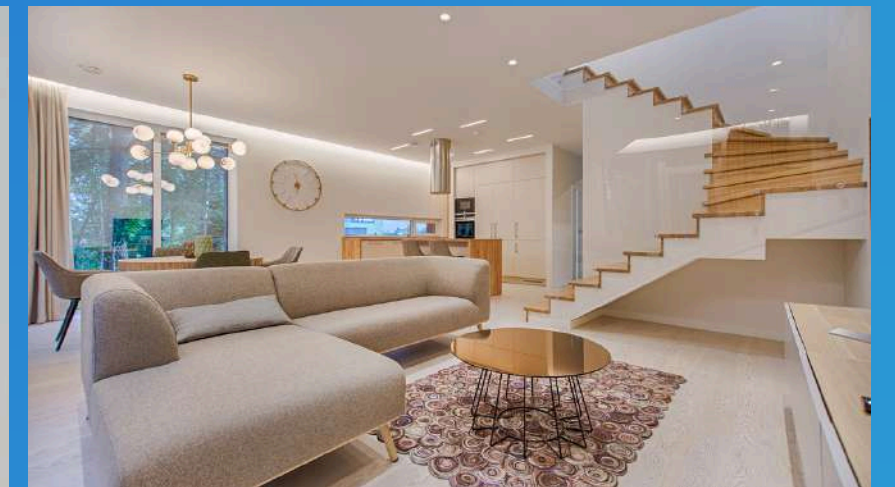
EXPERIENCE

Freelance Consultant

2014–2016

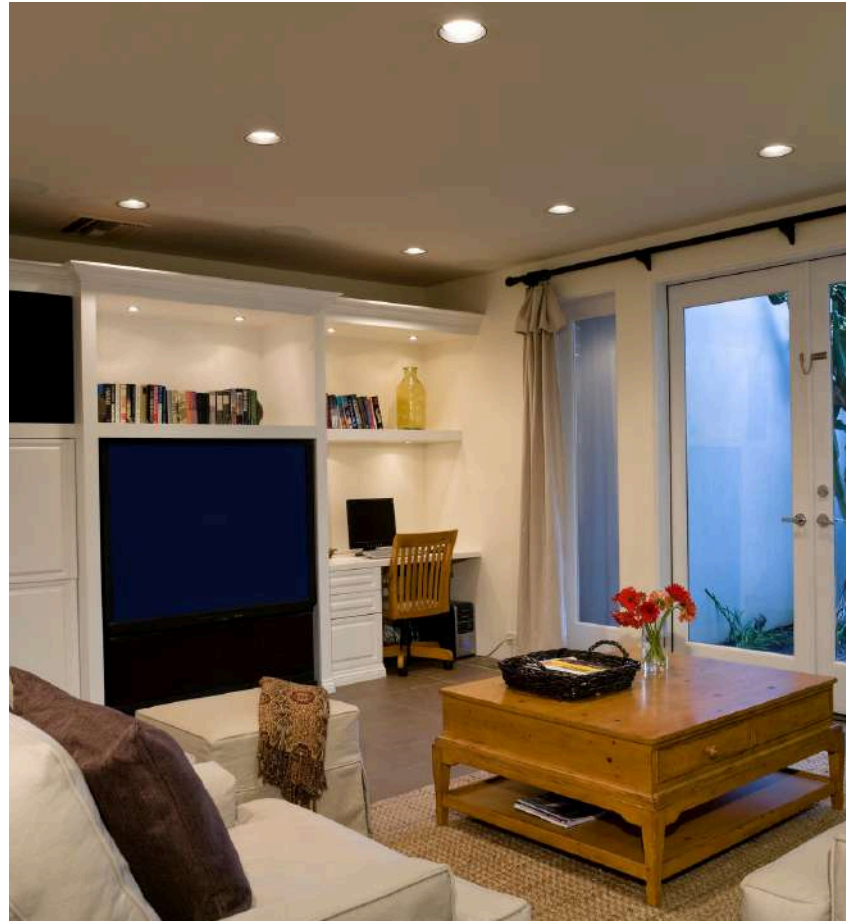
Before my tenure at Atelier Nove, I embarked on a journey as a Freelance Consultant. This role allowed me to develop bespoke solutions for boutique clients in dynamic cities like New York and Los Angeles. Each client presented a unique set of needs and preferences, and I thrived on tailoring designs that reflected their individual personalities and lifestyles.

During this period, building a strong network of suppliers and artisans was essential. I sought out unique and high-quality materials, forging relationships that enriched my design palette. The experience of collaborating with diverse clients and creating customized solutions was invaluable, as it deepened my understanding of the importance of personal connection in design.





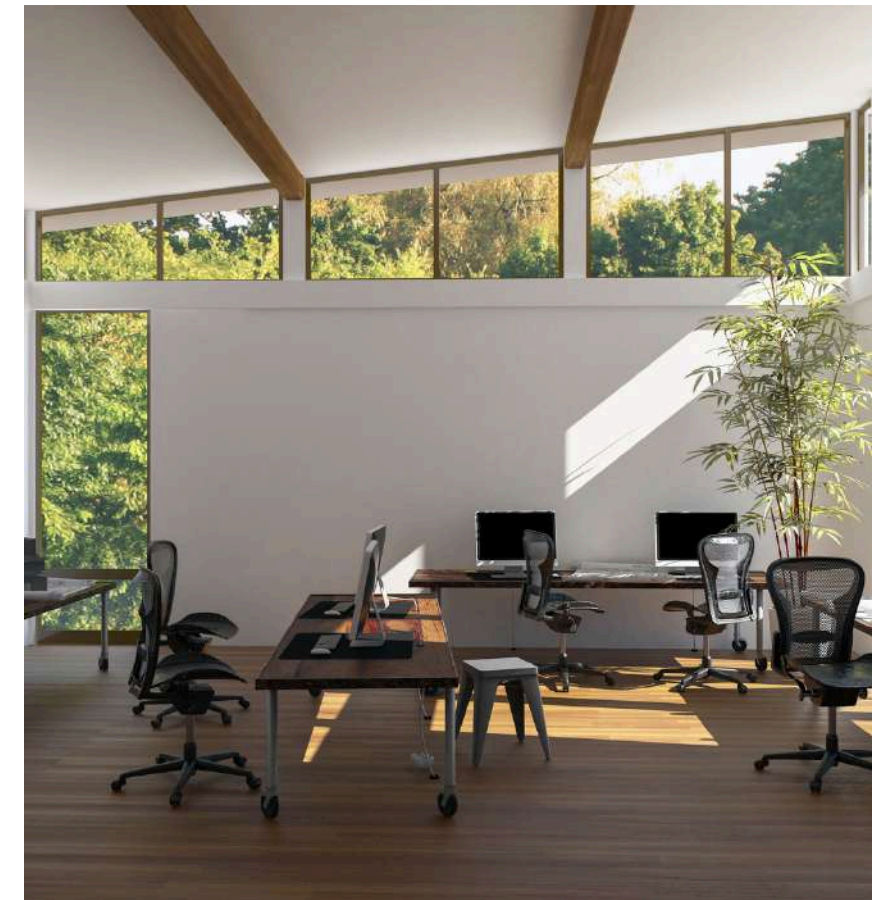
PROJECT OVERVIEW



The Parker
Residence



Bloom Café



Axis Workspaces





The Parker Residence

A full historic restoration with a modern twist, featured in Architectural Digest. This project involved meticulous attention to detail, preserving the character of the home while introducing contemporary elements.

The Parker Residence was a labor of love and a testament to the beauty of historic preservation. When I first encountered this magnificent home, it was clear that it held a rich history, but it also needed a modern touch to breathe new life into its spaces. My team and I embarked on a full historic restoration, where every detail mattered.

We meticulously analyzed the original architectural features, ensuring that we preserved the character of the home while introducing contemporary elements that would appeal to today's lifestyle. From restoring intricate moldings to updating the kitchen with sleek, modern appliances, each decision was made with careful consideration of how it would enhance the home's charm.

The project culminated in a stunning reveal that caught the attention of Architectural Digest, leading to a feature that celebrated our commitment to blending old-world elegance with modern functionality. The homeowners were thrilled, not only with the aesthetic results but also with how the design honored the home's legacy while providing a comfortable and stylish living environment.





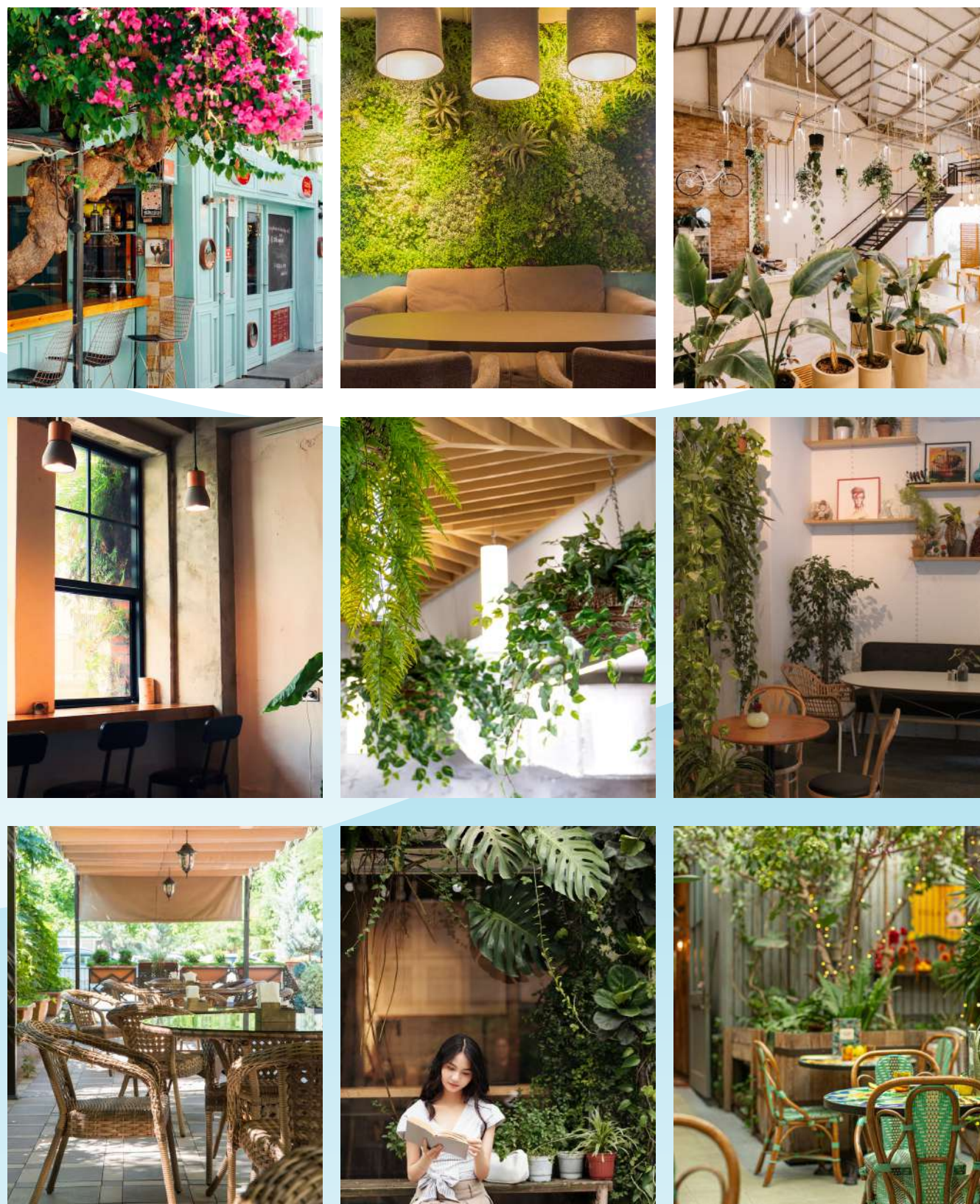
Bloom Café

A plant-based café blending natural elements with urban chic. The design promotes sustainability and wellness, featuring reclaimed materials and a biophilic approach.

Designing Bloom Café was an exciting venture that allowed me to explore my passion for sustainability and wellness. The vision was clear: create a plant-based café that seamlessly blended natural elements with urban chic. As I delved into the design process, I focused on incorporating reclaimed materials and a biophilic approach that connected patrons with nature.

The café's layout featured lush greenery, living walls, and natural light streaming through large windows, creating an inviting atmosphere that encouraged relaxation and social interaction. We sourced materials like reclaimed wood for the countertops and furniture, emphasizing the café's commitment to sustainability.

The result was a vibrant space that not only served delicious plant-based dishes but also promoted a lifestyle centered around health and environmental consciousness. Bloom Café quickly became a beloved community spot, attracting patrons who appreciated the thoughtful design as much as the menu. The project received positive feedback from both customers and local publications, solidifying its place in the neighborhood.





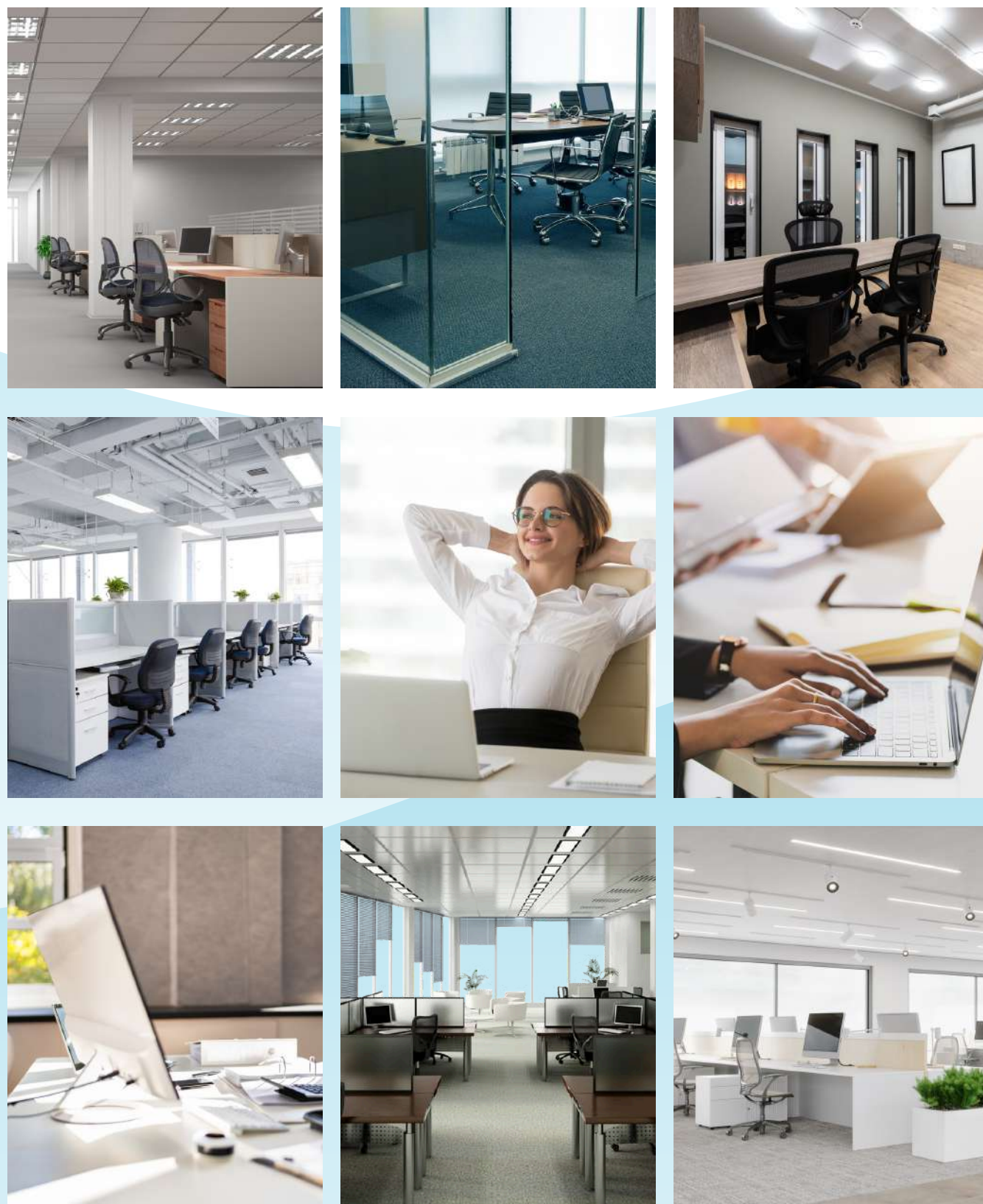
Axis Workspaces

Corporate office redesign focusing on wellness and collaboration. This project transformed a traditional office into an inspiring environment, integrating flexible workspaces and communal areas.

The redesign of Axis Workspaces was a transformative journey that redefined the traditional corporate office environment. Tasked with creating a space that prioritized wellness and collaboration, my team and I aimed to foster a culture of creativity and teamwork.

We began by conducting interviews with employees to understand their needs and aspirations for their workspace. This feedback was invaluable as we reimaged the layout to include flexible workspaces, communal areas, and quiet zones for focused tasks. The design integrated elements like ergonomic furniture, natural lighting, and greenery, creating an inspiring environment that encouraged movement and interaction.

The project resulted in a workspace that not only enhanced productivity but also prioritized employee well-being. After the redesign, we received feedback from the client indicating a significant increase in employee satisfaction and collaboration. The transformation of Axis Workspaces became a case study in how thoughtful design can positively impact corporate culture, setting a new standard for office environments.



SERVICES

I offer full-service interior design solutions tailored to elevate every space, including:

Conceptual Design Development

Crafting bespoke design concepts that reflect the client's vision and lifestyle

Interior Architecture Consulting

Providing expert guidance in spatial planning and structural modifications

Procurement and Installation Coordination

Managing all logistics to ensure timely and seamless project execution

Virtual Design Services

Offering remote consultations and design services for clients worldwide

Seasonal Styling and Home Refresh

Transforming and updating spaces to reflect seasonal changes and trends

Custom packages

Delivering tailored offerings available for residential, commercial, and hospitality projects

MY DESIGN PROCESS INVOLVES:

1. Client Inquiry

Your journey begins with an initial contact expressing your interest in my design services

2. Consultation

Together, we'll discuss your needs, preferences, and the scope of the project to align our goals

3. Design Development

I'll craft tailored design concepts that resonate with your unique vision and style

4. Project Coordination

I manage all logistics, including procurement and installation, ensuring a smooth and efficient workflow

5. Implementation

In coordination with my skilled team, we will execute the design plan meticulously, including any necessary structural modifications for optimal results

6. Styling & Refresh

Enhancing your space with seasonal updates and styling elements to keep it fresh and inviting.

7. Project Completion

Finalizing every detail and delivering a beautifully completed design that exceeds your expectations

Your satisfaction is my ultimate goal, while ensuring you love your transformed space.

TESTIMONIALS

"Sofia turned our empty house into a home that feels so us. Every detail felt intentional and personalized."



Jenna R.
Residential Client

When Jenna first approached me, she and her family had just moved into a beautiful, yet empty house. The walls were bare, and the space felt cold and uninviting. They wanted to transform it into a home that truly reflected their personalities and lifestyle.

As we began our journey together, I took the time to understand what "home" meant to them. We explored their favorite colors, cherished memories, and even the little quirks that made them unique. Each room became a canvas where we could express their story. From selecting vibrant artwork that sparked joy to choosing cozy textiles that invited warmth, every detail was designed with intention.

As we progressed, the house began to evolve. The living room transformed into a gathering space filled with laughter, the kitchen became a hub for family meals, and the bedrooms radiated tranquility. Jenna often remarked on how every element felt personalized, as if the house itself had absorbed their essence.

When the project was complete, Jenna expressed her gratitude: "Sofia turned our empty house into a home that feels so us. Every detail felt intentional and personalized." Hearing her words filled me with joy, knowing that I had played a part in creating a space where her family could thrive and make lasting memories.

"Her keen eye for color and texture made all the difference in creating a workspace our employees love."



Max H.
Corporate Client

Max, the CEO of a growing tech company, reached out to me with a vision for their corporate office. The existing space felt outdated and uninspiring, and he recognized that it was affecting employee morale and productivity. He wanted to create an environment that not only functioned well but also fostered creativity and collaboration among his team.

During our initial meetings, I listened intently to Max's goals and aspirations for the company culture. He mentioned how important it was for the workspace to reflect their innovative spirit. Armed with this insight, I set out to create a design that would invigorate the office atmosphere.

I focused on blending color and texture throughout the space. By introducing vibrant hues in the common areas and soft, calming tones in the meeting rooms, I aimed to strike a balance between energy and tranquility. I selected textures that invited touch and interaction, from plush seating in lounge areas to sleek finishes in collaborative spaces.

The transformation was remarkable. Employees began to spend more time in communal areas, engaging in spontaneous brainstorming sessions and enjoying breaks together. Max shared his excitement with me: "Her keen eye for color and texture made all the difference in creating a workspace our employees love." His words reaffirmed my belief that thoughtful design can significantly enhance workplace culture and employee satisfaction.

"Sofia's ability to blend functionality with beauty is unparalleled. She truly understands her clients."



Laura T.
Hospitality Client

Working with Laura, the owner of a boutique hotel, was a delightful experience that allowed me to delve into the world of hospitality design. Laura had a clear vision for her hotel: she wanted it to be a sanctuary for guests, a place where they could escape the hustle and bustle of everyday life. However, she also understood the importance of functionality in a hospitality setting.

We began our collaboration by discussing the essence of the hotel. Laura emphasized her desire to create a seamless blend of functionality and beauty throughout the space. I took this to heart, knowing that every element needed to serve a purpose while contributing to an inviting atmosphere. From the lobby to the guest rooms, we carefully curated each aspect of the design. I selected furnishings that were not only aesthetically pleasing but also durable and practical for high traffic. The color palette was chosen to evoke serenity, while art pieces were strategically placed to tell a story and engage guests.

The result was breathtaking. Guests felt welcomed and cared for, and the reviews began to pour in, praising the hotel's ambiance and comfort. Laura expressed her satisfaction, stating, "Sofia's ability to blend functionality with beauty is unparalleled. She truly understands her clients." Knowing that I had helped create a space that resonated with guests and fulfilled Laura's vision was immensely rewarding.

AWARDS AND ACCOLADES



Top 30 Under 30 Designers

Interior Design Magazine, 2020

This accolade honors emerging designers under the age of 30 who demonstrate exceptional talent and innovation in the interior design industry. It acknowledges early career contributions and potential for future impact in the field.

Being named one of the Top 30 Under 30 Designers by Interior Design Magazine in 2020 was an incredible recognition of my early contributions to the field. This accolade celebrates emerging talent and innovation within the interior design industry, and being included in this elite group motivated me to further develop my skills and expand my creative vision.

This recognition not only opened doors for networking and collaboration with other talented designers but also served as a platform to share my design philosophy and passion for sustainability. It was a pivotal moment that encouraged me to embrace new challenges and continue evolving as a designer.



Gold Winner

A'Design Award for Sustainable Interiors, 2022

This award acknowledges excellence in sustainable interior design. It recognizes a project that effectively integrates eco-friendly materials and practices, promoting environmental responsibility while enhancing user experience.

The Gold Winner title at the A'Design Award for Sustainable Interiors in 2022 was a testament to my dedication to environmentally conscious design practices. This award recognized a project where I successfully integrated sustainable materials and biophilic elements, creating a space that harmonized with nature while promoting well-being.

Winning this award was particularly meaningful to me, as it aligned with my belief that design should not only be beautiful but also responsible. It reinforced my commitment to sustainability and inspired me to advocate for eco-friendly practices within the industry, encouraging others to consider the environmental impact of their design choices.



Featured Designer

Design Showcase Event, New York City, 2021

This recognition highlights a designer's work at a prominent industry event, showcasing innovative design solutions and trends. It provides a platform for networking and visibility within the design community.

Being selected as a Featured Designer at the Design Showcase Event in New York City in 2021 was an exciting opportunity to showcase my work to a broader audience. This event highlighted innovative design solutions and emerging trends, allowing me to connect with industry leaders, fellow designers, and potential clients.

The experience of presenting my designs in such a vibrant, creative environment was exhilarating. It enabled me to share my vision and approach to interior design while gaining valuable insights from others in the field. This recognition helped elevate my profile in the design community and fostered meaningful connections that continue to influence my work today.



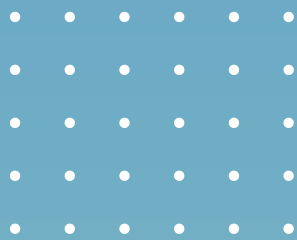
Best Residential Design

Design Excellence Awards, 2023

This award recognizes outstanding achievement in residential design. It highlights a project that exemplifies aesthetic quality and thoughtful client engagement, showcasing the ability to create personalized living spaces.

Receiving the Best Residential Design award at the Design Excellence Awards 2023 was a defining moment in my career. This prestigious accolade recognized not only the aesthetic appeal of my work but also the thoughtful approach I take in creating spaces that resonate with clients on a personal level. The project that earned this honor was a comprehensive residential renovation where every detail was meticulously crafted to reflect the homeowners' lifestyle and values.

Winning this award reaffirmed my commitment to excellence in residential design, inspiring me to continue pushing creative boundaries and striving for innovative solutions that enhance the quality of life for my clients.



LET'S BRING YOUR VISION TO LIFE.

Book a consultation today and discover how a thoughtfully designed space can transform your everyday living.



hello@sofia-reynolds.com



www.sofiareynolds.com



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