



E-design Success Stories

Featuring **Bernice Anaatatia**

One of the youngest and most successful e-designers in the industry, **Bernice Anaatatia** shares why clients worldwide shop for her time after time as the perfect e-designer for them. And the pivotal role that **Foyr Neo** plays in her e-design business everyday.





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Meet Bernice

Bernice Anaatatia is probably the youngest and one of the most successful e-designers in the industry. She is originally from the Island of Curaçao but is currently living in The Netherlands. Two years ago she first downloaded an app called Planner 5D. And it was supposed to be just for tinkering, fun and as something to do as a pastime. But she quickly realised that the more she kept designing the better she got at it. And before she knew it she was getting compliments left and right, so she decided to try and pursue interior designing a bit more in depth.



During this time she was in her second year of college, studying to become a pedagogical teacher. During her last year, she decided to start freelancing as an e-designer. She found Fiverr.com and immediately signed up. Because it is worldwide, she got her very first design project from someone in Australia. It was very fun to do. Since then she has been getting projects here and there from across the globe. She is currently taking an online Interior Design course at the New York Institution of Art and Design (NYIAD). She claims to be truly and utterly in love with interior designing and can't wait to see where this journey will take her in the times to come.

Her Story:



Successful E-Designer



Prior Pedagogical Teacher



New York Institution of Art and Design (NYIAD)



The Netherlands





This jaw-dropping e-design render was made in minutes on Foyr Neo.

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Her Business Mantra

Bernice is currently a freelancer / solo e-designer. Her key differentiator is her ability to place herself in her clients' shoes beautifully, pick up their pulse, know them as best possible and then create their dreamspace and bring it to life. Her business mantra is 'What would they love' and 'What would they need'? In the future she would love to hone her skills as a full-service designer too and carry out a design project all the way to the finish line - leading the whole project from build to decorating.

Her Goals:



To perfectly capture the client's style



To give them what they love and need



To hone her skills as a full-service designer





Her Long Game

“

In a couple of years I hope to have an actual Interior Design studio and a team of my own working alongside other amazing Interior Designers. Juggling my current job and interior designing on the side is proving to be more of a challenge everyday, and I do plan on quitting my job soon as a Pedagogical Teacher to work fulltime as an Interior Designer. ”





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Her E-design Journey

Bernice's journey with e-design-services began as soon as she signed up and created her profile on Fiverr and started getting a bunch of inquiries. She did not have any prior experience in e-designing whatsoever before that moment. It coincided with the pandemic, but was not triggered by it.

“

I've only known e-design, and hope that in the long run I am able to add on to that and actually design on site and do bigger projects as well. With e-design, I hope to keep fuelling my passion for designing and helping more people across the globe in bringing their dreamspaces to life. ”



Her Trigger for Change

Fiverr and social media really made her realise her worth as an e-designer because of all the appreciation she got. That was her turning point, and made her understand that there was a place for her in the world of interior designing. At the end of all her projects she realised that they all last between a week to 4 weeks and that aligned with her intent to help more people in a shorter amount of time.





On Championing a Smooth Transition

“

Foyr Neo has been an amazing tool to help me with my transition into e-design. I will forever be grateful for all the endless guidance and tips that I picked up from **Foyr Neo**. I am still learning and growing well aware of how much growth I am still to achieve, but with incredible design software like **Foyr Neo** in the market, I'm sure I'll continue to remain proficient on the business end of things. I have come to see a lot of interior designers that do not have a degree but still have a business and carry the title of interior designers proudly because they are amazing at interior designing. I would like to start that as well by offering a broader form of e-design and 3D visualization. ”

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made in minutes on Foyr Neo.

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On Eliminating Contenders

She realized that she needed to know more and more about interior designing, the larger the scale of her projects got. She needed to self-teach herself a bunch of technical things and do more research on codes and other such important aspects that you need to know about before you start a project. She also realised that she needed better software to create her projects with. So she looked into all the legacy software (known names) first. She tried Autocad, but unfortunately she could not afford such an expensive software. She also looked into Sketchup but realised how much time she'd need to spend learning how to use the software for the first few months.

“

The plan is to maybe add Sketchup to my curriculum at some point, but I am so happy that I found **Foyr Neo** because I feel like I have everything I need in one tool. It has amazing features to help you enhance your business and is always upgrading itself to give you even better tools everyday. ”

The Evaluation List:



Sketchup



Autocad



Planner 5D



Roomsketcher



Dozen others...



Foyr Neo





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On Finding The Diamond In the Rough

She tried a lot of free and paid softwares before she came across **Foyr Neo**. She started out with Planner 5D followed by many others, but realised a lot of them weren't really affordable or worth paying a lot for. On finding Foyr Neo, she remembers being absolutely ecstatic when she finished creating her first design.

“

I think I posted my first design on my Instagram handle and tagged **Foyr Neo** in it and immediately got encouraged to enter into the Foyr Design Challenge. I unfortunately was too late to enter, but made sure I entered other giveaways and events after that one. Since then I have been using and loving the software. I am always learning new tricks everyday and how to work with all the new features you guys provide the Foyr Community with. It's such an amazing tool and I love the thriving design community you guys have been building!

”

The Game-changing Differentiator



“

With **Foyr Neo**, you get amazing features and tools to help you as an e-designer. It is always on the go to become something new and better. It's not just a designing platform. It gives back so much in so many ways and is always focused on helping designers all over the world evolve. It is also very affordable and worth every penny because you actually see what you have paid for back in your designs and the reactions from clients when you show them Neo's renders and walkthroughs is priceless!

”

Her Top 3 Reasons for Choosing Foyr Neo:



Awesome features



Affordable



Quality of Renders
& Walkthroughs





This jaw-dropping e-design render was made in minutes on Foyr Neo.

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Her E-design Toolkit

Other than the critical and obvious ones like good wifi, communication tools and a robust e-design software, Bernice realised and appreciated the importance of having a smooth business process because e-design operates pretty differently in comparison to full-scale projects. On the software and technology front, she definitely knew she wanted tools that were easy for her to use, quick, and which would also cut down costs to increase profits.

Her E-design Toolkit:

NEO

Foyr Neo



Roomsketcher (for occasional 2D plans)



Good WiFi



Glitch-free communication tools



A smooth business process



Her E-design Process

When a client contacts her to work with them, Bernice asks for detailed information on the space or spaces they would need designed. After this she normally gives them a quote and starts the project if they agree with the quote given. After the pricing has been dealt with, she tackles “getting to know” the client and what they would love to see back in their space and what not. After the getting to know the client stage they move on to the inspiration and first drafts stage. Most of the clients she has had so far have already had mood boards made on Pinterest or made with a morpholio board. If this is not the case she does ask her clients to give her an idea of what their style is and gives them some homework, so to say. After that she presents them with a moodboard to align on preferences and then gives them two or three designs to choose from. After they have chosen one of the designs, she makes the necessary changes and adds in more details. At the end of each project she delivers her e-design delivery packet which includes the following.

Her E-design Delivery Packet:



Mood Boards



3D floor plan and a 2D floor plan
(if that was inquired / requested)



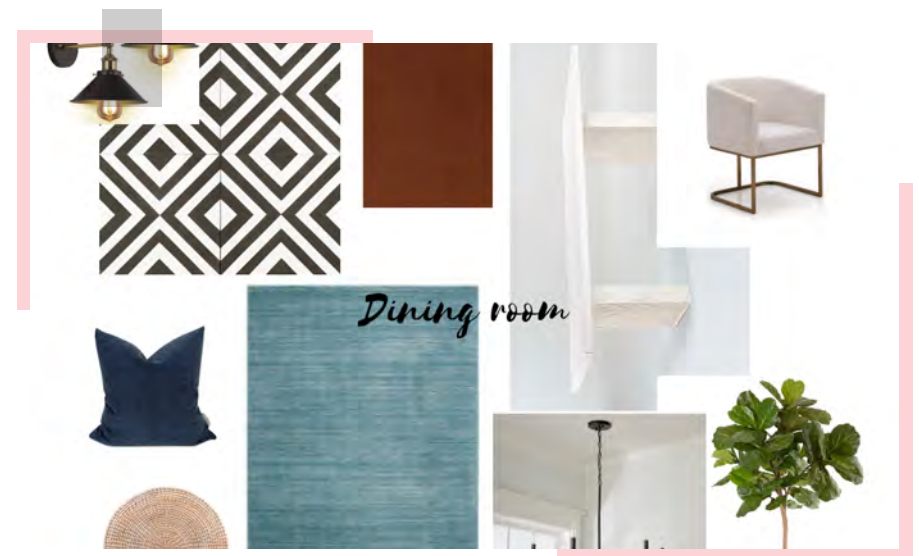
3D renderings.



Walkthroughs
(this is discussed before the quote)



Shopping list
(this is discussed before the quote)





Her E-design Packages

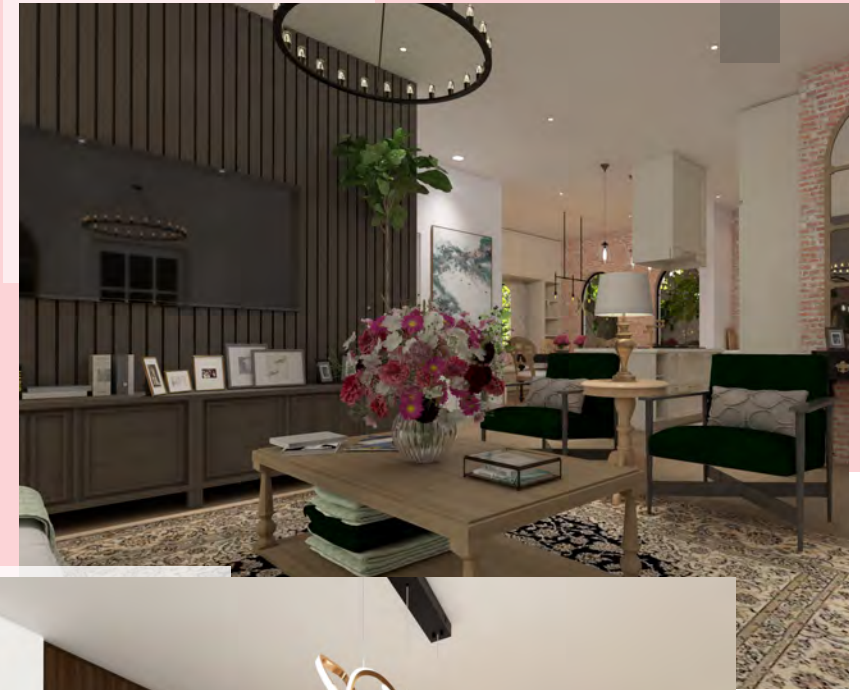
At the moment she has 2 different packages to offer:

- Designing of a single space with an additional floor plan.
- Designing different layouts and ideas for a specific space or spaces.

She is trying to have this all become just one package that can be modified to my clients needs.

Marketing her E-design Services

Bernice markets her e-design services using Instagram, Fiverr and Pinterest. For Instagram she tries her best to have some content or the other out about 3 times a week. On Fiverr and Pinterest she has a profile where customers or prospects can get to know her from and see what she can do.



These breathtaking e-design renders were made in minutes on Foyr Neo.

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Her Most Memorable E-design Project Made on Foyr Neo

My favorite e-design project was a design I recently did for a client in the United States. She was young, confident and clear in her preferences, which was a massive help in putting this design together. She knew what she wanted and so I could just go for it. It was amazing to do but also challenging to stick to the feel I wanted the house to give out throughout. It was fun to look for all the different tones and textures I wanted to see in the designs. I knew from the beginning that I needed to see browns, wood tones and blues. The urban tile I added throughout the house was bold and gave the dining area, for instance, a very restaurant-like vibe all while being at home! Marble is a material I always use as a countertop in most of my kitchen designs. But I wanted to change it up a little for this client, because I knew she loved browns, beiges and muted, earthy tones. So I went for a wooden countertop and glossy white cabinets with gold handles to give it a nice luxe feel. At the end of the project, my client loved how it turned out and said she wouldn't change a thing!





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- **Was it a full house or room?**


I designed all the essential downstairs spaces (kitchen, dining room, powder room, living room)





- **\$ value of the project (could be a range).**













The value of this project would come up to around \$10000.







Your e-design shopping guide for the project:














CATEGORY	PRODUCT	BY	PRICE
Entryway	 Mika light blue air Knife texture	Brewsters Homefashions	\$119
Entryway	 Black Urban Diamond	Jatana Interiors	On Inquiry
Entryway	 Chantilly lace	Benjamin Moore	On Inquiry
Entryway	 Pewter oak	Ambiance hardwood flooring	On Inquiry





CATEGORY	PRODUCT	BY	PRICE
Entryway	 Bench Loya	Goossens	€ 199
Entryway	 Dots wood set of 5 oak	Lampenmaster	€ 85
Entryway	 Round Sorento	World Market	On Inquiry
Dining room	 Large Silk Fiddle leaf fig tree	Joss and Main	\$156
Dining room	 Artificial Foliage tree	Joss and Main	\$120

CATEGORY	PRODUCT	BY	PRICE
Dining room	 Stone vase	Benjamin Moore	On Inquiry
Dining room	 Rana	Trendstock	€ 15
Dining room	 Boggios Rug- Safavieh	Target	\$463
Dining room	 Brown Velvet for the custom built bench	—	On Inquiry
Dining room	 Dunewood Whitewashed dining table	Crate and barrel	\$1396,92

CATEGORY	PRODUCT	BY	PRICE
Dining room	 Modrest Yukon Modern White Fabric	Furniture modern living	\$460
Dining room	 Placemat Round rattan whitewash	Wheel and barrow	\$29.95
Dining room	 Blue woven pillow cover	Hackner home	\$45
Dining room	 Jackyled UL Black Wall scones	Amazon	\$48.99
Dining room	 Throw	—	\$15
Dining room	 Simply black basket chandelier	Shades of light	\$468

CATEGORY	PRODUCT	BY	PRICE
Kitchen	 Charlton Brown	Benjamin Moore	On Inquiry
Kitchen	 Chantilly lace	Benjamin Moore	On Inquiry
Kitchen	 Light oak worktop	Magnet.co.uk	On Inquiry
Kitchen	 METOD/RINGHULT high-gloss white kitchen	Ikea	On Inquiry
Kitchen	 Noridic style/ solid brass handles	Shades of light	€ 6
Kitchen	 Bora classic 2.0 set black ceramic gas cooktop	Berloni appliances	\$10,259

CATEGORY	PRODUCT	BY	PRICE
Kitchen	 Double fridge	Sub-zerp	AUD 18,800
Kitchen	 Steam oven combo	Miele	€ 1700
Kitchen	 Chloe counter stool set of 2	eurway	\$726
Kitchen	 Hexagon metal frame gold mirror	Kate and Laurel Mcneer	\$99.99
Kitchen	 Arren brass Single pendant	Crate and Barrel	\$87.32

CATEGORY	PRODUCT	BY	PRICE
Living room	 Harmony modular sofa	Westelm.co.uk	GBP 3597.00
Living room	 Neiman Marcus	Shop style	\$726
Living room	 Footsool	Simpli home	\$95.87
Living room	 White polished porcelain	Tile mountain	On Inquiry



- **What was the timeline / turnaround time for the project?**

I finished this project in about 6 weeks, because I wanted to leave enough space to make changes and give advice and receive feedback without doing anything hastily.

- **Did you create a design with products available on popular furniture websites (e.g. Wayfair) or did you include custom furniture?**

I like to browse the internet for unique finds. It is always fun to do and you never know what you will find. Some of the things I find are all the way in Australia or in the U.S. So I like to shop and look for information both locally and abroad. Of course, if it is my clients wishes to not do so then we will shop locally. But that is usually my process.

Some of the shops I have looked at for inspiration:

- ✓ H&M Home
- ✓ Zara Home
- ✓ Serena and Lily
- ✓ Lulu and Georgia
- ✓ Home Depot
- ✓ Wayfair
- ✓ Lilaliving
- ✓ Riviera Maison
- ✓ Xenos
- ✓ Crate and Barrel
- ✓ Sub-Zero
- ✓ Benjamin Moore
- ✓ World Market
- ✓ Amazon
- ✓ Wheel and Barrow



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- **Do you have a process where you follow-up on execution or you step back once you've sent in your deliverables / packet?**

This is all included in the packages I offer. There is a timeline where I design and a timeline to deliver and another one for revisions on anything that needs tweaking. Finally, it is about the finishing touches and follow ups after a couple of weeks of completion of the project to check in with the client, help them succeed with execution and finish off the space on their own.

- **How much of a role did Foyr Neo play in helping you be successful in this project?**

Foyr Neo played a huge role in the success of this project, and all others. It is a pinnacle piece of my design process and helps me translate my vision for any space accurately. If I didn't have Foyr Neo, I couldn't possibly execute all these amazing concepts I create everyday. Such a brilliant and lightning-fast, cloud based program is exactly what we need in the world we live in today.

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