

PORTFOLIO

LILA MOGHADAM LENZLINGER



Lila Moghadam
Lenzlinger

I graduated with a BA in Interior Design from KLC School of Design in 2024. To me, interior design is more than visual appeal—it's about shaping meaningful experiences and evoking emotion through space. My design philosophy revolves around crafting environments that inspire and enhance the experiences of those who inhabit them.

CONTACT

-  Hesligenstrasse 4
8700 Küsnacht
-  +41 79 771 22 51
-  lila.moghadam@bluewin.ch

EDUCATION	CERTIFICATION	PROGRAMS & SKILLS	
Bachelor of Arts (Hons) in Interior Design	Diploma - Web Programmer	ADOBE PHOTOSHOP	★★★★☆☆
Awarding Institution: University of Brighton	Institution: EB Zürich	ADOBE INDESIGN	★★★★☆☆
Teaching Institution: KLC School of Design	Year 2013	ADOBE ILLUSTRATOR	★☆☆☆☆☆
Year of Graduation: 2024		MICROSOFT OFFICE	★★★★☆☆
		REVIT	★★★★☆☆
		ENSCAPE	★★★★☆☆
		V-RAY	★★★☆☆☆
		SKETCHUP	★★★☆☆☆
Bachelor of Arts in Psychology	Diploma - Web Publisher		
Institution: San Francisco State University	Institution: EB Zürich		
Year of Graduation: 1993	Year 2011		

EXPERIENCE	LANGUAGES
Volunteer Dargebotene Hand, a non-profit organization for people in crises 2023 - Present	English Native
Care Giver Begleiteter Besuchstreff (BBT), usually ordered by the Child and Adult Protection Authority (KESB), BBT allows children to meet their parents in a supervised setting 2013 to 2022	German Fluent
Freelance Website Designer & Content Manager Freelance work 2013 - 2015	
Secretary Lakeside School, a bilingual primary school 2007 - 2011	

"There is a house inside me, where the rooms change with the seasons."

Fatemeh Ekhtesari

CONTENT

01

SOCIAL DESIGN

02

RETAIL DESIGN

03

PERSONAL DESIGN

This portfolio showcases concept-driven interior design projects that highlight phases of the creative process—from research and concept development to design development—demonstrating a thoughtful, empathetic, and culturally informed approach to spatial design.

01 •

SOCIAL DESIGN

Skills

REVIT
ENSCAPE
PHOTOSHOP
INDESIGN

BRIEF

The design brief called for the creation of a **safe** and supportive long-term living environment for women recovering from human trafficking. The space needed to provide not only physical shelter but also **emotional security** and a sense of dignity. Key elements of the program included housing, counseling services, and a café where residents could gradually reintegrate into society and regain financial independence. The overall aim was to design an environment that fosters **healing, empowerment, and connection.**



RENDER PUBLIC CAFE



SPATIAL REQUIREMENTS

PRIVATE AREAS

Ground Floor:

- Offices
- Library/Computer Room
- Employee Restrooms
- Employee Lounge
- Storage for Café
- Reception Area
- Stairs/Elevators

First Floor:

- Bedrooms with Ensuite
- Kitchen
- Community Area
- Storage/Exercise/Meditation Space



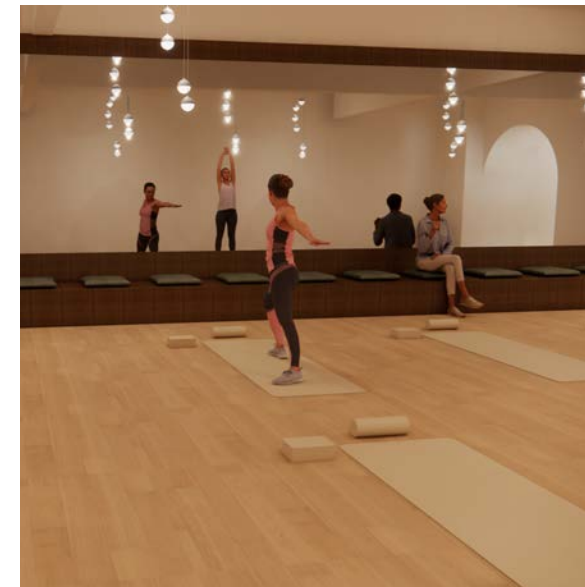
PUBLIC AREAS

Ground Floor:

- Seating Area for Café
- Café Counter to Sell Products
- Public Restrooms

AIMS OF THE DESIGN

- Safe experience
- Tranquil space
- Natural flow leading from one space to another
- Visual harmony
- Organic shapes and materials



THE FIRST STEP IN THIS PROJECT WAS RESEARCHING TRAUMA-INFORMED SPACES

The research was used to guide the design concept and then the design development.

- Trauma-informed environments promote physical, mental, and social health.
- They ensure physical safety from harm and danger.
- To support mental health, they emphasize consistency, predictability, and personal control.
- They minimize unnecessary and overwhelming ambient noises.
- They limit visual complexity, such as distracting patterns on the walls or flooring.
- Finally, they facilitate social connection, community building, and participation in the design of the space (Dilani, 2018).



Case Study: Freedom a la Cart

Freedom a la Cart empowers survivors of human trafficking and exploitation to build lives of freedom + self-sufficiency.

Trauma-Informed Design Principles Used:

- Incorporating Natural Light
- Specific Design Color
- Live Greenery
- Strategic Layouts with Open Sight Paths



CONCEPT DEVELOPMENT

Nested Pathways is a **sanctuary-inspired** design that facilitates healing through **simple, flowing spaces**. Inspired by organic forms and natural materials, the layout supports autonomy and safety while promoting visual and emotional calm.

The primary design principle focuses on creating an **uncomplicated spatial layout** that allows the women to move freely and safely throughout the space.

The space needs to **promote healing**, therefore it must be free from chaos. It must be simple and easy to live in.

True to its name, „nested,“ the space should evoke a feeling of **sanctuary**.

Utilizing natural materials and curved shapes, the objective is to craft a simple and secure environment for these women to embark on their healing journey.



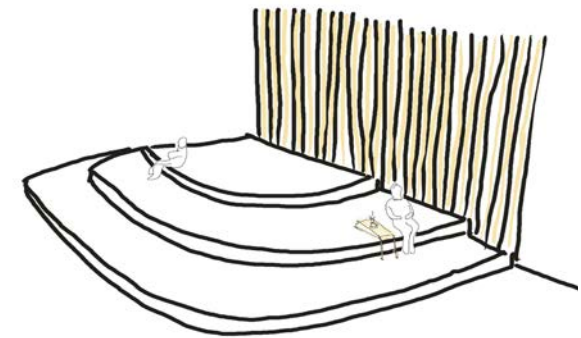
ABSTRACT MODELLING



Visualizing Forms and Pathways



Experimenting with Spatial Relationships

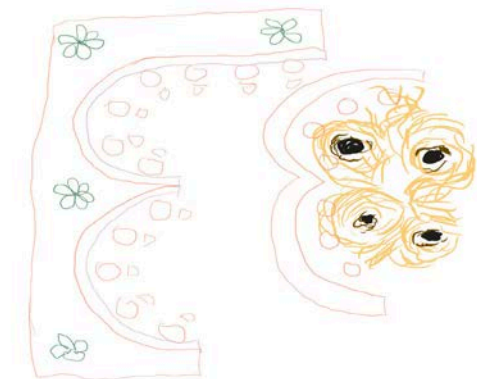


Exploring how to use the Space

The sketches below show how the concept research inspired the design of the bespoke café seating.



SKETCH BIRDS NESTS



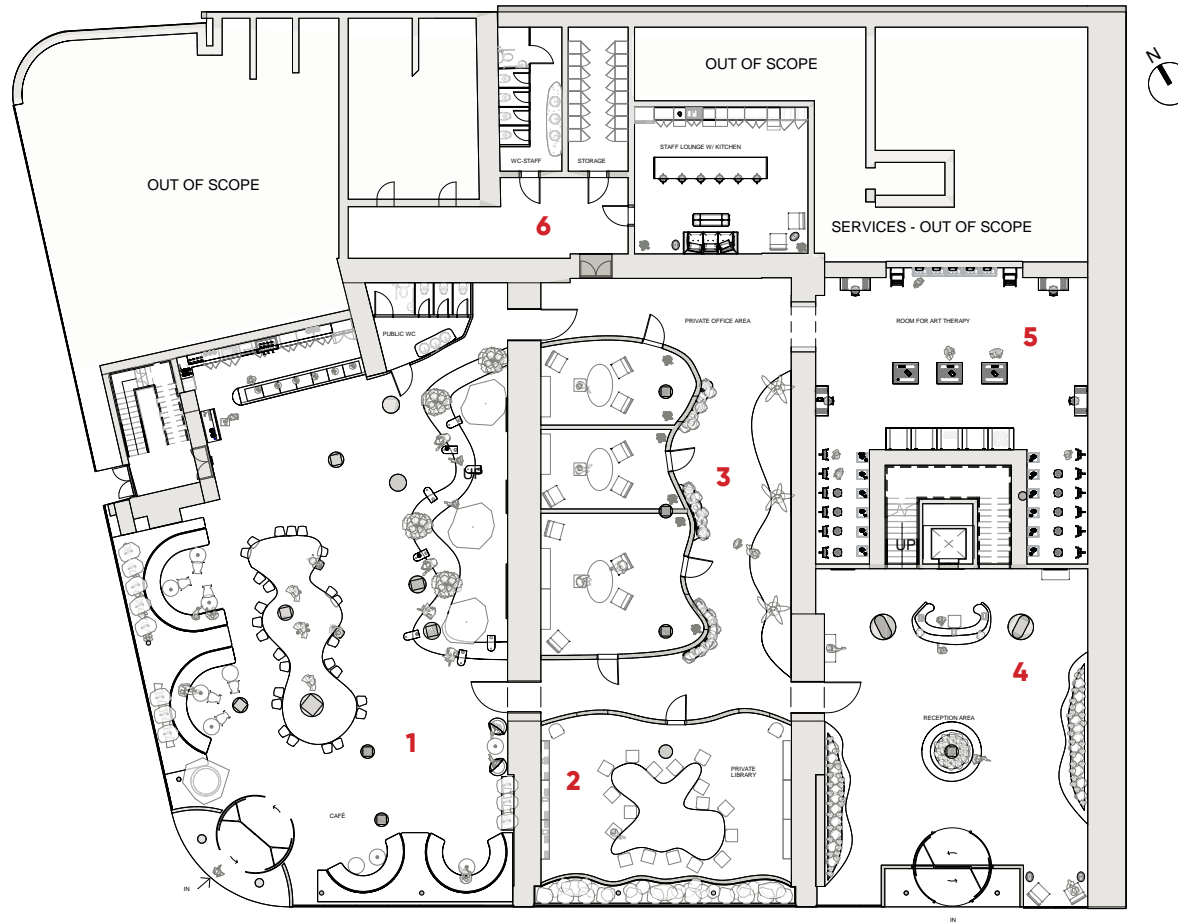
SKETCH FROM BIRD NEST TO BOOTH SEATING



RENDER BOOTH SEATING

The form of the booth seating was inspired by the organic curves of a bird's nest – a symbol of protection, comfort, and quiet refuge. Through a series of sketches and explorations, I experimented with the nest's structure and translated its essence into a sculptural,

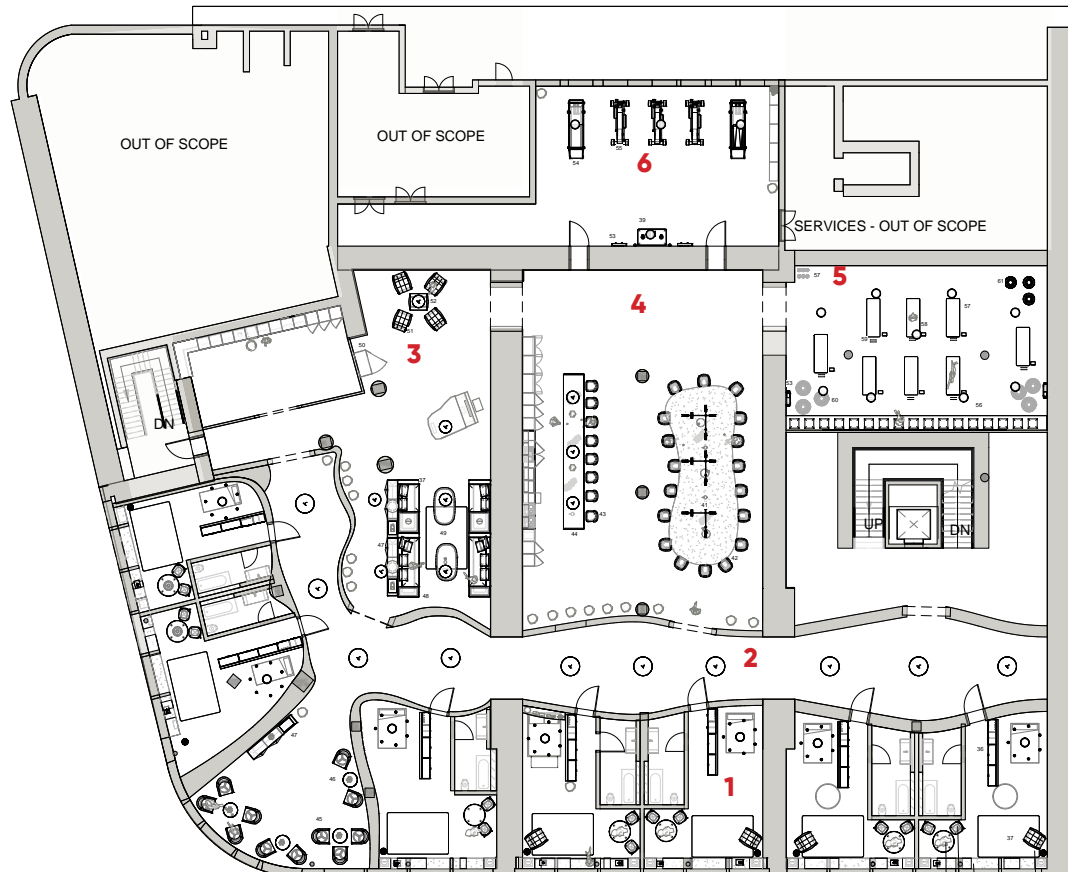
functional piece of furniture. The resulting design embraces softness and enclosure, echoing the project's overarching theme of sanctuary.

GROUND FLOOR PLAN**MAIN AREAS GROUND FLOOR**

- 1** Café
- 2** Private Library/Computer Room
- 3** Private Office Area
- 4** Private Reception Area
- 5** Art Room
- 6** Employee Lounge & Storage Area

**RENDER** CAFÉ COUNTER**RENDER** CAFÉ**RENDER** OFFICE AREA / NESTED PATHWAY

FIRST FLOOR PLAN



MAIN AREAS FIRST FLOOR - ONLY PRIVATE SPACES

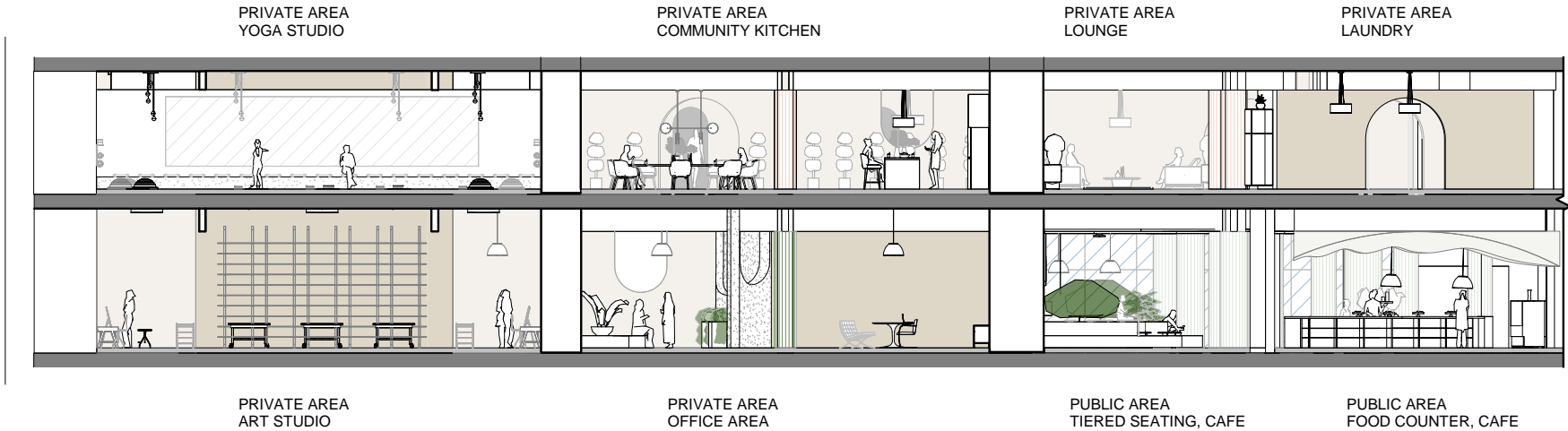
- 1 Bedroom
- 2 Nested Pathway
- 3 Social Area
- 4 Community Kitchen
- 5 Yoga Room
- 6 Exercise Room



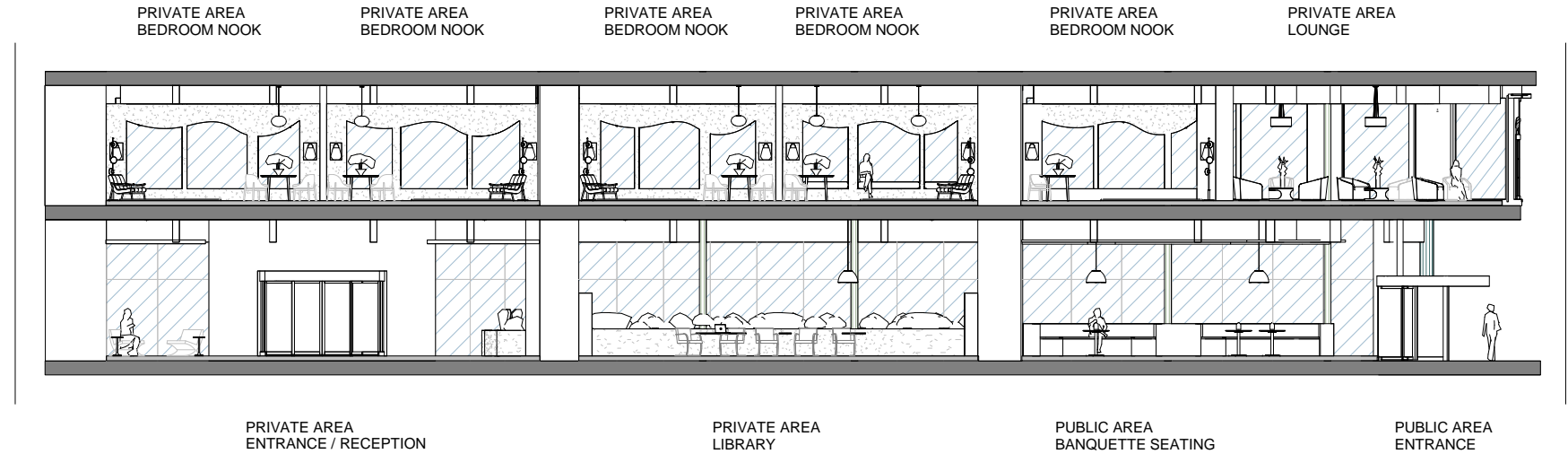
RENDER PRIVATE KITCHEN



RENDER BEDROOM



SECTION



SECTION

02 •

RETAIL DESIGN

Skills

MODEL MAKING
REVIT
ENSCAPE
PHOTOSHOP
INDESIGN

BRIEF

The **retail design** brief was developed for Round Lab, a leading Korean skincare brand renowned for its **minimalist** aesthetics and **nature-inspired** philosophy. The company aimed to establish a flagship store in London that would embody its core values and offer a **serene**, welcoming environment. The space was to reflect the **purity, simplicity, and effectiveness** of Round Lab's products while delivering a memorable and immersive customer experience. To support the flow and function of the interior, a new **staircase** would be introduced as an integral part of the design.



RENDER SALES FLOOR

SITE STUDY – PART OF THE PROCESS

Understanding the physical context of the site was a key part of the design process. The new Round Lab flagship store was to be located on Great Marlborough Street in London—an area rich in architectural contrast and pedestrian flow. Analyzing the **spatial, cultural, and sensory conditions** of this environment helped shape the store's **layout, circulation, and atmosphere**. The site analysis also included orientation and sun path considerations, which contributed to decisions around natural lighting and the overall mood of the interior.



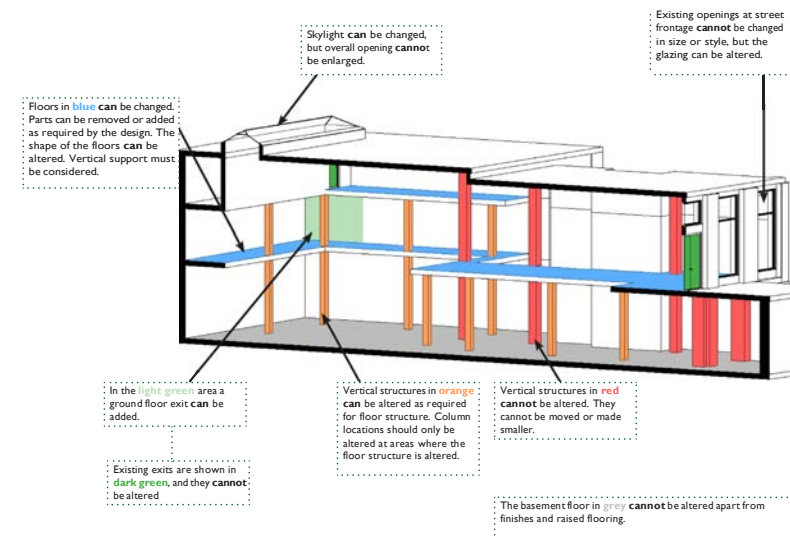
DIAGRAM SUN PATH



THE SPACE VIEW FROM BACK TO FRONT

THE SPACE

- Three storey space
- Skylight at rear
- Fire exit at rear
- Need vertical circulation
- Front of building faces north
- A feature staircase is part of the design
- Consider how a lift can be incorporated to accommodate wheelchair users



THE SPACE RESTRICTIONS

FROM RESEARCH TO CONCEPT

The design process began by analyzing five of Round Lab's signature product lines. From this, I compiled a list of **key words** that reflected the **sensory** and **emotional qualities** associated with each line—words like **purity**, restoration, **vitality**, and **tranquility**. I then distilled this research into a **mind map**, allowing themes to emerge and relationships to form. This step was essential in **shaping the early concept direction**, providing a language of feeling and atmosphere that would later inform spatial decisions.



BIRCH TREE
Inje County
Paper
Thin layers
White Sap
Cocktail of Ingredients
Tall
Queen of the Forest
Snow White
Hydrating
Moisturizing
Soothes
Repairs
Purify
Energize
Purity

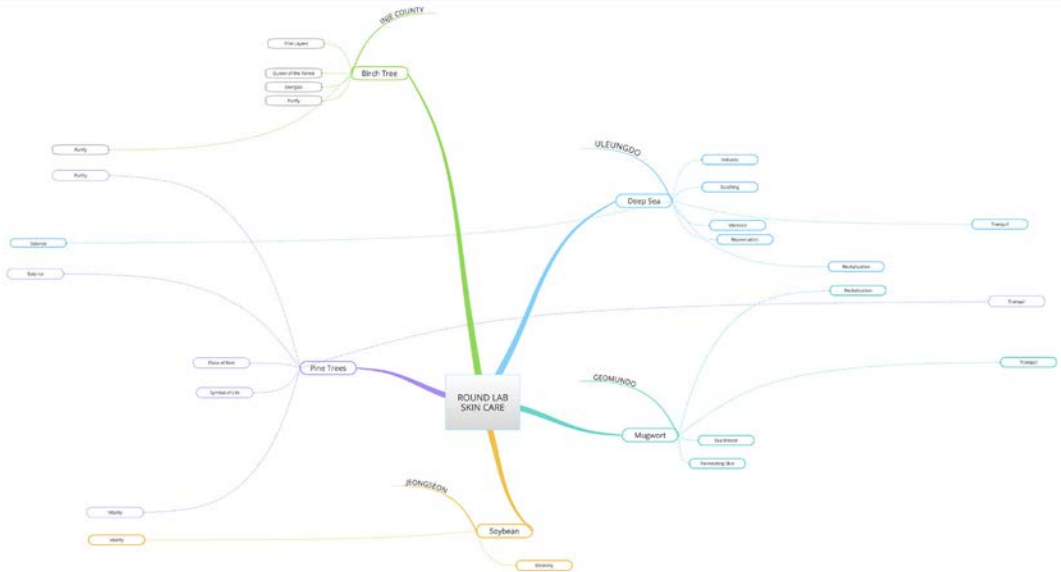
DEEP SEA
Ulleungdo
Volcanic
Freshness
Clean
Safe
Tranquil
Balance
Soothing
Revitalization
Wellness
Pristine
Gentle exfoliation
Increased Cell Immunity
Rejuvenation
Vibrance

MUGWORT
Geomundo
Perennial
Medicinal
Healing Properties
Green
Tranquil
Antioxidant
Anti-inflammatory
Soothing
Revitalization
Wellness
Sea Breeze
Permeating Skin

PINE TREES
Place of Rest
Symbol of Life
Restoration
Healing
Vitality
Purity
Freshness
Moisture
Anti-aging
Green
Tranquil
Balance

YAKKONG SOYBEAN
Jeongseon
Anti-aging
Sunspots
Moisturizing
Black
Yak = medicine
Kong = bean
Medicine Bean
Vitality
Elasticity
Health

CONCEPT DEVELOPMENT KEY WORDS



CONCEPT DEVELOPMENT MIND MAP

CONCEPT: THE HARMONIOUS TEMPLE

Emerging from the brand research and key word analysis, "The Harmonious Temple" draws inspiration from Round Lab's Korean roots. The concept aims to create a meaningful **connection** between **cultural heritage** and the **new context** of Great Marlborough Street—fostering a dialogue between tradition and place.

This flagship space is designed to evoke a heightened sense of self in the customer—a quiet, almost **spiritual awakening**. Its atmosphere invites **calm** and **introspection**, offering a **moment of stillness** within the rhythm of the city.



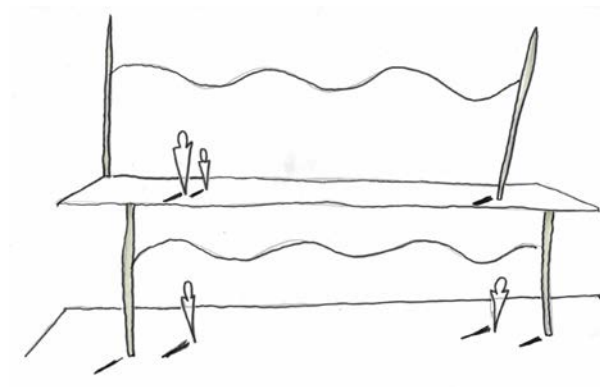
DESIGN DEVELOPMENT

THE HARMONIOUS TEMPLE

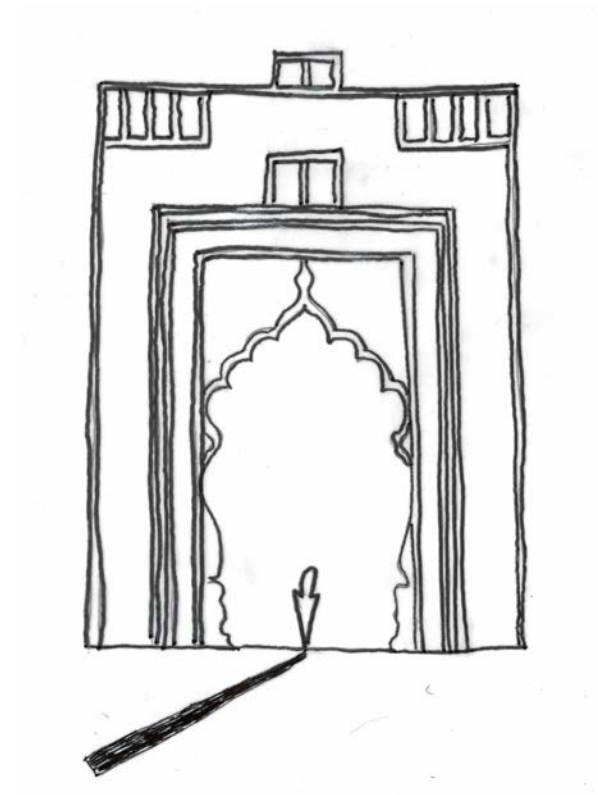
With "The Harmonious Temple" as a guiding concept, the design began to take shape through drawing and model-making. Sketches explored balance and rhythm inspired by Korean temple forms, while abstract paper models helped translate these ideas into spatial relationships. Moving between hand and mind, the design evolved gradually—refining the connection between concept and form.



ABSTRACT MODELLING



SKETCHING



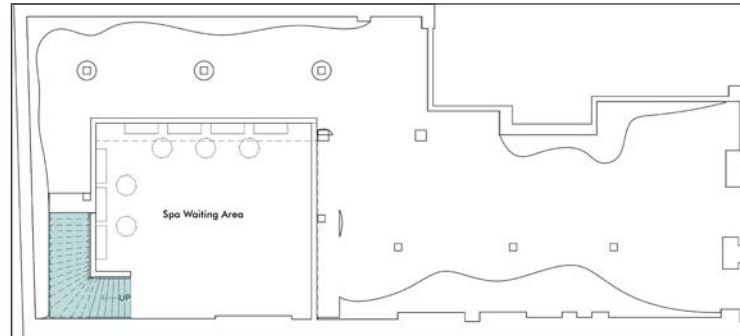
SKETCHING

STAIRCASE DESIGN

The staircase was designed as a functional circulation element that supports the overall flow of the retail space. Influenced by the calm geometry of Korean temple architecture, its form was kept simple and balanced to reflect the brand's values.

To better understand its spatial integration, I built a detailed cardboard model. This process allowed me to explore scale, proportions, and movement through the space—helping to assess how the staircase would connect the two levels without disrupting the store's atmosphere.

Model making became a valuable tool for refining layout decisions and ensuring the staircase complemented both the concept and the practical requirements of the design.



WORKING MODELS CARDBOARD



RENDER SPA FLOOR

03 •

PERSONAL DESIGN

These rooms reflect my personal design aesthetic—grounded in warmth, contrast, and quiet richness. I’m drawn to immersive textures, intimate lighting, and natural elements that create a sense of presence and mood. Each space is composed to feel both rooted and expressive—evoking calm, but never static.

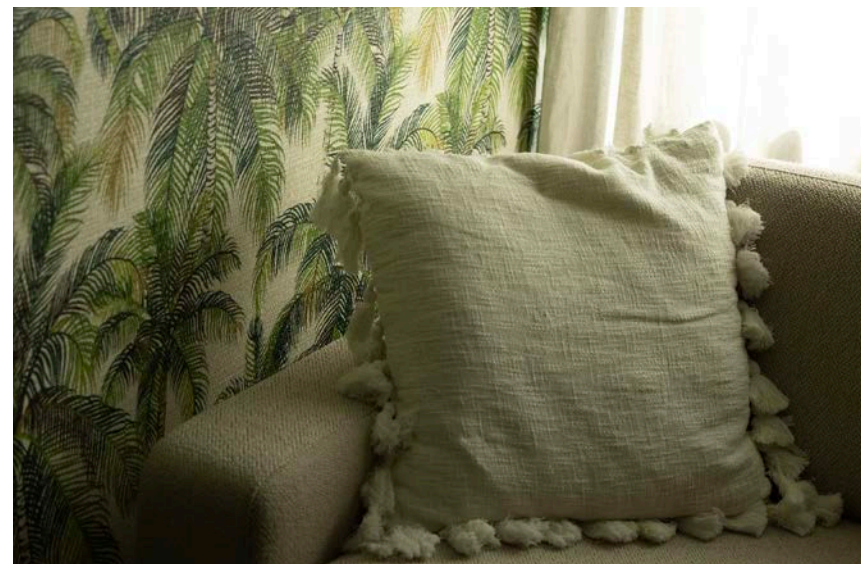


LIGHT INSTALLATION GOLDEN GLOW



VIEW TOWARD KITCHEN QUIET FUNCTIONALITY

PHOTOS BY MARTIN RÜTSCHI



GUEST ROOM DETAIL TACTILE CALM



BEDROOM BOTANICAL SANCTUARY

A Note on Project Selection

This portfolio presents two projects, chosen not to show everything, but to reveal how I think, feel, and work as a designer. While not every step is shown, each concept was developed through a full design process—from research to realization. What you see here is a curated glimpse into that journey—thoughtful, intentional, and grounded in the essentials.



CONTACT

LILA MOGHADAM LENZLINGER

LILA.MOGHADAM@BLUEWIN.CH
(+41) 79 771 2251