



E-design Success Stories

Featuring **Kathy Samaan Noumi**

One of the most sought after e-designers in the industry, **Kathy Samaan Noumi** 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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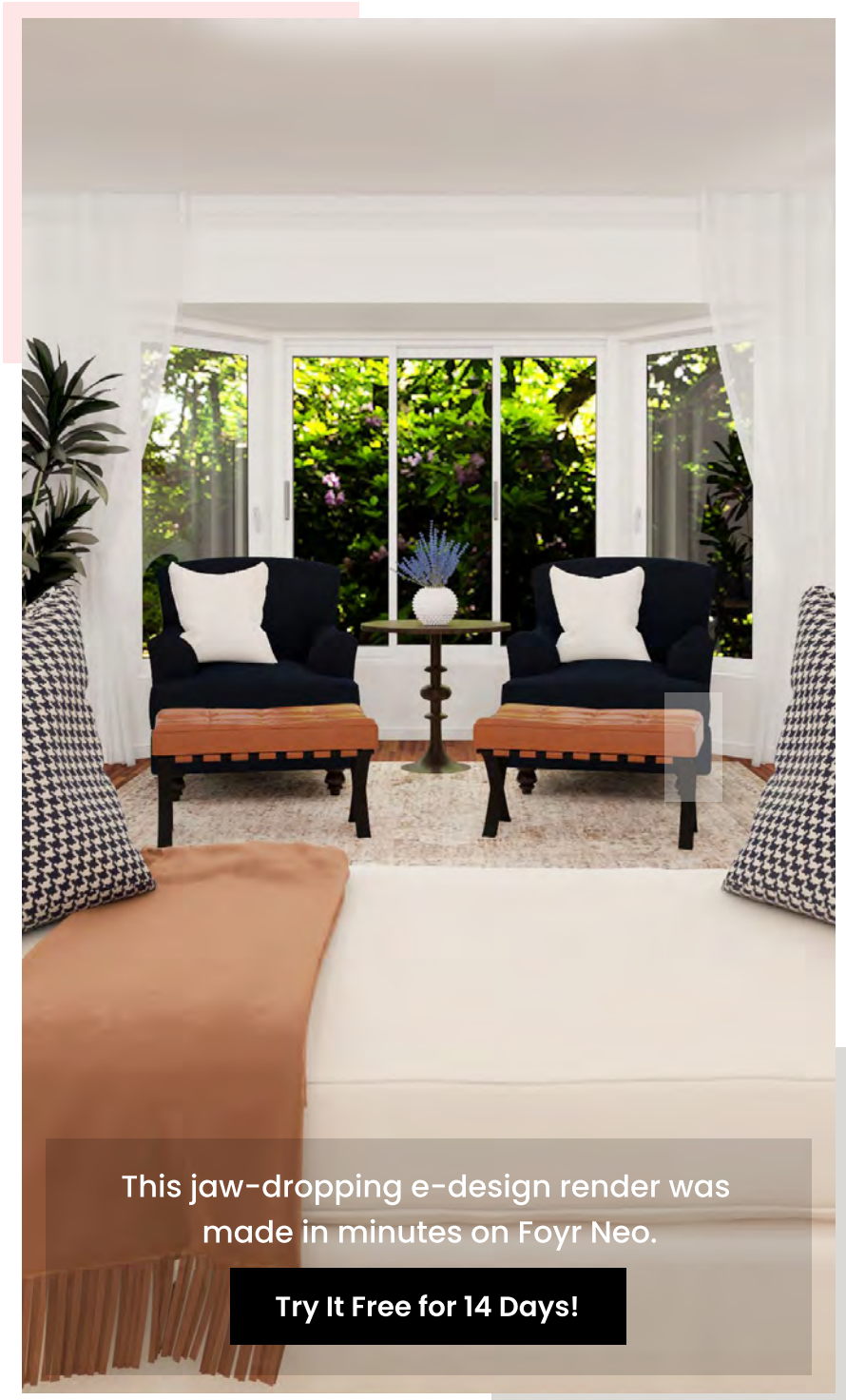
Her Most Memorable E-design Project Made on Foyr Neo

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Meet Kathy

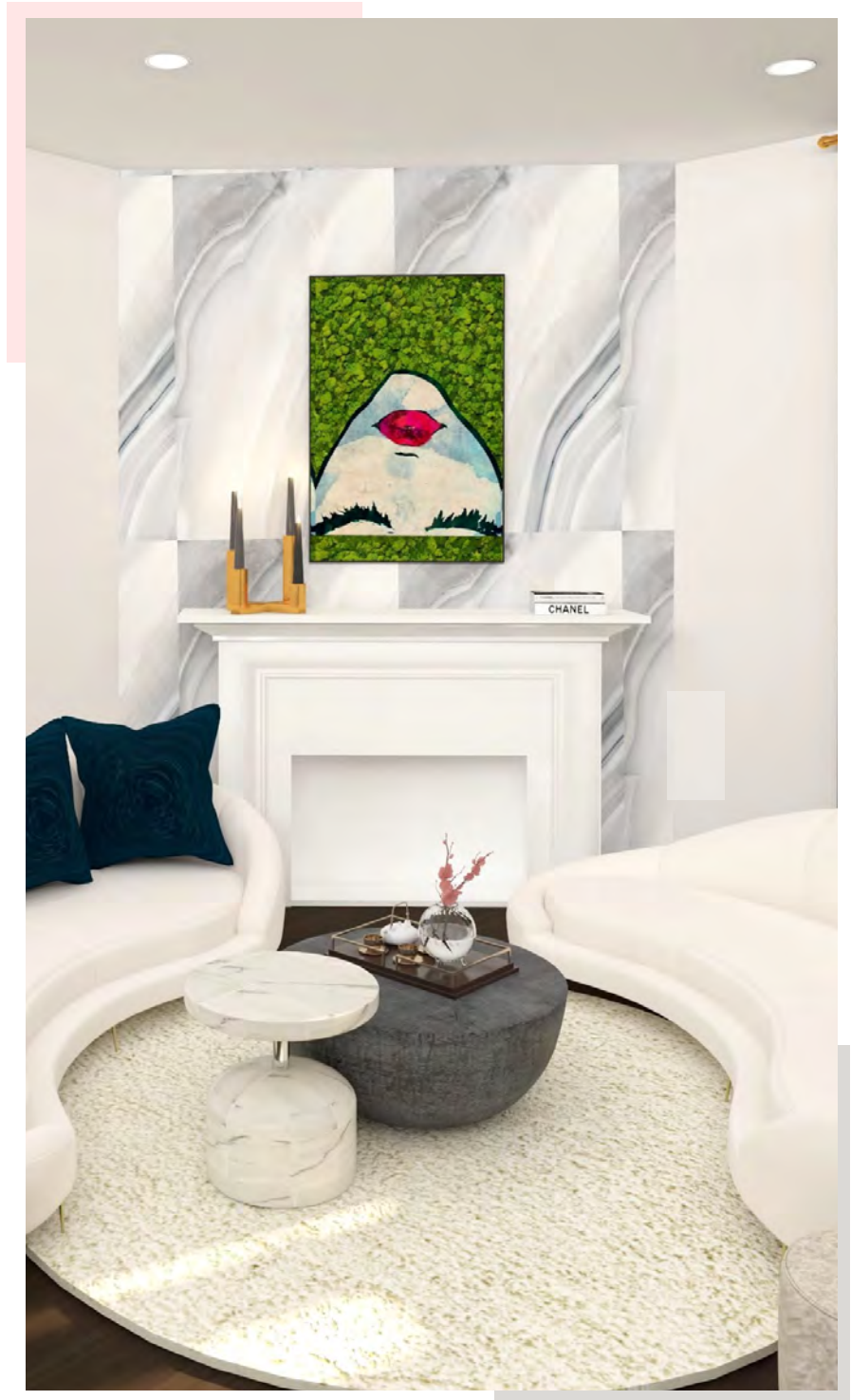
Kathy's career path that led her into becoming an interior designer had a "funny start" as she describes it. She studied fashion designing in school where she learnt all the typical legacy software that certify any design course, including Sketchup and Autocad. Then she got married and moved around a lot in the States. She and her husband would purchase homes and renovate them as though they would live in it forever. But people started inquiring about these beautiful spaces and wondered if they were up for sale.





These houses would sell (within not a day more than 10 days) – sometimes even before they’d been put up on the market! People really started getting attracted to the visuals of the spaces – so she realised this was definitely something she was good at, something that people were clearly appreciating and that made her take the plunge.

Her family and herself have been in the construction industry for many years now. Not only has she personally renovated single family homes herself for the last eight years, but with the help of her close-knit family, she and her husband have successfully built multiple multi-unit midrise buildings too. She got into interior design through an unconventional path, but never lacked the passion for it. If anything, she says creativity has only taken on an entirely new flow for her in her design career.





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

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She has specialised all this time on turnkey residential projects. Her preference is residential because she feels there's something more special and personal about handing over a key to a home to someone where they'll make memories for a lifetime. But she does multi-unit commercial spaces as well.

Her Story:



Successful E-Designer



Fashion Design Background



Family in Construction Industry



New Jersey, United States





What makes Kathy different from the rest of the tribe?

Over the next few years, Tierney hopes to continue to become a leader in the E-Design industry. She loves being able to help more clients in a shorter timeline and largely at a lower cost than traditional design services. Using her creativity to improve the lives of others by transforming their homes has brought much joy to her own life, and she looks forward to helping many more people to love their space in the years to come.

“

Our clients love the personal touches we give and the attention they get from myself and my staff. My approach is very personal. When I meet with my clients I ask them tons of questions about themselves, their style and how they live day-to-day. If everyday at 7 PM, they dance in their living room with their kids, we need to create space for that daily dance-a-thon! So yes, I go down to very specific details. And from an aesthetics standpoint I really am drawn to monochromatic schemes. That just means one color in different hues. So think ombré of one color but use that to create a color scheme. ”



What Sets Her Apart:



Construction industry background



Studied Fashion Design



Her natural flair for creativity



Her knowledge of building concepts



Her attention to detail



Her customer service



Her monochromatic style

Her Goals:



To create luxe designs with epic impact



To start her own collection / selection centre



To service a wider market



To build up on her e-design business



Her Business Mantra

Kathy's business mantra is to create "Luxe designs with epic impact and synergistic beauty." That means she wants to create elevated designs that make her clients feel a flood of emotions the moment they see or experience the spaces she creates for them first-hand. Her long game is to keep expanding and growing into a brand that is well-established and recognizable. She wants to have her own collection (complete with textiles, fabrics, pillows, throws, smaller objects that really help finish off a space). Things that are personally hers, in monochromatic schemes - very minimalist, with lots of leather and desert type of fabrics. She also wants to service a wider market in the future - that makes her more accessible rather than only premium.

“

As a part of my long game, I would also really love to build up on my e-design business and virtual clientele. E-design has never been my bread and butter since clients have always loved our turnkey services. But given how the world of work has changed today, I do believe going deeper into e-design and virtual services is more critical than ever. Because people still want access to designers but don't always want you in their homes. ”



Her E-design Journey

Kathy's e-design journey began just as the pandemic started in 2020 around July/August, but it was not triggered by it. She just meant for her clients to succeed no matter what. She knew full-scale execution support was not going to be possible during a pandemic, and also realised how technology was anyway the way forward, so that's what made her build e-design into her suite of services.

“

I wanted my clients to have quicker access to their renderings and visual materials (not just so they could execute the designs successfully), but also so they could also use them for promotional purposes. A lot of people we work with are also business owners, and renders are a useful tool for them to have when promoting their businesses.”

”

Why She Pivoted:



Technology was the future



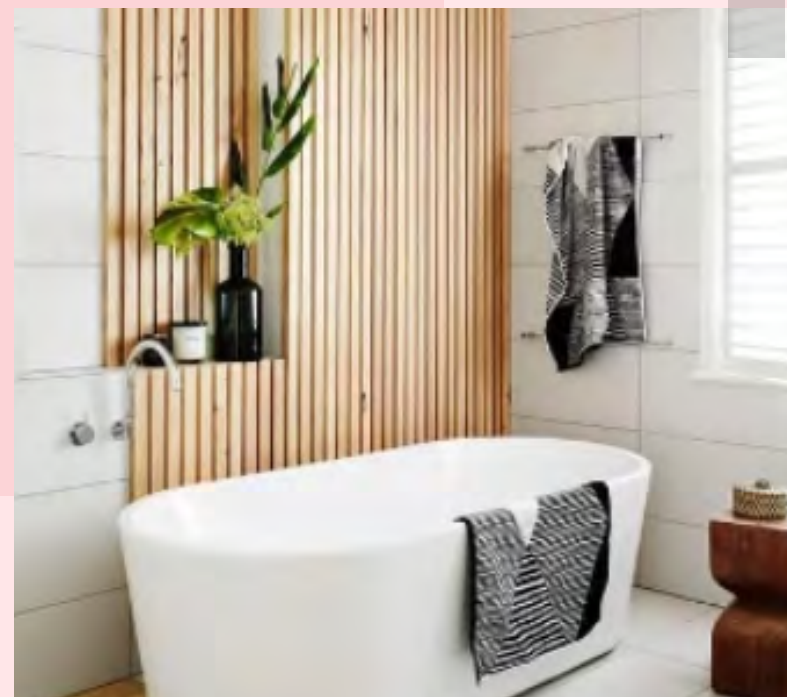
The pandemic meant virtual services only



She wanted to do more in a shorter amount of time



To provide renderings faster to help clients (business owners) promote themselves






Her Trigger for Change

Kathy knew she would need a proper e-design toolkit if she were to pivot and begin on her e-design journey. The most important of which was to have a solid e-design software that would help her project her design visions accurately at a high-level to her virtual clientele. So when a close friend introduced her to the e-design software called **Foyr Neo**, and urged her to start using it, she tried it out and the rest is history.

“

Foyr Neo is just so fast and easy to use/learn that it transformed the way I do my e-design business, while also providing my clients with the best visuals possible in a short amount of time. ”



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

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On Championing a Smooth Transition

Setting up her e-design business became a cakewalk for Kathy, because of her years of experience in handling full-service projects. She was able to quickly get an e-design process up and running. And the most important reason for that was – it wasn't at all difficult or time-taking to learn Foyr Neo.

“

The learning curve for me was literally zero. It was almost fun exploring and finding ways to adjust things to make them work for the renderings. Sometimes it's simply about using a potted plant and hanging it from the ceiling to create something amazing. The custom model building feature in Foyr Neo is also a lifesaver and I use that very often as well. It's such a fresh change after using clunky software like Autocad and Sketchup that take years of laborious training.”



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

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On Eliminating Contenders

“

I honestly didn't entertain other contenders because Foyr Neo came highly recommended by a close friend (also a highly successful interior designer) and that was enough for me to eliminate the search altogether. ”

On Finding The Diamond In the Rough

Foyr Neo was particularly fast, easy to learn, while also being robust in features in comparison to all the other softwares she experienced.

The Game-changing Differentiator



Simply the speed.



Her Top 3 Reasons for Choosing Foyr Neo:



Lighting fast



Easy to learn



Deep in features

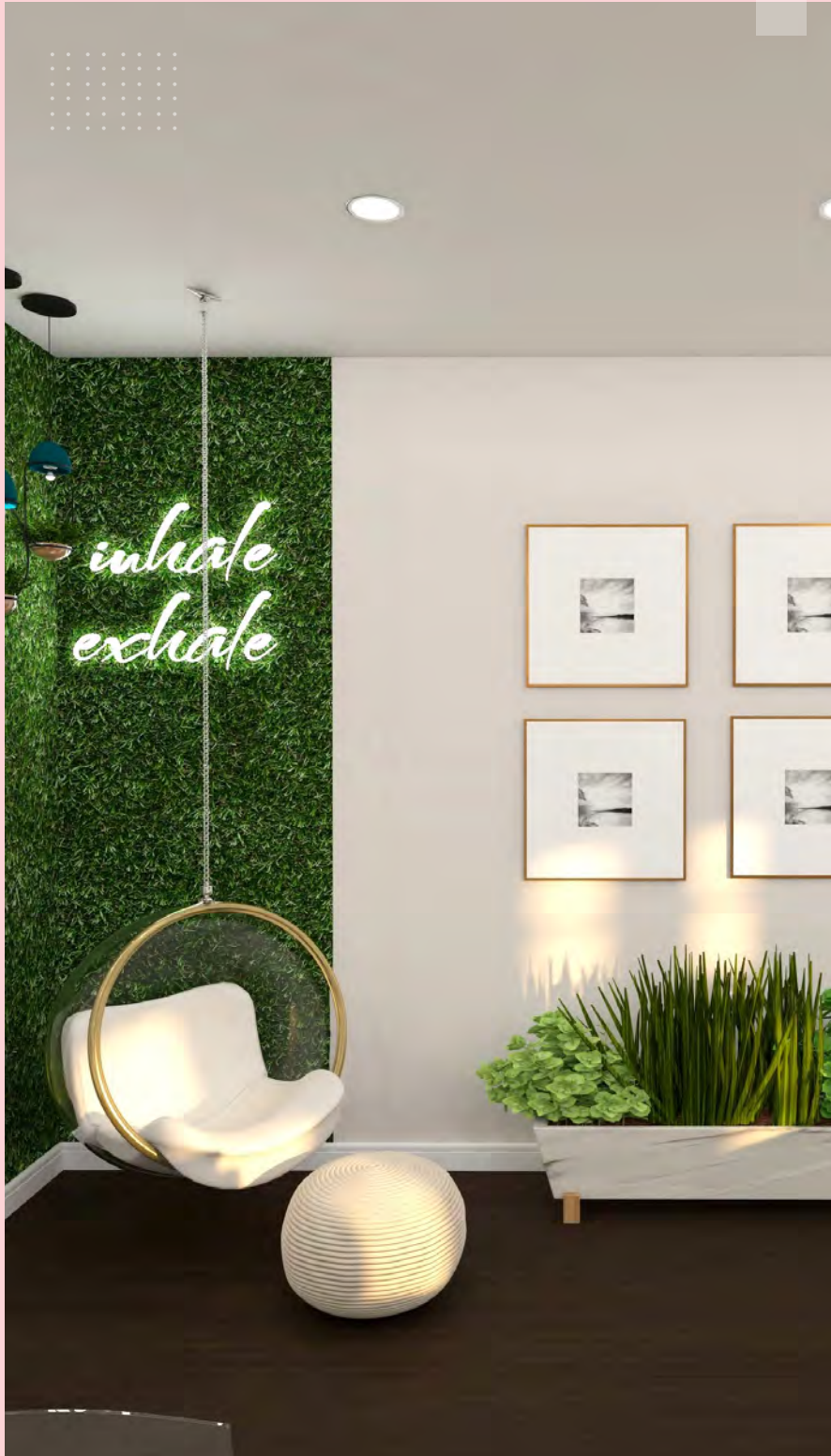
Other than Neo, what else helps Kathy succeed in her e-design projects?

She uses photoshop to alter the renderings and create logo overlay or brighten lighting fixtures. She also uses Ivy for management as well as the creation of our client portals/mood boards.



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, Kathy knew 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 and her team to use, quick, and which would also cut down costs to increase profits.

Her E-design Toolkit:

NEO

Foyr Neo



Ivy



Good WiFi



Glitch-free communication tools



A smooth business process

Her E-design Process

The first step in Kathy's process is to make her clients fill out a design questionnaire and also meet with them personally (albeit virtually) for an in-depth consultation, so that she can fully understand what they want and need out of their new space. She is thorough in picking up the personality of her clients, along with preferences, styles and technicalities of the space. She collects pictures and measurements from them so that she can render their space accurately. She then creates a mood board, a color palette, some inspirational pieces, things that they might want to include in their space so they can review all those elements together and make sure they are envisioning the same outcome for the space. Once the client agrees with her on the look and feel, she goes ahead and renders their rooms on Foyr Neo so they can see what their space would look like once the entire project is finished! Once the final design is agreed upon, Kathy hands over a presentation with their newly designed space/s along with a listing (and shopping links) of all of the items for their new space. It is then up to them to complete the space on their own.



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Her E-design System:



Design Questionnaire



Consultation



Collection of Measurements
& Photographs



Mood Boards



Colour Palette



Inspirational Pieces



Renders



Walkthroughs



Presentation



Shopping List

“

Foyr Neo is very key for me for my e-design business. It's very hard to explain what you're trying to accomplish with simple words. So backing your pitch with amazing, 4K photo-realistic renderings and 3D walkthroughs are the best possible and streamlined way to get your ideas across. Also, I feel renderings and walkthroughs sell a lot faster than a moodboard, and help make sure I'm on target with my clients on what we want to achieve together. Most of the slides on my presentation are renders since they really speak for themselves and help build the clients' confidence. Not only do they get to see their space come to life, they also develop a clear spatial and aesthetic awareness of the end product, which is very exciting for them. ”





Her E-design Packages

Kathy does not swear by set menus and set packages. Her jam is in being thoroughly customisable and tweaking her process based on the scope of the project. Sometimes clients just want renderings of a space while others want shopping lists and procurement support and ongoing virtual consults for their projects as well right till the very end of execution and till the last piece of furniture has been placed. So she likes to keep her packages flexible

Her E-design Clientele

She beautifully spells out who her e-design client personas have been so far (and who your e-design clients can look like when you start out):



Homeowners who love to DIY but have no idea where to begin designing a space. They need the designer to give them color palettes and renders and things to shop for so they can execute everything themselves on their own time.



Clients who have a small budget for their space or spaces but need help with a clearer vision.



Builders who are looking for color schemes, palettes, and options in their multi-unit kitchens/baths.



A corporate entity who has a large scale project coming up and need more defined and concrete design details or plans in place. They need a clear vision for the project, but have their own contractors, so do not need the designer on sight.



A multi-unit flipper looking to upgrade their project to a luxury branded building.



A multi-unit builder wanting 'branding' for their entire project as well as material specifications.

NEO

Her Most Memorable E-design Project Made on Foyr Neo

“

My favorite e-design project was actually a recent one. It was almost the entire house. It started with a full basement theater/entertainment space. There were bathroom remodels, the zen area, living room, master bedroom, kitchen, and dining room design. And all of it was really awesome! ”

• Was it a full house or room?

Full house minus the guest room.





- **What was the client's background and location? And how much of a part did they play in making it a success?**

The client was very involved and helped bring out my most creative side. She is a beautiful, successful, single woman, originally from India but lives and works in the U.S.

- **How did you land this client?**

She found me online and fell in love with my other designs. She was sold on hiring me as soon as I showed her some of the previous work/renderings I'd done on Foyr Neo. I landed the client by explaining my process to her, the softwares I use, showing her the quality of my renderings, the miniscule details in my presentations, and being personable on the whole.

- **What was the \$ value of the project?**








\$100K





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





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Your e-design shopping guide for the project:



ITEM	OPTIONS	PRICE PER ITEM	QTY	TOTAL
Head Crystal Prism Pendant Light From-  houzz PRO	–	\$206.37	1	\$206.37
Angled Mod Island Chandelier From-  houzz PRO	–	\$425.40	1	\$425.40
Crystorama Lighting From-  houzz PRO	–	\$1,067.40	1	\$1,067.40
Matrix 361/2" Wide Havana Gold From-  houzz PRO	–	\$1,271.20	1	\$1,271.20

ITEM	OPTIONS	PRICE PER ITEM	QTY	TOTAL
Kozlowski Bar Cart From-  houzz PRO	-	\$176.99	1	\$176.99
Gamby Bar Cart From-  houzz PRO	-	\$340.18	1	\$340.18
Pemberly Row Modern 3-Shelf Glass From-  houzz PRO	-	\$263.00	1	\$263.00
Set of 2 colorful abstract and vibrant water color paintings From-  houzz PRO	-	\$249.67	1	\$249.67

ITEM	OPTIONS	PRICE PER ITEM	QTY	TOTAL
Dusk 2, 2-Piece Set, 51" Tables From-  houzz PRO	-	\$1,615.00	1	\$1,615.00
Andrea Espresso 78-inch Rectangular Desk From-  houzz PRO	-	\$764.49	1	\$764.49
Mixed Reclaimed Wood Dining Table From-  houzz PRO	-	\$1,499.00	1	\$1,499.00
Chic Home Greta Dining Chair Button table From-  houzz PRO	-	\$483.50	1	\$483.50
			Total	8,362.20



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

It took about a week to come up with and lock in on every single area. I shared 4-5 views for each part of the project. In some areas even more, such as the basement. And the client was sold from the get-go. There were hardly any iterations.

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

This was a mixture of both since this was a large project. There was some custom furniture and some from popular websites like Wayfair, Overstock, etc.





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

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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?

Typically when it's just e-design I take a step back once everything has been handed off to the client but in this case, the client wanted procurement support and help with execution too. So I definitely offer that if it's a much larger project.



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

Foyr played a huge role in the success of this project, and all others. It's a pinnacle piece of our design team's process to create the vision. If we couldn't quickly and efficiently all work together within Foyr remotely we couldn't execute these amazing concepts we create everyday. Sometimes our team is traveling or out of office and it's essential to have a cloud based program in the world we live in today.

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