



E-design Success Stories

Featuring **Tierney Larkin**

One of the most popular e-designers in the industry, **Tierney Larkin** shares why her clients wait months to work with her.





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Meet Tierney

Tierney Larkin is the owner of the super-popular Larkin Living Spaces. Besides being an extremely successful interior designer, she is also a wife and mother of three boys, and has a passion for creating beautiful spaces. After working for 10 years as a software engineer, she decided to take a leap of faith and pursue her dream of becoming an interior designer. She lives in Pittsburgh, Pennsylvania with her family, but serves clients all over the United States with her e-design / virtual design services. While Tierney designs spaces of many styles for her clients, she excels in her signature style of combining the clean, masculine lines of mid century furniture with vibrant and lively finishing touches. She loves to layer colorful artwork with greenery and simple decor pieces for the perfect balance of masculine and feminine energy in a room. She truly brings a room to life with her unique touch.

Her Story:



Successful E-Designer



Former Software Engineer



Mother of Three



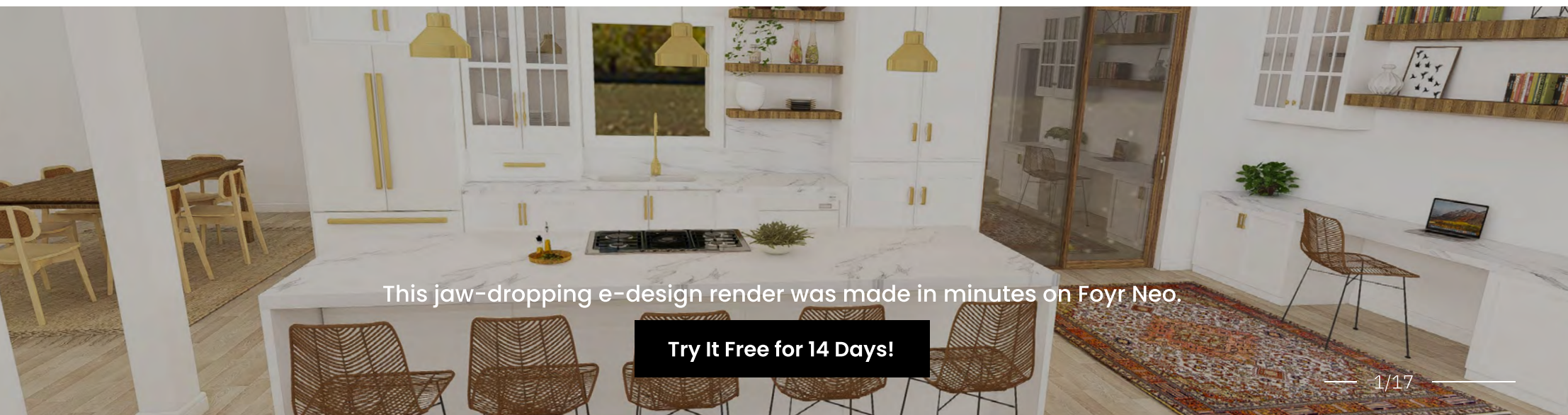
Pittsburgh, Pennsylvania



www.larkinlivingspaces.com



[@larkinlivingspaces](https://www.instagram.com/larkinlivingspaces)



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

Try It Free for 14 Days!



Her Business Mantra

Though Tierney did not begin her career as an interior designer, she discovered her passion for design in 2010 when she purchased her first home, which she flipped into a beautiful and serene space, despite its lack of beauty and function. She found that she had quite the imagination for turning a typical space into something amazing, and for the next 10 years, she would design spaces for family and friends as a hobby, while working in a career as a software engineer. In 2019, she officially left her previous career and founded Larkin Living Spaces, which started as a local interior design and decorating business (which she quickly turned into a 100% virtual business after seeking more time with her three children).

Tierney is located in Pittsburgh, PA, but she serves clients all over the US, having had clients in California, Pennsylvania, Florida, Washington, Texas, New York, and more. Her clients are mostly drawn to her via her Instagram page (@larkinlivingspaces), where she showcases her work, as well as provides designer tips and recommendations. While the number of clients she has in a year varies based on the size of each project, she prefers to be exclusive with her bookings and serve just a few clients at time, allowing her to dedicate her best energy and work into those clients, giving them the most value from her services.



Her Long Game

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.

Her Career Aspirations in the Next 5 Years:



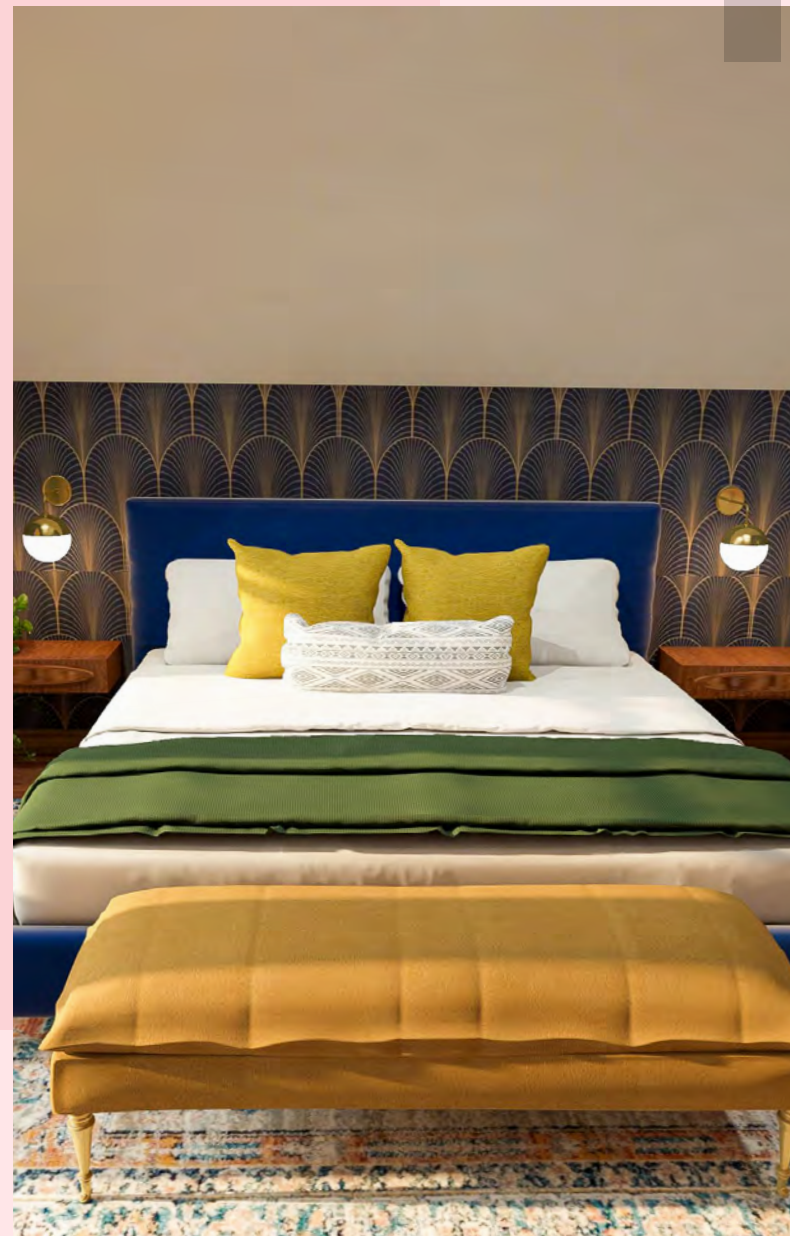
Become a leader in the e-design industry



Do more projects in less time



Use her creativity to improve lives



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Her E-design Journey

How It All Started

Tierney started her e-design business after the birth of her third child. At the time, she did not have childcare. So she realized very quickly that going to clients' homes to design their spaces was not going to be a possibility for her. So that's how e-design started, and she is currently operating her business as a 100% e-design firm.

Her Trigger for Change

“

I needed an arrangement that both fueled my passion as well as gave me the flexibility I need as a mom. So I turned to figuring out ways that I could still keep my interior design business without actually stepping foot into someone's home. When I learned of e-design in 2019, I immediately knew it was the perfect opportunity for me to take my business online and have the freedom that I wanted as a mother as well. I began my e-design journey at the end of 2019, pre-pandemic, but the desire for virtual services during the pandemic, as well as people spending more time in their homes and feeling the need to upgrade their space, accelerated the growth of the e-design industry. My timing was coincidental, though certainly beneficial.”

How She Championed a Smooth Transition

Tierney wanted to be able to manage her time exceptionally well. Because she wanted to be both a successful designer and a good mom at the same time. So she hoped to find an arrangement where she could run her business on her schedule, so that she could work mostly early mornings and late evenings while taking care of her children during the day. So managing her schedule, and then coming up with a process that would make it easy for her clients to work with her, and be able to carry out her designs for them on their own was the biggest part of transitioning into e-design for Tierney.

Her Fundamental Barriers

“

I was already very technically-inclined as a former software engineer, so the learning curve was not very large for me. But as far as fundamental barriers go, deciding on all of the softwares that I was going to use to create a well-oiled, smooth-running online business was a “trial and error” experience.”



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

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Her Game-changing Differentiators:



Her attention to detail



Making spaces not just beautiful but livable and functional



Making homes that truly work for her clients



Why She Is Betting Big on E-design

What Sets Her Apart

Upon first glance at Tierney's portfolio, you will be immediately drawn to her lively, detailed designs that set her apart from the rest. The beauty she creates in her clients' homes and the ease with which she delivers them a space that they love are just two of the reasons clients wait months to work with her.

Her attention to detail and love for each design shows through her work in the small "finishing touches" that really pull her clients' spaces together and make them shine. "I'm a mother, and I believe homes should be, not only beautiful, but livable and functional. I work these principles into my designs so that my clients can have a home that they love and one that truly works for them."

Tierney's signature style of blending masculine and feminine energies perfectly into a space, with white walls and clean furniture lines, as well as vibrant and flowing finishing touches to balance out the space, makes her clients feel truly happy and inspired in their homes. Her favorite way to fill an empty space, without going overboard, is with greenery. She believes in white walls and having some empty wall spaces in a room to let it breathe. She loves vibrant but simple decor, and she places every detail in a room with great intention.



Her E-design Process

The first step in Tierney's process is to make her clients fill out a design questionnaire, so that she can fully understand what her clients want and need out of their new space. She collects pictures and measurements from them so that she can render their space accurately. She then creates Mood Boards of their spaces with the selected items so that they can make sure they are on the same page. Once the client agrees with her on the look and feel, she goes ahead and renders their rooms in **Foyr Neo** so that they can see the space completely come to life as if it were a finished photograph! Once the final design is agreed upon, Tierney hands over a presentation with their newly designed room 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.

Her E-design Workflow:



Design Questionnaire



Collection of Measurements
& Photographs



Mood Boards



Renders



Walkthroughs



Presentation



Shopping List





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Her E-design Packages

“

I have a few options for design packages for my clients. My Starter and Finishing Touches Packages include item selection on a Mood Board, while my Signature Package includes a 3D Rendering of their space. I also have a Whole Home Package that offers clients the ability to have me design multiple rooms in their home at a discounted price. ”

Her E-design Packages:



Starter Package \$749/room



Finishing Touches Package \$449/room
(with optional add-on services)



Signature Package \$1,199/room



Ultimate Whole Home Package
\$997/room with bonuses

How She Markets her E-design Services

She mainly markets her e-design services through social media (Instagram, Facebook and Pinterest). Besides having it on her own website.

Her E-design Toolkit

Her E-design Wishlist

Of course, there were the obvious ones like good wifi, online communication tools, being digitally present and so on. But what she knew would be critically important was a good design software that she could render with and share her vision for the space with her clients with as much clarity as possible. Also, she knew it was vital to have a smooth business process that made it easy for her clients to work with her.



E-design Wishlist:



Good WiFi



Communication Tools
(Dubsado for Client booking, Onboarding and Invoicing, Trello for Project Management)



Being Digitally Present (majorly on Instagram)



Having A Smooth Business Process



Having a Good E-design Software (Foyr Neo)



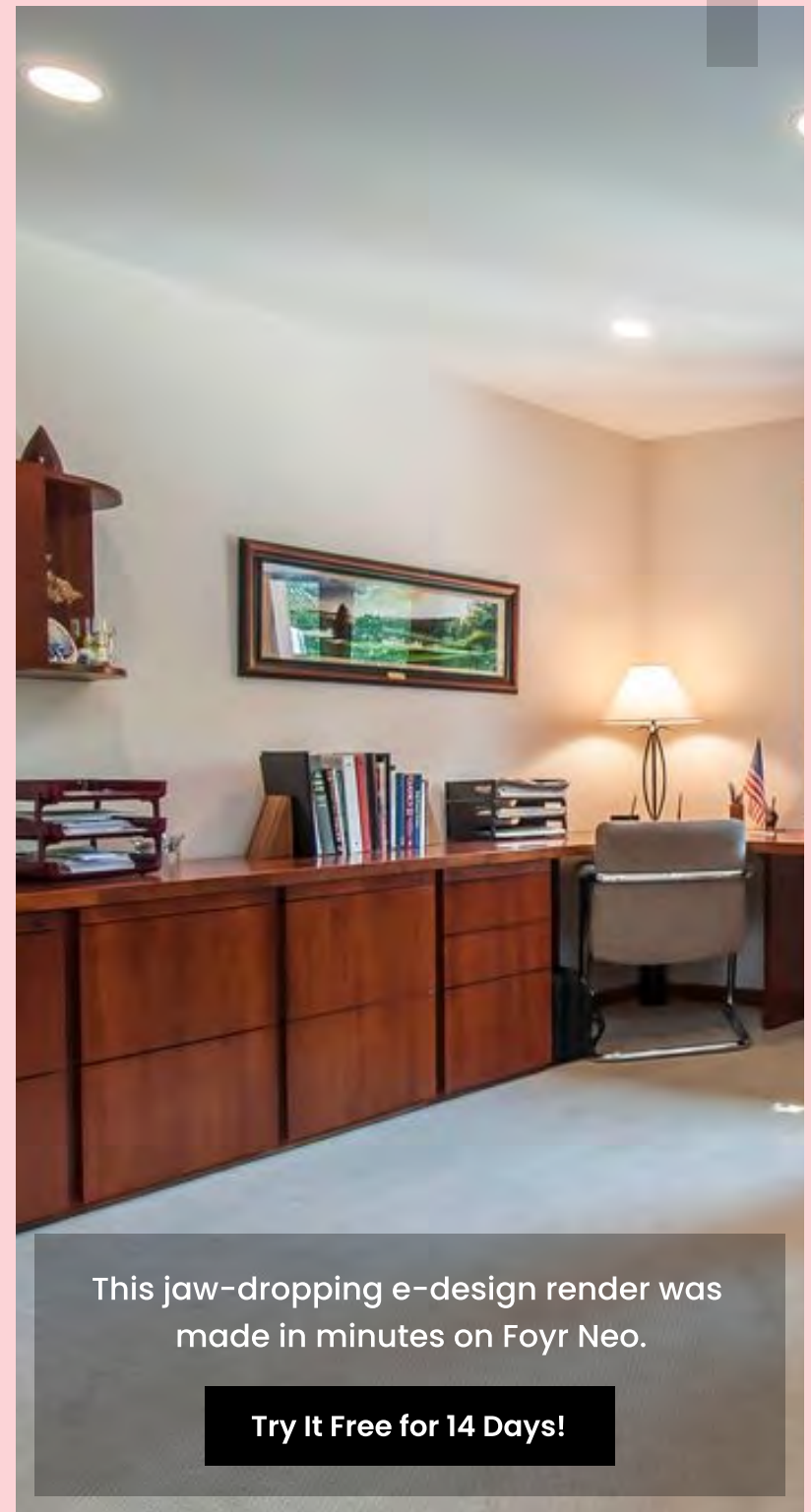
List of all Software / Programs She Uses

“

Other than Neo, which is really the life-blood of my e-design business, I use Canva for creating Mood Boards and making beautiful presentations. I use Trello for project management with my clients, as well as Google Sheets for organizing item lists.”

How She Eliminated Contenders

Tierney researched over a dozen different interior design softwares (such as SketchUp and Chief Architect) and tried a few of them out via free trials as well, before arriving at her decision.



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[Try It Free for 14 Days!](#)



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Her Top 3 reasons for Picking Foyr Neo:



Lighting fast rendering



Photorealistic quality of renders



Product catalog
(with over 60K pre-built models)

Foyr Neo was particularly easy to learn, while also being robust in features in comparison to all the other softwares she experienced. So there wasn't a second of ambiguity in deciding which one worked for her best. Lightning fast rendering, photorealistic quality of renders and a large inventory of items complete with over 60K pre-built models that Tierney could use in her designs are what made her tilt in favour of **Foyr Neo**.





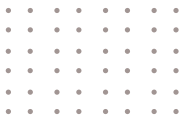
Her Most Favourite E-design Project Made on Foyr Neo

“

It's tough to choose a favorite, but this couple client's dual home office project was a lot of fun and also fueled my deep passion for helping people find the right solutions without taking a lot of time. It was quickly done from start to finish due to the virtual nature of my services. And it was a huge help to them to be able to quickly pull together a home office because they both needed to start working from home suddenly during the pandemic.”

Was it a full house or room?

It was a single room (home office).





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

This was for a husband and wife that were both required to work from home due to the pandemic, and needed to reimagine their home spaces to accommodate for an office. They needed a joint work space that was functional for the two of them to share, but they also wanted it to be aesthetically pleasing to inspire their best creative mindset.

How did you land this client?

This client had seen my work on Instagram and knew they wanted to work with me.

What was the \$ value of the project?

\$2000

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Your shopping guide for the project:



ITEM	OPTIONS	PRICE PER ITEM	QTY	TOTAL
Bookcase Click here	–	\$223	1	\$223
Desks Click here	–	\$189	2	\$378
Chairs (2) Click here	Gray	\$130	2	\$260
Filing Cabinet Click here	–	\$245	1	\$245

ITEM	OPTIONS	PRICE PER ITEM	QTY	TOTAL
Rug Click here	5x7	\$96	1	\$96
Bulletin Board Click here	–	\$76.19	2	\$152.38
Framed Print Click here	30x22	\$82.82	1	\$82.82
Printer Stand Click here	–	\$60	1	\$60
			Total	\$1,497



What was the timeline / turnaround time for the project?

This project only took about two weeks to complete. Because the clients were on the same page from the get-go and we only made minimal adjustments after the first iteration of the design.

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

For this design, everything was from popular furniture websites like Wayfair and Overstock in order to keep the project inexpensive and time-sensitive for my client's budget and timing needs.

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

I check in on my clients during their timeline for completing the project to make sure that everything is going smoothly, but it is up to them to finish the spaces, using their design and item listing as their detailed guide.

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

Foyr Neo played a huge role in helping me to be successful in this project. Being able to accurately render my clients' new room to an almost-exact representation of what it would look like when complete, gave my clients (and me) total confidence in purchasing their new items to finish the room. The high-quality renderings that I can create in **Foyr** have helped tremendously with all of my client projects in order to help my clients visualize their new spaces, with no doubts as to whether or not they will be happy with the final product.

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