



# MONIQUE FARLEY

INTERIOR ARCHITECT & PROJECT MANAGER

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 Woodland Hills, CA

## TECHNICAL SKILLS

Autodesk AutoCAD  
Autodesk Revit Architecture  
SketchUp  
Adobe Photoshop  
Adobe InDesign  
Microsoft Word  
Microsoft Excel  
Microsoft PowerPoint  
Microsoft Publisher  
Bluebeam  
ProjectSpec  
Canva  
Metabase

## HIGH PERFORMANCE RATINGS

Leadership  
Developing Direct Reports  
Building Effective Team  
Creativity  
Drive for Results  
Written Communication  
Priority Setting  
Time Management  
Problem Solving  
Interpersonal Savvy

## EDUCATION

Strategic Design & Management, MS  
Parsons School of Design,  
New York, NY  
May 2020

Interior Architecture, BS  
UNC Greensboro,  
Greensboro, NC  
December 2011

## PROFESSIONAL EXPERIENCE

### Director, Design & Procurement

**HotelFurniture.com | Vancouver, Canada | 10/2021 – 05/2022**

- Oversaw the direction and execution of the Design and Procurement departments. Developed the HF design and procurement standards, managed the expansion of both brand flag and vendor market offerings, and directed the overall project deliverables for HF clients.
- Worked with internal teams and stakeholders to develop future HF business design strategies including departmental forecasting, brand expansions pipelines, and budgets.
- Collaborated with marketing department in the development of standard materials that describe the HF design portfolio, systems, and processes. Assisted marketing department in development of needed design assets relating to marketing campaigns, materials, webinars, etc. highlighting the Design and Procurement departments. Aided in design content creation for HF blog and outside publications.
- Recruited, interviewed, and onboarded new team members. Developed onboarding training materials on HotelFurniture's platform, values, and employee processes.
- Conducted weekly team meetings and 1:1 to discuss department updates, individual workflows, and provided additional coaching to ensure KPIs are being met. Prepared, delivered, and ensured completion of all staff evaluations.
- Created and directed the implementation of HF Design Standards on all client projects. Maintained and managed the brand stands database for all brands within the HF service offerings.
- Partnered with the Sales department to provide RFQs for potential clients.
- Conducted client consultations and developed project scope of work. Supervised the production of drawings and documents that conveyed the design intent including digital design boards and other assets for new construction, renovation, and conversion projects including HF Project checklist, AutoCAD files, renderings, FF&E specifications, and Purchase Orders.
- Conducted Quality Reviews on all hotel brand launches. Oversaw Post-Occupancy Project Evaluations & Reporting during project closeout process. Ensure client projects are on track to meet project requirements, deadlines, and budgets.
- Developed, communicated, and managed the execution of sourcing and procurement strategies by the Procurement team to support marketplace expansions, brand launches, and client projects.

## MEDIA, AWARDS, & CERTIFICATIONS

"HotelFurniture.com Talks Technology & Convenience"  
*ProcureSmart(er)*, S2: Ep.24,  
May 2022

"Life & Work with Monique Farley"  
*Voyage LA*, May 2022

"Meet Monique Nicole Farley"  
*Shoutout LA*, October 2021

"Hotel Guest Room Design and Color: Telling the Right Story to Reach the Right Clientele"  
*HotelFurniture.com*, January 2021

"How to Design the Perfect Guest Room"  
*HotelFurniture.com*, November 2020

"Design efficiencies will help hotels succeed post-COVID"  
*Canadian Hotel Intelligence*,  
October 2020

"Lighting and Window Treatments 101"  
*HillRag Magazine*, May 2014

"The End of the Bachelor Days"  
*The Washington Post House Calls*,  
December 2013

District of Columbia Realtors  
License 2015—2018

University Scholars Award  
Parsons School of Design  
2018 - 2020

Provost Scholarship  
Parsons School of Design  
2018 - 2020

## PROFESSIONAL EXPERIENCE, CONTINUED

- Expanded Design & Procurement department team size from 1 to 7.
- Established HF design identity through the expansion of their brand service offerings. Grew brand offerings from 4 to over 10 brands.
  - Created and expanded the HF SampleProject Gallery.
- Provided the framework for the creation of the Product Admin Tool.
- Expanded vendor database to over 100 vendors and manufacturers.
- Created the Design & Procurement internal client project process including project templates, guidelines, and checklists.
- Created HF Curated. HotelFurniture's custom design collection targeting independent brands. Designed Naturally Refined.
- Oversaw client project budgets ranging from \$50,000 – over \$1,400,000.

### Lead Design Project Manager

#### HotelFurniture.com | Vancouver, Canada | 07/ 2020 – 10/ 2021

- Created multiple on-demand brand-approved guest room designs for multiple brand flags in the economy – upper midscale segments.
- Managed each project through the design process and brand submission phase. Provided support through the procurement and FF&E delivery process.
- Developed digital design boards, and other digital assets to clearly communicate design intent to project team and enable each design to be loaded into the HF platform (using AutoCAD, SketchUp, and Adobe Suite).
- Setup and maintained database of approved FF&E vendors, by brand, and all necessary item specifications for both the client and the brand submission packages.
- Ensured client projects are on track to meet project requirements, deadlines, and budgets.
- Worked with the internal team and vendors to develop specifications and design details. Built lasting relationships with clients, contractors, suppliers, and employees.

### Design Project Manager

#### Pacific Office Interiors | Agoura Hills, CA | 11/ 2019 – 03/2020

- Managed all aspects of interior design or large furniture procurement projects. Maintained all facets of project planning, logistics, project schedules, estimating, resource allocation, field verification, site management, and budget.
- Evaluated the design intent and determined programming requirements.
- Participated in the RFP/ RFI process from initial bid review, RFQ's discounting, project budgeting, and bid response.
- Developed design concept presentations including materials and finishes.
  - Collaborates with the technical and studio designers to review and provide guidance on space plans, furniture typicals, renderings, etc. Reviews and amends project designs and working drawings throughout project lifecycle. Maintains and monitors installation schedules. Manages the overall profitability and budget of the project. Visits job sites to provide site analysis, takes field dimensions, videos, photos, or punch list walkthroughs post installations. Haworth Furniture Dealer
  - California Lutheran University – Swenson Science Center Bid – 3-story 47,000 sq.ft FF&E procurement proposal estimating \$350,000.
  - City of Camarillo City Hall Expansion – City Clerks, Atrium, Customer Service Area. Less than 2000 sq.ft. Space planning, FF&E selection and procurement, delivery, and installation. Project budget estimate: \$50,000.
  - Grover Beach Police Department – Detectives Office – Less than 1000 sq. ft. Space planning, FF&E selection and procurement, delivery, and installation.

## REFERENCES

**Kimberly Marner**, (301) 592-5000  
Project Manager (Supervisor)  
Choice Hotels International  
Rockville, MD  
[Kimberly.marner@choicehotels.com](mailto:Kimberly.marner@choicehotels.com)

**Emily Scandy**, 1 (800) 367-2884  
Senior Designer (Supervisor)  
Pulte Group  
Fairfax, VA

**J. Allen**, (302) 533-8446  
Principle Designer and Owner  
(Supervisor)  
Perceptions Interiors, LLC  
Washington, DC  
[jallen@perceptionsinteriors.com](mailto:jallen@perceptionsinteriors.com)

**Bobbi Stalker**, (310) 652-0323  
Gallery Leader (Supervisor)  
Restoration Hardware Melrose  
West Hollywood, CA  
[bstalker@restorationhardware.com](mailto:bstalker@restorationhardware.com)

**Eva Eastman**, (415) 606-2400  
Accounts Manager (Supervisor)  
Pacific Office Interiors  
Agoura Hills, CA  
[evaeastman@comcast.net](mailto:evaeastman@comcast.net)

**Danna Dunnage**, (805) 441-6193  
President (Supervisor)  
HotelFurniture.com  
Vancouver, Canada  
[dannadunnage@icloud.com](mailto:dannadunnage@icloud.com)

**Jessica Tate-Williams**, (202) 210-0026  
Interior Designer (Co-Worker)  
Choice Hotels International  
Rockville, MD  
[jessicatate\\_williams@msn.com](mailto:jessicatate_williams@msn.com)

**Serena Boccara**, (858) 602-9767  
Interior Designer (Co-worker)  
Restoration Hardware  
West Hollywood, CA  
[serena@serenaraedesign.com](mailto:serena@serenaraedesign.com)

## PROFESSIONAL EXPERIENCE, CONTINUED

- Project budget estimate: \$25,000.
- System Source/ Netflix – FF&E Procurement only. Project budget estimate: \$175,000 - \$300,000
- Oxnard College – FF&E specifications as requested

### Associate Interior Designer

#### Restoration Hardware | West Hollywood, CA, 10/2018 – 11/2019

- Oversaw the interior design process for small to medium scale, high-end residential design projects including design consultations, site visits, design conceptualization, space planning, FF&E selections, project management, and installation through 2D construction documents, product renderings, product samples, and material swatches.
- Collaborated with Gallery Interior Design team on large-scale interior design projects.
- Worked closely with the Project Coordinators, Design Consultants, AutoCAD Specialists, Gallery Leaders, Customer Support Specialists, RH Trade Team, and Warehouse & Delivery Team.
  - Developed the RH Custom Drapery Training Manual for the California Market.
  - Created and facilitated multiple 1-on-1 and group custom drapery trainings and business organization training for new hires and current employees.
  - September 2019 Employee of the Month – RH Award Winner

### Design Project Specialist III

#### Senior Coordinator - Interior Design

##### Choice Hotels International | Rockville, MD, 8/2017 - 7/2018

- Reviewed an estimated 100 new construction hotel property design submissions. Assisted franchisees, contractors, and procurement companies through the newly revised Interior Design pre-opening process (interiors construction project management).
- Reviewed all custom design submissions for New Construction and Renovation properties.
- Worked closely with the Architecture & Construction Department, PIP's team, and Opening Services Department to accelerate new construction hotel openings.
- Provided key support in the largest renovation initiative in the history of Choice Hotels through the Comfort brand's "Move to Modern Initiative."

##### Choice Hotels International | Rockville, MD, 12/2015 - 8/2017

- Provided interior design support for all midscale and economy hotel brand prototype specifications/products for pre-approved/prototypical interior design brand schemes.
- Maintained and updated FF&E specification databases of over 500 specifications, for all brands, on a quarterly basis. Maintained design resource library. Scheduled all vendor product presentations for new product evaluation in the hospitality industry.
- Created design board presentations.
  - Assisted the Interior Designer I in the design of the new Pre-Approved Quality Inn design package. (January/February 2016)
  - Supported the Senior Interior Designer in the product development, final review and red-lining of final draft construction drawings, generated AutoCAD drawings illustrating renovation, and creation of the FF&E Specifications for the Sleep Inn 2.0 prototype.
  - Collaborated with the Clarion Brand Director as the Lead Interior Designer in the creation of 2 new Pre-Approved Clarion Inn guestroom design packages launched Spring 2017. Assisted in development of new brand Clarion Pointe.