



MONIQUE FARLEY

INTERIOR ARCHITECT & DESIGN STRATEGIST

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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

"I want to recognize Monique for the outstanding support she provided me with the Convention drawings. She saved Choice time and money. Without her help, I would have had to hire C2K or another company to produce the drawings for us, which would have caused us to miss the completion deadline set by GES. Monique was able to complete this project, that was not part of her ongoing responsibilities, while doing her day-to-day job and had an outstanding attitude throughout the process."

- Kade Wane, Project Director—Architecture
Choice Hotels International

PROFESSIONAL EXPERIENCE

Director, Design & Procurement

HotelFurniture.com | Vancouver, Canada | 10/2021 – Present

Responsible for the direction and execution of the Design and Procurement departments. Establishes the HF design and procurement standards, oversees expansion of both brand flag and vendor market offerings, and be responsible for overall project deliverables for HF clients. Works with internal teams to develop future HF business design strategies including departmental forecasting, brand expansions pipelines, and budgets. Provides input and feedback to marketing staff in the development of standard materials that describe the HF design portfolio, systems, and processes. Assists marketing department in development of needed design assets relating to marketing campaigns, materials, webinars, etc. highlighting the Design and Procurement departments (ie. sample projects, client projects, brand renderings, etc.) Aid in design content creation for HF blog and outside publications. Recruiting, interviewing, and assisting in the hiring of team members. Onboarding new team members, ensuring sufficient training on HotelFurniture's platform, values, and employee processes. Develops onboarding training materials. Conducts weekly team meetings and one to ones to discuss activities, updates, and additional coaching to ensure KPIs are being met. Prepares, delivers, and ensures completion of all staff evaluations; responsible for performance development, and workload allocation processes of department Develop and streamline the HF Brand Submission process. Creates and directs the implementation of HF Design Standards on all projects and processes. Maintains and manages the brand stands database for all brands within the HF service offerings. Partners with the Sales department to provide RFQs for potential clients Conducts client consultations and develops project scope of work. Supervises the production of drawings and documents that convey the design intent including digital design boards and other assets using AutoCAD, SketchUp, and more. Oversees the creation of on-demand functional hotel room designs that are brand-approved and contain brand qualified vendors/ FF&E for new construction, renovation, and conversion projects. Including: HF Project checklist, AutoCAD files, renderings, FF&E specifications, and Purchase Orders. Conducts Quality Reviews on all hotel brand launches. Conducts Post-Occupancy Project Evaluations & Reporting during project closeout process. Ensure client projects are on track to meet project requirements, deadlines, and budgets. Develops,

PUBLICATIONS, AWARDS, & CERTIFICATIONS

“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

communicates, and manages execution of sourcing and procurement strategies by the Procurement team to support marketplace expansions, brand launches, and client projects. Oversees the management and maintenance of the product database including product images, specifications, and costing. Establishes and maintains relationships with new and existing vendors. May design, develop and implement purchasing information systems

- 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

Responsible for creating multiple on-demand brand-approved guest room designs for multiple brand flags in the mid-market, economy-level space. Manages each project through the floor planning and brand submission phase and support through the procurement and FF&E delivery process. Develops 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). Sets up and maintains a database of approved FF&E vendors, by brand, and all necessary item specifications for both the client and the brand submission packages. Further develops and streamlines the HF brand submissions process. Supports and helps develop the needs for floorplan design projects to ensure products will fit space plans for brand submissions. Ensure client projects are on track to meet project requirements, deadlines, and budgets. Aids, supports, and advises on the procurement and delivery process, helping to create seamless processes and efficiencies. Works with the internal team and vendors to develop specifications and design details. Build lasting relationships with clients, contractors, suppliers, and employees.

Design Project Manager

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

Manages all aspects of interior design or large furniture procurement projects. Maintains all facets of project planning, logistics, project schedules, estimating, resource allocation, field verification, site management, and budget. Evaluates the design intent and determines programming requirements. Participates in the RFP/ RFI process from initial bid review, RFQ’s discounting, project budgeting, and bid response. Develops 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

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

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

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

Danna Dunnage, (805) 441-6193
President (Supervisor)
HotelFurniture.com
Vancouver, Canada
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Jessica Tate-Williams, (202) 210-0026
Interior Designer (Co-Worker)
Choice Hotels International
Rockville, MD
jessicatate_williams@msn.com

Serena Boccara, (858) 602-9767
Interior Designer (Co-worker)
Restoration Hardware
West Hollywood, CA
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. Customized residential interior design projects including 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

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."

Senior Coordinator - Interior Design

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 all revisions of FF&E specification databases of over 500 specifications, for all brands, on a quarterly basis including the addition of new vendor products, cost matrix updates, creation and updating of master spec books, and design submittal forms. Conducted hotel precedent studies for all hotel brands for various design initiatives. Created design board presentations. Maintained design resource library. Scheduled all vendor product presentations for new product evaluation in the hospitality industry.

- 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 the new renovation layouts for the 4 existing prototypes, and creation of the FF&E Specifications for the new Sleep Inn prototype launched Spring 2017.
- 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.
- Collaborated with the Brand Team and the Graphics Department to develop the new Comfort Brand Look Book, Design Submittals, and additional documentation.