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Portfolio 2023



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Immersive Cocktail Bar

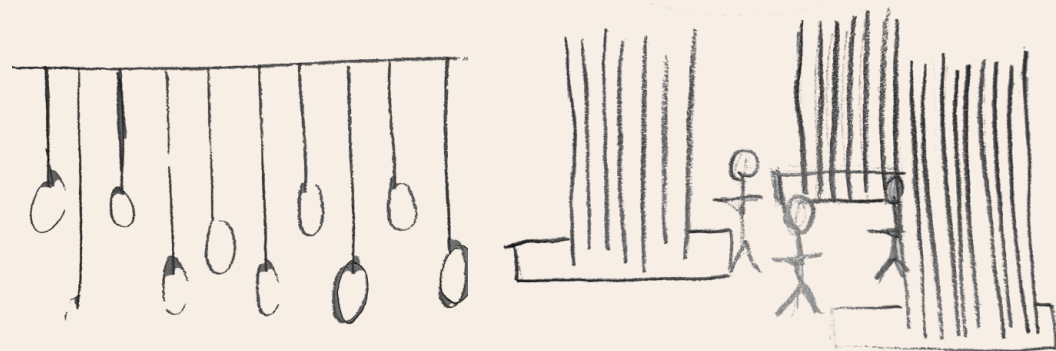
Commercial Design Proposal

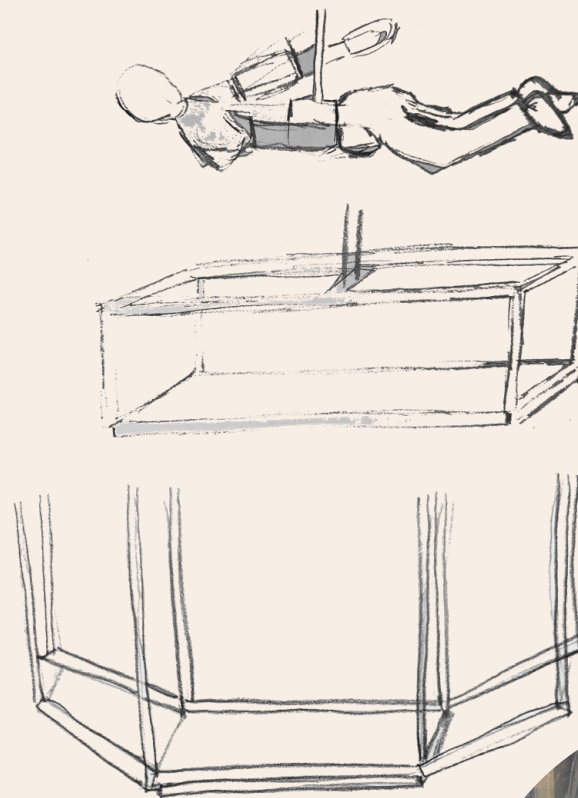


This project was crafted and reviewed by Anna Burles at Run For The Hills design studio in collaboration with KLC School of Design. The design propels a former café space in a British South Coast seafront town to a cocktail bar space in line with the global youth-focused bar scene. Following the brief, the space is a wet bar that caters primarily to 21 – 28 year-olds. The design goal was to create a unique, original and appealing space with all the required functionalities.

*The design is based around the concept of **Adventure**, looking at an image of bungee jumping. Design language of this visual includes suspended masses, vertical movement, risk, and a sequence of ‘propulsion-thrill-stillness’ which were explored during design development.*

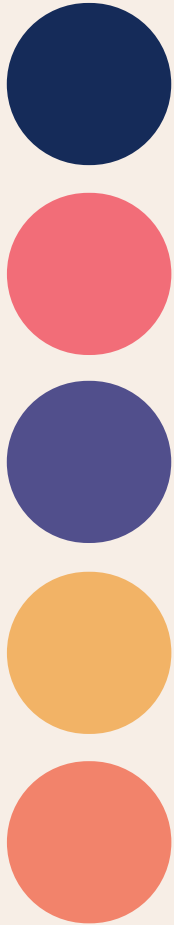
Development sketches





Design development led to the key idea of utilising the two levels of the site and creating a glass floor on the ground floor level with the basement below. The glass floor allows the audience to feel suspended and a little 'on edge' with the basement visible below. This elegant solution allows for the cocktail bar space to be fully used in a safe way while conveying adventure and risk and creating an element of surprise.

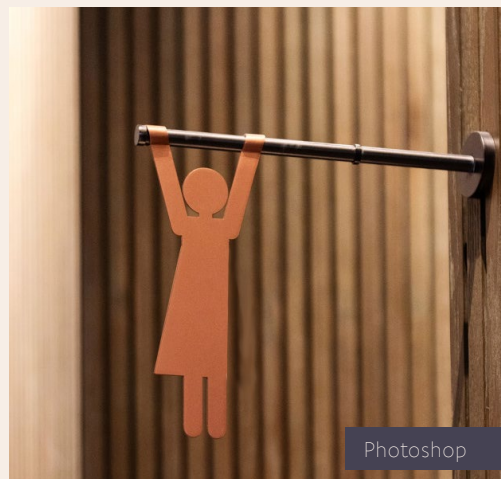
Branding



Colour palette extracted from the idea of a jump at sunset



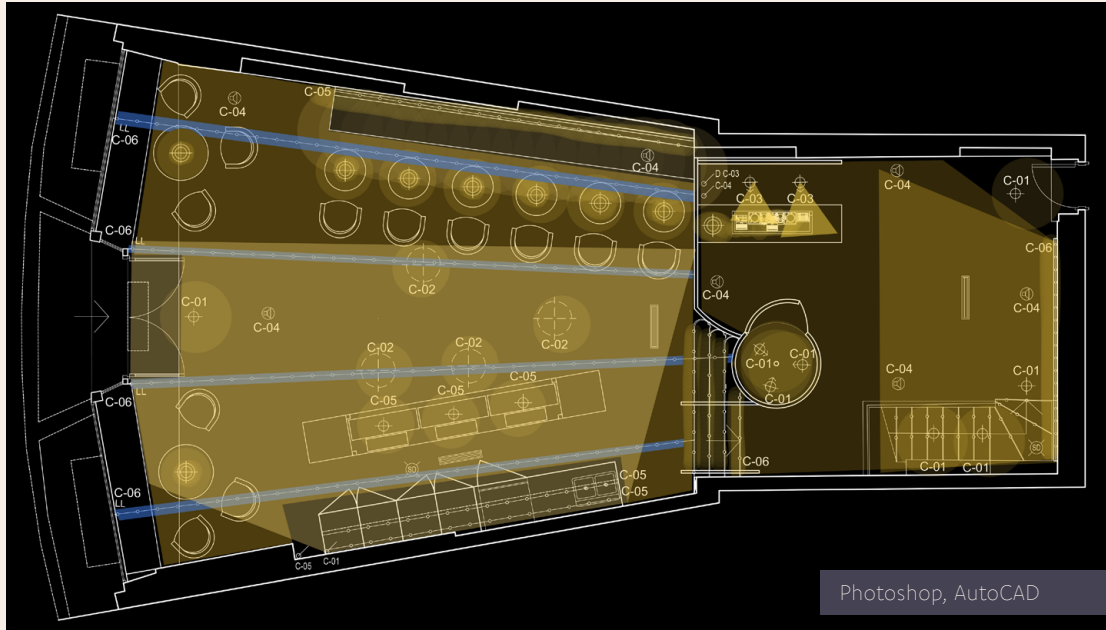
Logo design



Signage

Key FFE





*Rendered
lighting plan*

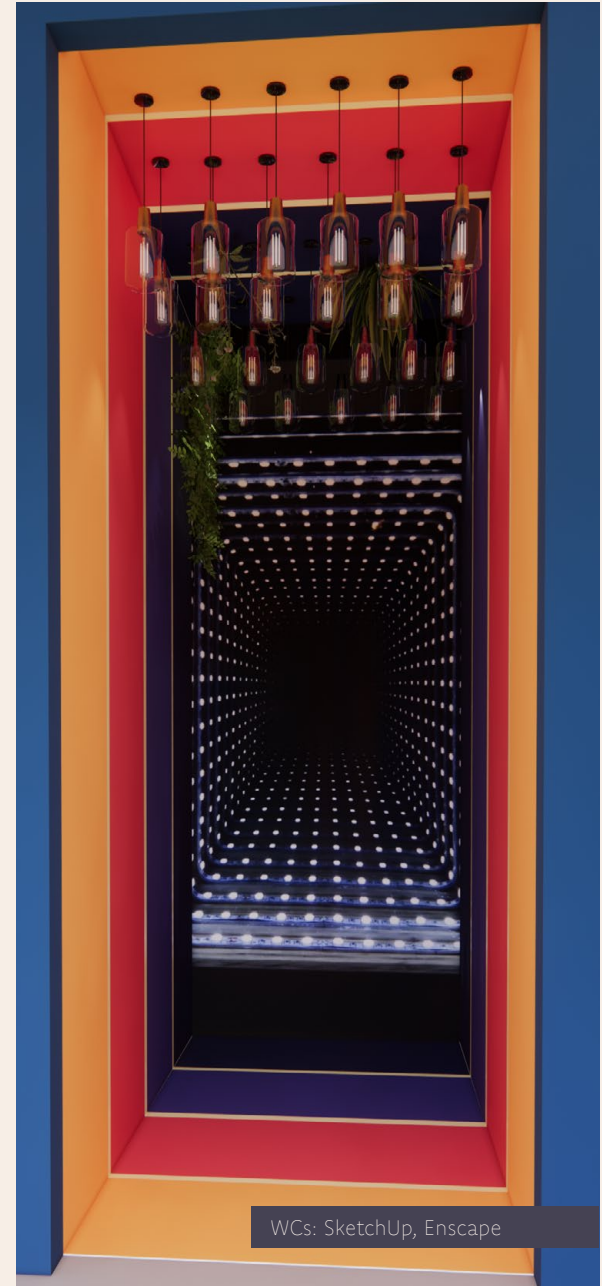


Section





Mezzanine: SketchUp, Enscape



WCs: SketchUp, Enscape



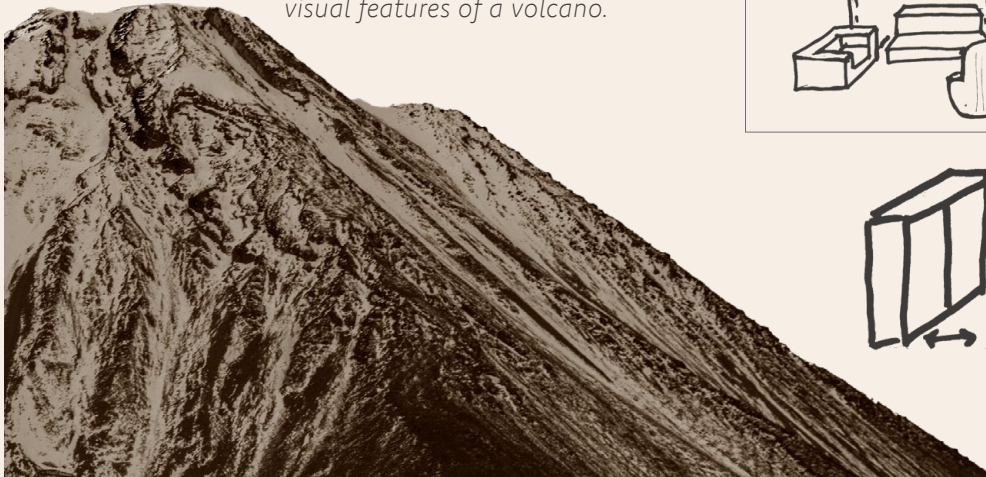
Main floor: SketchUp, Enscape

Residential Concept

Rethinking residential spaces

The brief of this project was to design an apartment for an architect/interior designer within a new development in Battersea. The concept, 'Dormant and Alive', reflected the client's life in two cities. His London home has two states of dormant and alive depending on where he is currently residing (London or Italy).

Development work to define the shaping of the space explored visual language including having a central volume, and the contrast of stillness and 'closedness' in a dormant state with other states of activity and 'openness'. This visual language was extracted through studying the visual features of a volcano.



Development sketches



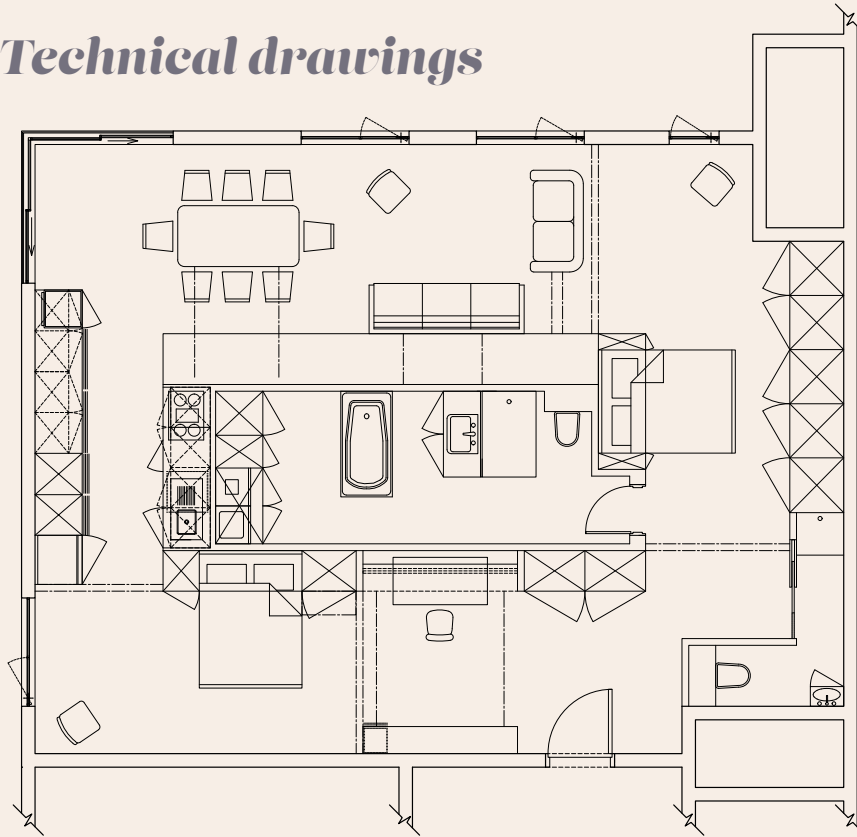
Model studies



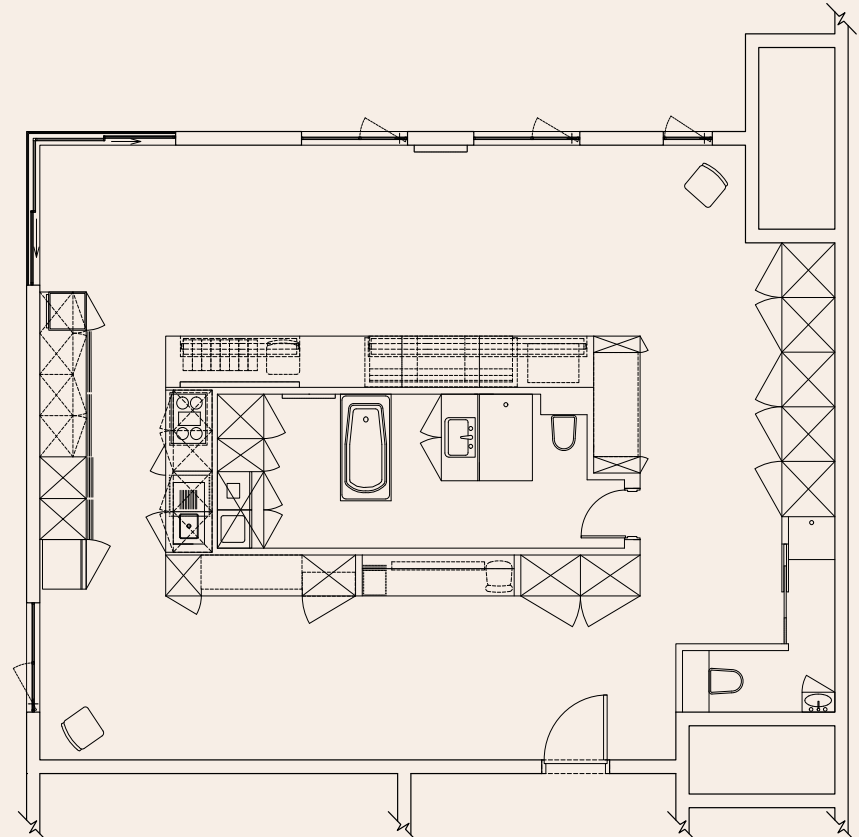
The final layout conveys the concept by providing dormant and active functionality through the moving, opening and closing of functions within a central volume. This arrangement creates a seamless dormant state which is in line with the client's preferred aesthetics and values.

The design challenges typical notions of interior spaces and pushes the boundaries of how a concept-driven approach can shape a domestic space.

Technical drawings



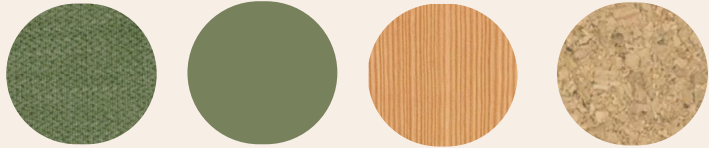
Active: Built-ins open out



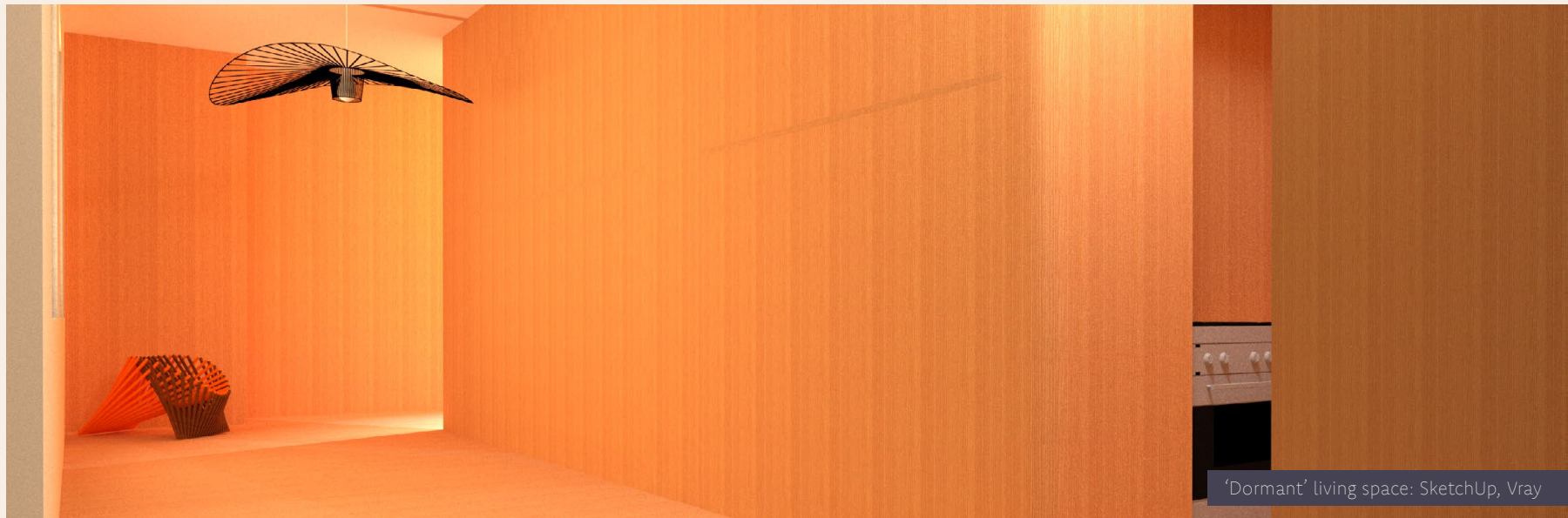
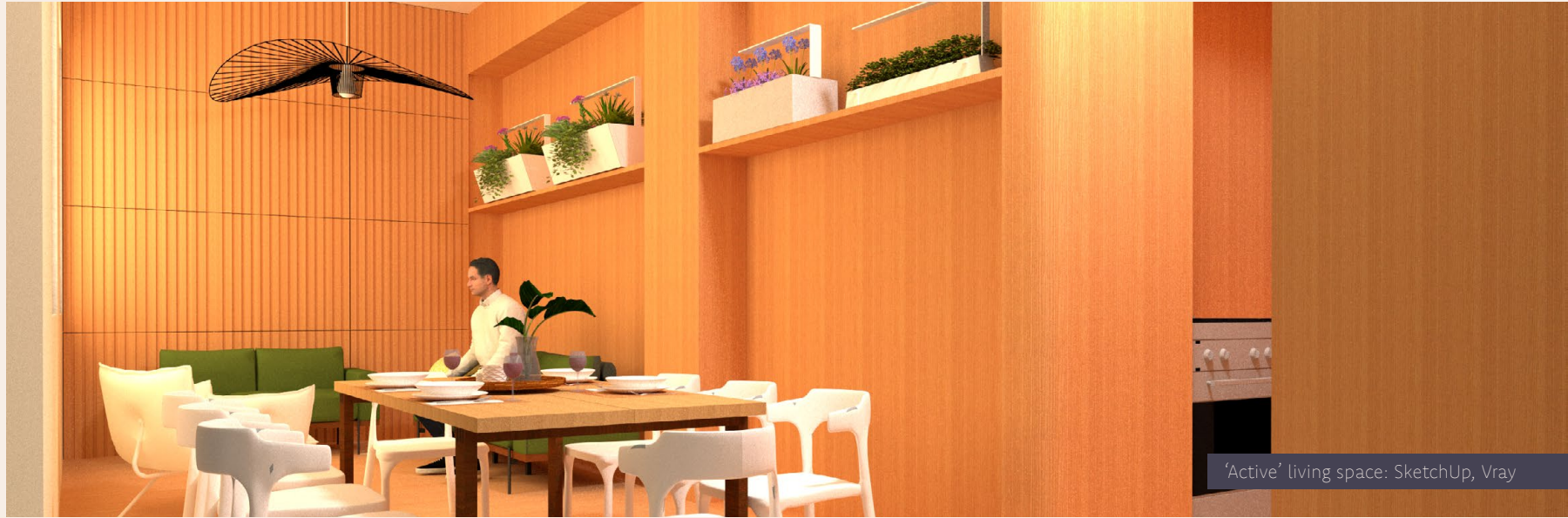
Dormant: All functionality is closed away into the central volume



Key FFE and materials



'Active' study: SketchUp, Vray



Surrealist Reception Desk

Furniture Detailing



The design addresses the need for a new reception desk at West Dean College that is both fit for purpose and innovative in its design, referencing West Dean's strong ties to Surrealism. Functional needs include accessibility, computer screen privacy, cable management and respect for the Grade II listed building. Extensive research was conducted on material sustainability and sourcing.

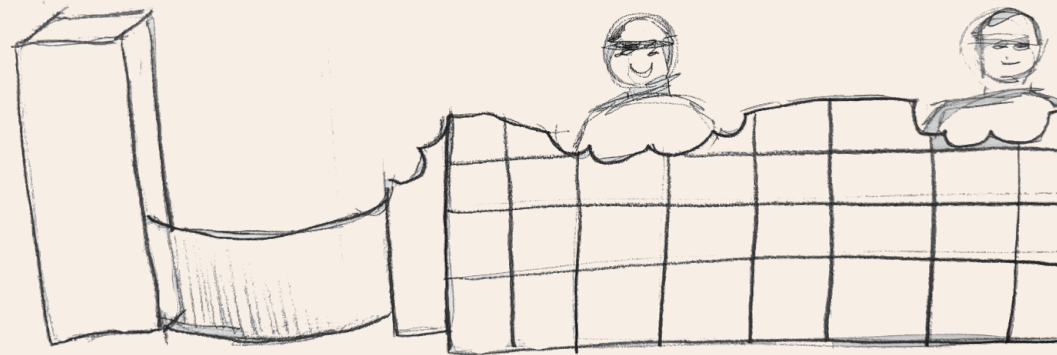
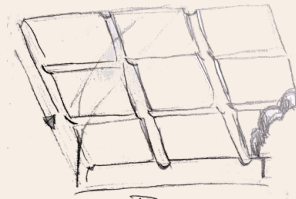
In exploring decorative elements that could incorporate the traditional and the surreal, the idea of the chocolate bar was developed for application to the desk facing. Taking on the themes of irrationality, humour and creating the unexpected, the oak paneling morphs into a chocolate bar complete with teeth bite marks.

Materials

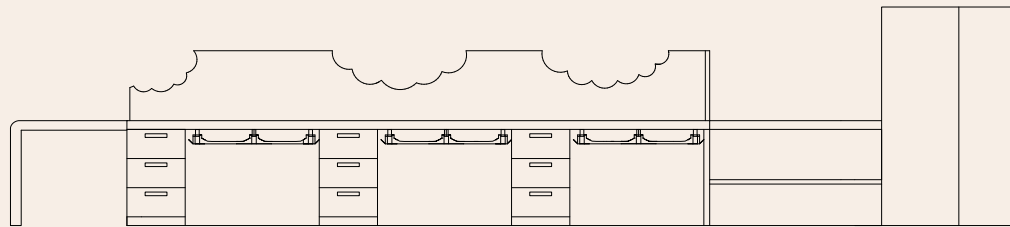


Sustainable brass and oak

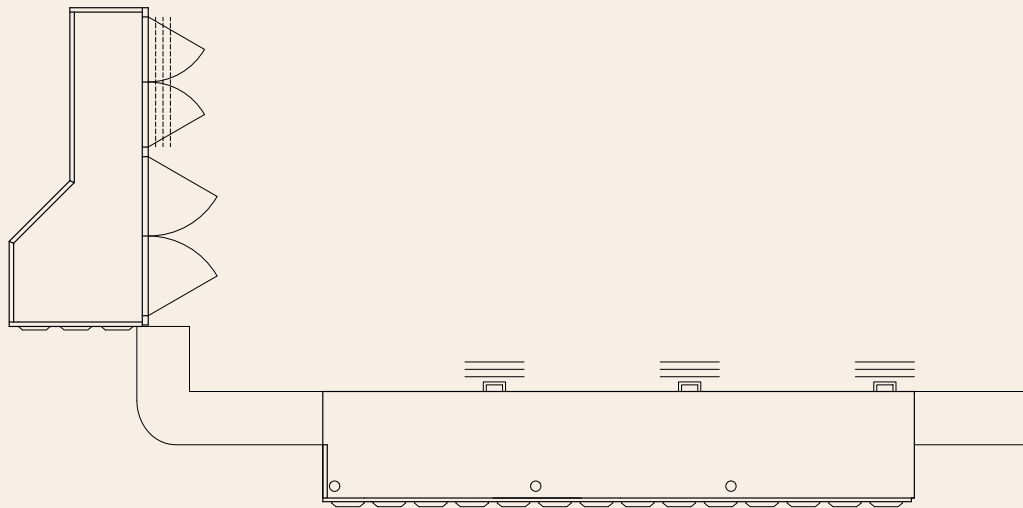
Sketches



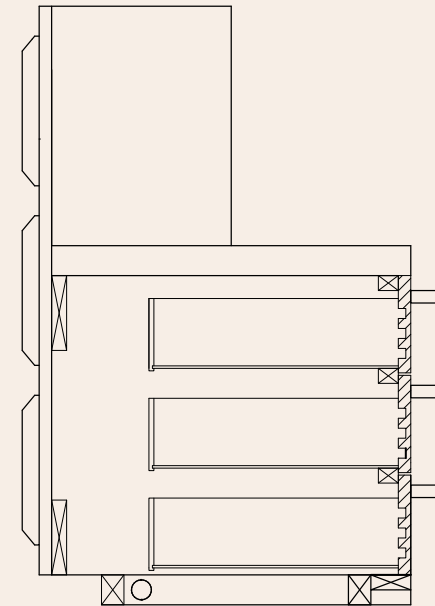
Technical drawings



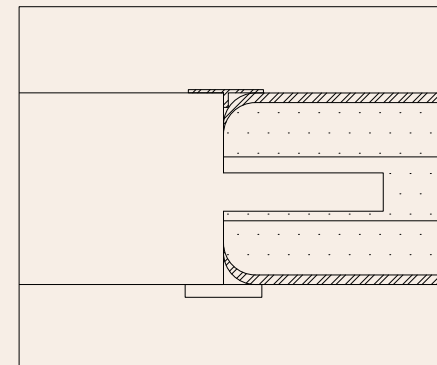
Rear elevation



Plan



Side section



Material interface joinery detail



SketchUp, Vray

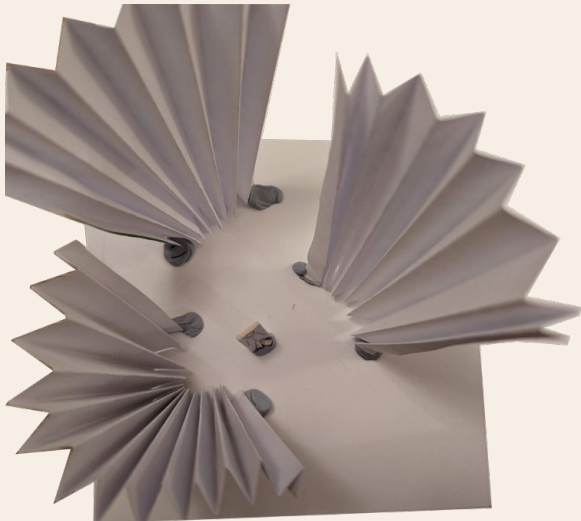


Exhibition Stand

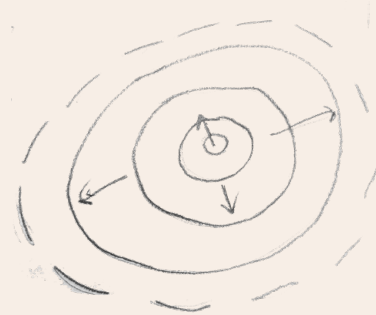
Concept Design

The aim of this project was to design an internationally appropriate movable pop-up exhibition commissioned by the client, Nopalera, a California-based bath and body brand. The aims of the space were to represent brand values and goals, promote brand recognition and generate interest through a visually powerful space.

Model making

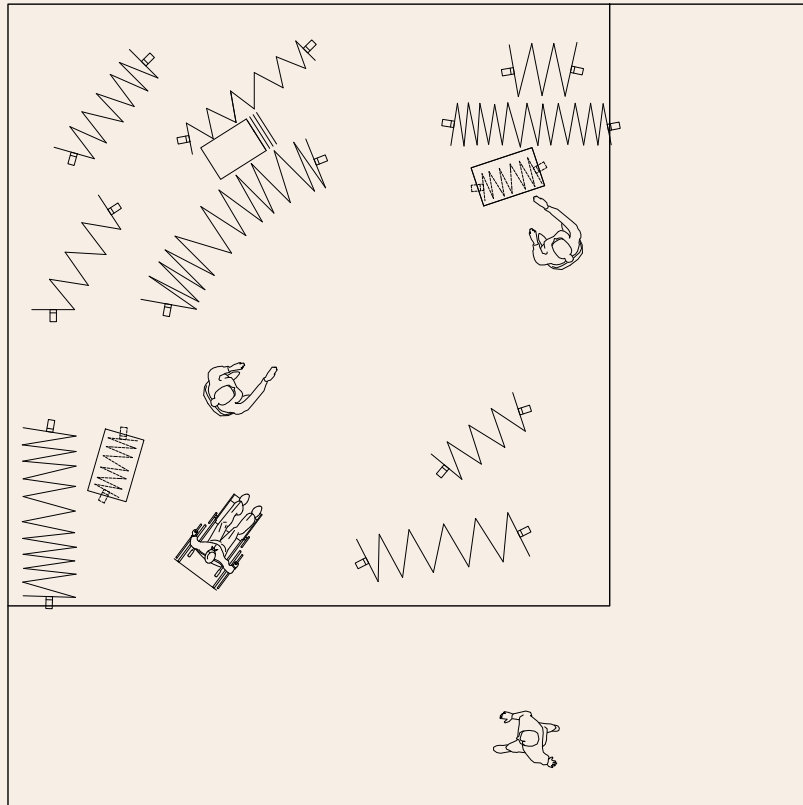


Development

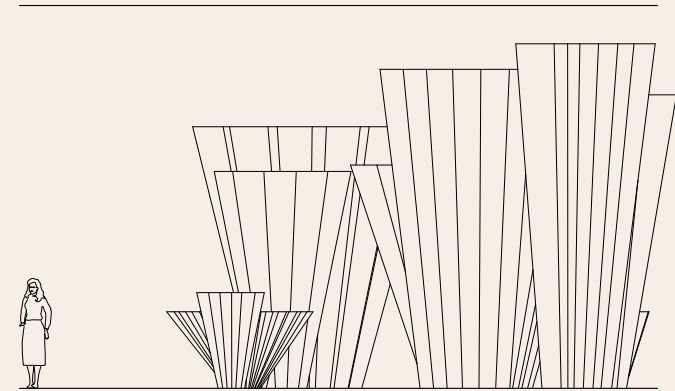


The concept that emerged from the research was **Celebration**. Nopalera celebrates their Mexican heritage, their community, and their brand, and this is deeply important to the brand. To provide visual language, an image of fireworks was chosen as it shows a multi-sensory event that captures attention and causes viewers to celebrate. The resulting design creates areas for interaction, product testing, celebration and is visually captivating from afar.

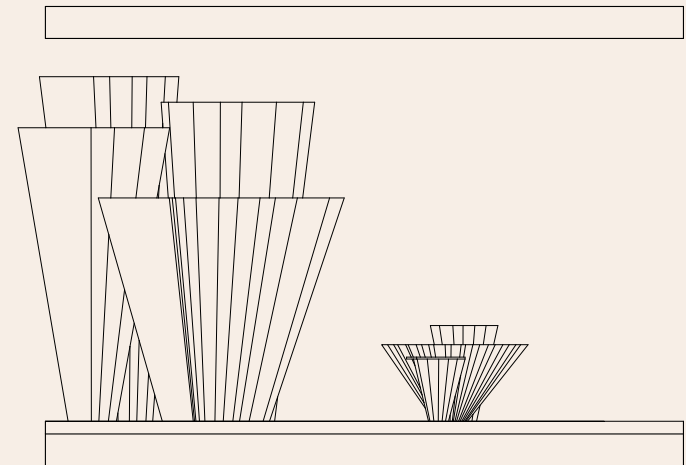
Technical drawings



Plan



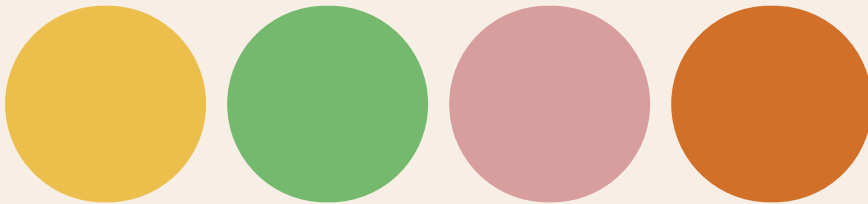
External elevation



Section



Traditional fabric incorporated into staff uniforms



Brand colours

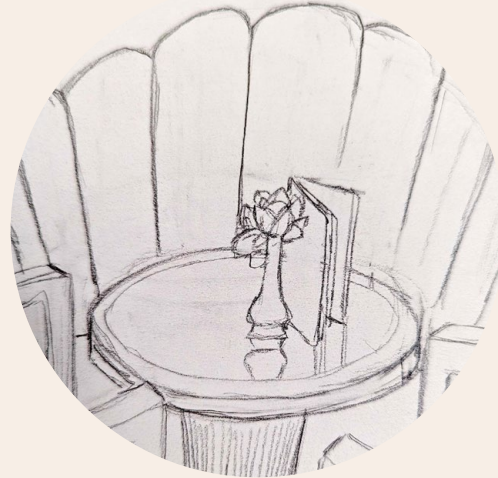
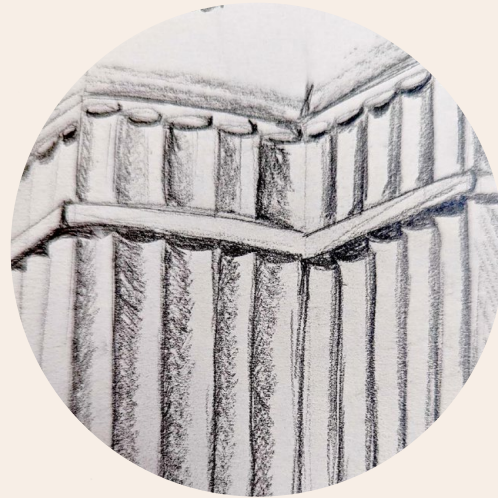




SketchUp, Vray, Photoshop

Contemporary Art Deco

Research sketches



This living and dining space restyling was a revitalisation of the Art Deco origins of the room in a way that renders it functionally and aesthetically suitable for the clients. The concept was to translate the ethos of the Art Deco movement into contemporary terms, focusing on the tenets of optimism, luxury, and the play of modern and traditional. An injection of playfulness and calm reflect the young clients.

FFE board



Hand drawing



The room colour palette and ceiling shape are informed by the works of E J Ruhlmann and Syrie Maugham. The furniture displays a contrast of lacquered hard geometric lines and velvety soft curves in keeping with the shapes observed in furniture by Eileen Gray and the contemporary Art Deco look of Claridge's Hotel in London.

Personal Design Project





Antiques, second-hand items and existing possessions were carefully coordinated to create this look for a couple in Marylebone, London who recently moved from California. The styling incorporates the clients' contemporary tastes with their interest in embracing local historical design elements to create practical solutions for their lifestyle.

About Me



Skills

AutoCAD

SketchUp

Enscape

Vray

Photoshop

InDesign

EstiPC

MS Office Suite

MS Project

Google Suite

Zoom

Wordpress

iMovie

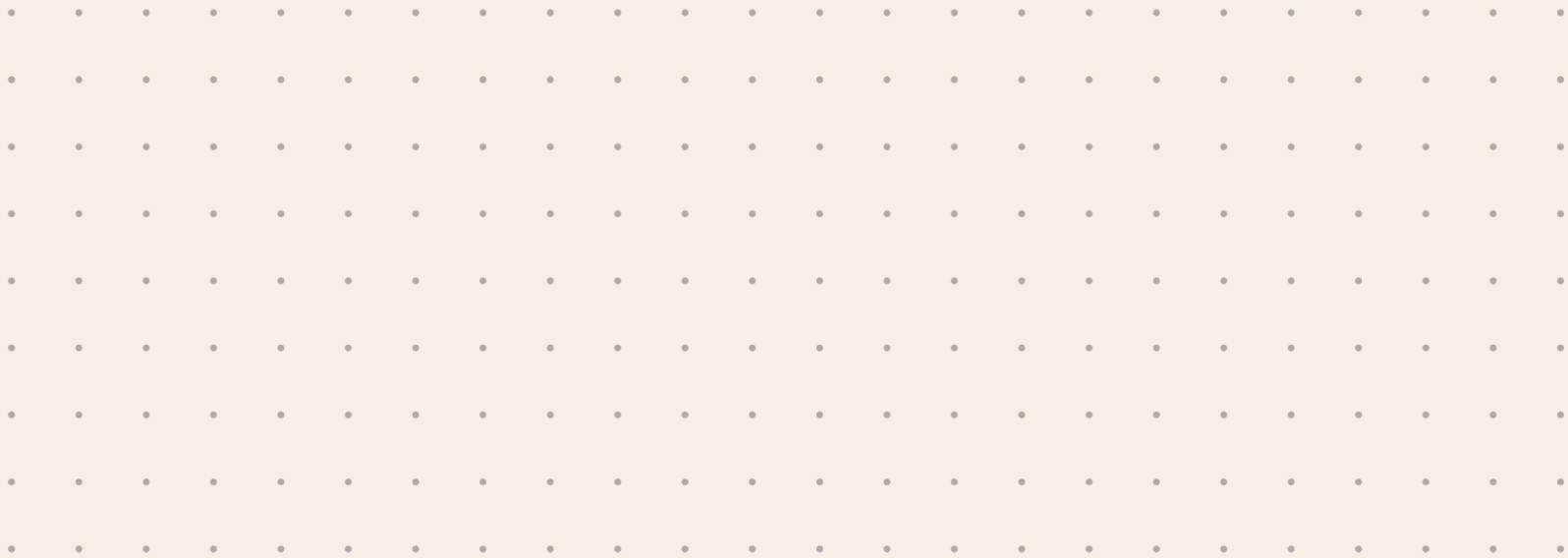
I am a former tech industry professional who is pursuing a passion in design and thoroughly enjoying the journey so far. To my next role, I bring a passion for concept-driven design and shaping spaces meaningfully through out-of-the-box thinking, and a wealth of experience in managing timelines and multiple moving parts of projects.

I also enjoy crafting the narrative behind my designs to create impactful designs and communicating them. My prior professional experience is primarily in project management, managing global software implementations and operational programs, including at one of the top global technology companies, Meta Platforms (formerly Facebook).

I received the grade of Distinction for the Diploma of Higher Education in Applied Interior Design from KLC School of Design in July 2023. I hold a Bachelor of Science degree from Brown University (a member of the Ivy League of universities in the US). My Master's degree, along with a Graduate Certificate in Project Management, were obtained from Boston University for which I received the Metropolitan College Award for Excellence in Graduate Study.







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