

# JENNIFER TYLEND A

NCIDQ NO. 024371  
RS 285277

Studio id

What's your design identity.



## PROFESSIONAL SOFTWARE SKILLS

Microsoft Office  
Revit  
AutoCAD  
Sketchup  
Configura CET Designer  
CAP 20/20  
Canva  
InDesign  
Photoshop  
CRM Systems



## DISTINCT TRAITS

Innovative  
Reliable & Professional  
Organized Machine  
Team Player  
Fast Learner  
Motivated & Motivational  
Resilient  
Strategic  
Determined  
Results Driven



## ORGANIZATION LEADER

IFMA, Program Chair  
CREW, Program Committee  
ASID, Professional Member  
BOMA, Member  
PGH Tech Council, Member  
LaRoche Advisory Board

"You are what you repeatedly do.  
Excellence, then, is not an act,  
but a habit"  
~Aristotle



## CONTACT

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studioidpgh.com

## EDUCATION

BACHELOR OF SCIENCE, INTERIOR DESIGN

LaRoche University | 2003

CIDA & NASAD ACCREDITED

REAL ESTATE SALES

Northwood Career Growth | 2004

## WORK EXPERIENCE

### OWNER, INTERIOR DESIGNER + REALTOR

Studio id & Coldwell Banker Real Estate | Current

Responsibilities Include:

- Engage in business development and marketing activities including creation and maintenance of website and social media in order to secure new clients within residential and commercial markets for interior design and real estate
- Creation of all business and interior design documents including proposal contracts, design guides, budgets, floor plans, and contractor bid docs
- Design and Project Manage all projects from inception through completion

### SENIOR INTERIOR DESIGN & BUSINESS DEVELOPMENT MANAGER

ae7 | 2018 - April 2019

Responsibilities Include:

- Plan and direct utilization of domestically focused staff including designers and associate architectural project managers within corporate, retail F&B, emerging growth & healthcare vertical markets, through effective scheduling, mentorship, and deployment of design related software tools
- Engage in business development & marketing strategies for all disciplines and overall firm strengths
- Responsible for domestic fee achievements including individual, regional and national contracts with more than 1/2 million dollars in current and potential revenue in under 1 year
- Generate, present and maintain communication through client presentations, proposals, schedules, budgets, consultant contracts & RFP responses
- Firm representation within industry organizations to strengthen business relationships with consultants, CRE community, property managers future clients, colleagues, and, students

### DIRECTOR OF DESIGN SOLUTIONS

Franklin Interiors | 2010 - 2018

Responsibilities Include:

- Engage in leadership group functions including bi-weekly strategy meetings and annual strategic planning consisting of budgeting, & company objectives
- Engage with executive clients, design community and CRE firms utilizing strategic design and business development skills in order to differentiate Franklin Interiors from the competition by providing valued solutions and strengthening the business relationship
- Plan and direct utilization of design staff including 13 designers, ranging from associate designer to senior designer, within all positioned vertical markets including Corporate, Education, & Healthcare through effective scheduling and deployment of design related software tools
- Specialties include, real estate compression & optimization, technology integration, turn-key solutions including demountable walls, and visualization through high quality rendering
- Projects ranging in size from 100 to 250,000+ square feet for newly designed, renovated and/or expanded commercial buildings

### INTERIOR DESIGNER/CONTRACTOR

RDS/Dick's Sporting Goods | 2010

### INTERIOR DESIGNER/PM/INTERN COORDINATOR

The Design Alliance Architects | 2006 - 2009

### INTERIOR DESIGNER/INTERN

Hammer Design Associates | 2002 - 2006