



E-design Success Stories

Featuring **Vanessa Redford**

One of the most successful e-designers in the industry, **Vanessa Redford** shares how she took her e-design business to the next level with **Foyr Neo**.





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Meet Vanessa

From a construction crew-member with tools in hand to a lead interior designer / e-designer and studio owner, it's safe to say Vanessa knows homes from the inside out. Having a solid understanding of the structure and several years of eclectic experience in the field are what allow for her fool-proof and technically sound designs.

Curiously enough, she was inspired by France's provincial interiors as a child, and right from then she knew what she wanted to do in life. Over the years she's worked with all kinds of people and had several careers - accountant in the military, a welder and a stint in residential construction as well. She got a lot of cultural experience from having lived in different parts of the world, which eventually led her to take that big leap into becoming an interior designer.



**Vanessa
Redford**

“

Interior design is not just about cushions and the color you put on your walls. There's a lot of intricacy and a lot of responsibility that has to be taken. You really have to understand not only what's realistic for contractors to create, but also what is structurally sound. Besides of course, creating not just a design that reflects you as a designer, but brings out the personality of your client best. ”



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

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Her Business

As far as her business goes, Vanessa is her own headquarters, and services clients based out of all over, most of all, from both the East Coast and the West Coast of the United States. Location is not a hindrance because she is a full-time e-designer now, who operates and engages completely online with her clients.

From offering design coaching and project management support to homeowners / renters, contractors, and property investors to working on the e-course that she's just launched - she surely excels at wearing many hats. Vanessa specializes in a very sophisticated masculine style with an occasional flavor of vintage or contemporary. She likes to keep her design style less frilly, more controlled and muted, and hence, very clean and concise. That's the foundation for all of her styles.



What all does she do?



Design Coaching



Mentoring homeowners, renters,
contractors, property investors



Project Management Support



Teaching an E-course



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minutes on Foyr Neo.

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Her Mantra

“

My biggest mantra is - it's your home. So let's make it personal. That's the underlying value that drives everything that I do. Our homes are so important. They support us in ways we don't even realise. We often don't even appreciate our homes enough because they're that silent supporter. But by making our homes personalized, we can make them support us to reach our goals and better our lives and to feel healthier physically and mentally, so that's what it's all about. ”



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

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What are her guiding principles?



Personalise the space



Make people (especially men) appreciate their homes



Show how one's home can better their lives





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

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Her Long Game

If there's one thing that Vanessa definitely strives to achieve as she keeps growing, it's focusing on the client experience. In the next five years, she wants to continue doing what she's doing. Grow her team and have some assistance to help with the various aspects of her business. She even wants to niche down further and only do a specific style within the masculine style, maybe two or three of them. She also offers an ongoing project support and that's something she wants to continue doing going forward, because she has the experience of actually being a crew member on the job site. So she knows everything from developing the property to laying the foundation to framing and siding and roofing and installation.

What does she want to focus on in the future?



Client experience



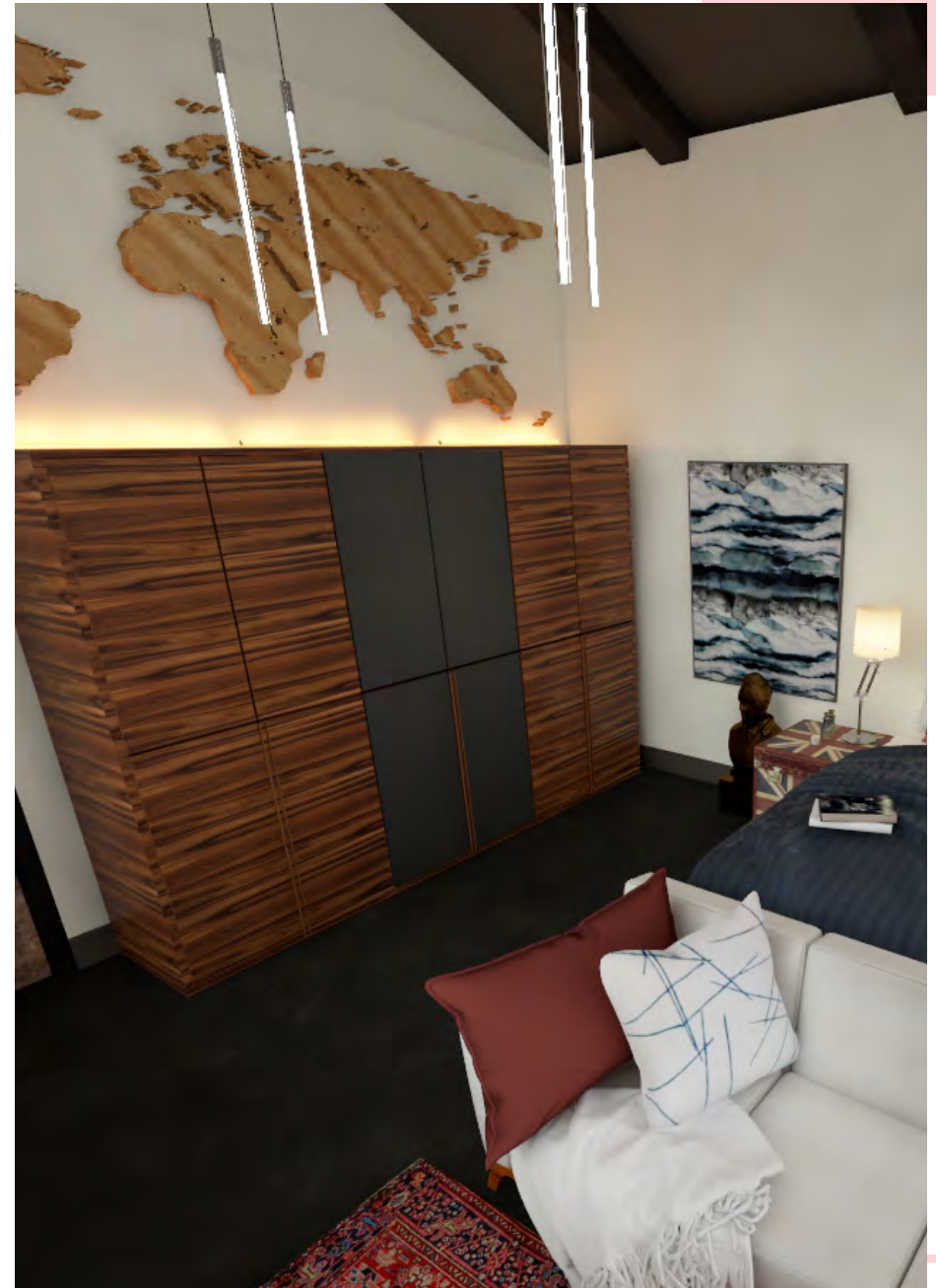
Niche down (to a specific masculine style)



Offer continuous project support

“

I feel really confident helping people remotely, which is very unusual for regular designers. I understand the basics through not just having studied design in school but also working hands-on in construction sites. So I can support my clients from both inside and out. There are very few e-designers that will go to the extent I go to support my clients remotely after I have delivered my e-design package. ”





Why She Is Betting Big on E-design

Vanessa made a conscious decision to change her business model and pivot to becoming an exclusive e-designer even before the pandemic, because it felt like a natural progression for her. A lot of it had to do with the convenience that it afforded everyone, and her being an advocate of all things digital.

Suddenly she could offer her services to anyone anywhere in the world, which resonated with her core belief that interior design is for everyone. So that was very powerful. And there was no elite factor that so many try to imply about interior design. There is someone out there that can help you no matter what your budget is, is what she believes. So she felt that one of the most effective ways that designers could meet people wherever it is that they are, is by utilizing a digital platform and technology at large.



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What were her primary motivations?



Convenience



Power to go global



Ability to service all clients
(no matter the budget)



Her desire to help everyone



Her Trigger for Change

"I knew there was something more that I was waiting for and feeling led to do. So just by virtue of e-design becoming a reality, I felt it's time to get out of the dark ages and expand my horizon. I kept myself open to receiving more and more information and knowledge about it. It was so exciting when I knew that there was a way that I could reach people anywhere in the world and that I could stay true to that desire to help everyone, because almost everyone, no matter what their income level is, has access to the internet. So, I was able to reach them where they are and it just felt like it would be a lot more relaxed, while still being high-touch and still harbouring connections with clients. It would be comfortable and also authentic, and take away some of that silliness which come with full-service execution," she says.

Currently she works on anything between 4-6 large projects at a time together with her coaching. And each takes only about 3 weeks to complete.

“

I've basically taken everything that you can do as an interior designer and put it on a digital platform. So that gives me the power to work remotely with everyone at any stage.”



Her E-design Packages

“

I offer just two packages since they'll have to be customised a lot anyway. The first is an easy design light package for people who want to do more of a home or room refresh. I also have a full scale project package where I am going to do a complete overhaul of their home and give them a brand new experience. I do a lot of repurposing and antiques and that sort of thing. But the full-scale would definitely include some structural changes as well. ”

What are her 3 e-design packages?



Design Light Package



Full Scale Project Package



Contractor-friendly Package

She operates on a highly flexible model. If the clients need an on-call designer, she has a program for them. She also allows them the flexibility and references if they need more than just her to answer a question. If they want her to do a mock up of whatever their project is, she can do that too. So everything is highly customizable. Besides just the design and visual materials in her deliverables, she offers a detailed shopping directory that is specifically tailored to their style so that they can very easily make whatever purchases that they need to do, and achieve the goal that she has set for them.





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

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What are her customizable packages?



On-call execution support



Contacts to other experts



Mock-up of the project



Detailed shopping directory

“

My clients know that they can contact me at any time through the process. I've set up a system so they can have that continued ongoing project support, whether they're doing it themselves or whether they're employing a contractor. I offer a contractor-friendly package as well. I've basically taken everything that you can do as an interior designer and put it on a digital platform so that I can work remotely with anyone anywhere in the world at any stage.”



What Sets Her Apart

“

I don't just make my designs look gorgeous, but make it work for the person who will be using and living in that space. I have also been able to cultivate a really strong connection with our male community because I really want to encourage men to value their homes. Just as much as women do it here in the United States. I have a lot of brothers and because of the career path that I've had, I have worked with a lot of men and I just feel like so many of them are frustrated. They don't even know how to start or where to go when it comes to their homes. So I have tailored a lot of what I do towards them. Besides, I also enrich the LGBTQ community and offer them a lot of support. So those are my two areas where I've made a difference I think. ”

”

What makes Vanessa different from the pack?



Her strong connection with the male community



Her client-first approach



Her support towards the LGBTQ community





Her E-design Toolkit

When Vanessa started her e-design journey, she knew there were a few things she absolutely couldn't do without. Of course, there were the obvious ones like good wifi, online communication tools, being digitally present and so on. And being well-versed on Google sheets and Excel and the uses of graphs and analytics and charts and whatnot. Which she already had dialed in from being an accountant earlier in her career. But what she knew would make the most real difference was a good e-design software. So that's when her search began.

What helps her succeed in E-design?

NEO

Foyr Neo

Canva

Canva



Google Sheets, Excel



Video Conferencing Tool



Good WiFi



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

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Her Journey to Eliminating Contenders

Initially Vanessa had thought she'd have to settle for Revit, Autocad or Sketchup, even though she was never a Sketchup fan or any of its legacy counterparts. She knew these software really well, but found that they don't work for what she needs.

What other software did she consider?

- ☐ Autocad
- ☐ Sketchup
- ☐ Revit
- ☐ Enscape
- ☒ Foyr



On Finding the Diamond in the Rough

She needed a software that was quick and smooth, one that could present on a higher level even before it was rendered. That's when another kick-ass e-designer, Lesley Myrick mentioned Foyr to her. So when she learnt more about it, she decided to take her **14 Day Free Trial** and try the product out for herself. Immediately she found exactly what she desired and was completely sold on her brand of choice.

Try It Free for 14 Days!

What were her top reasons for picking Foyr Neo?



High-quality visuals even before rendering



The extensive 60K product catalog



Easy to use



The breath-taking, photorealistic 3D renders





Her Most Successful E-design Project Made on Foyr Neo

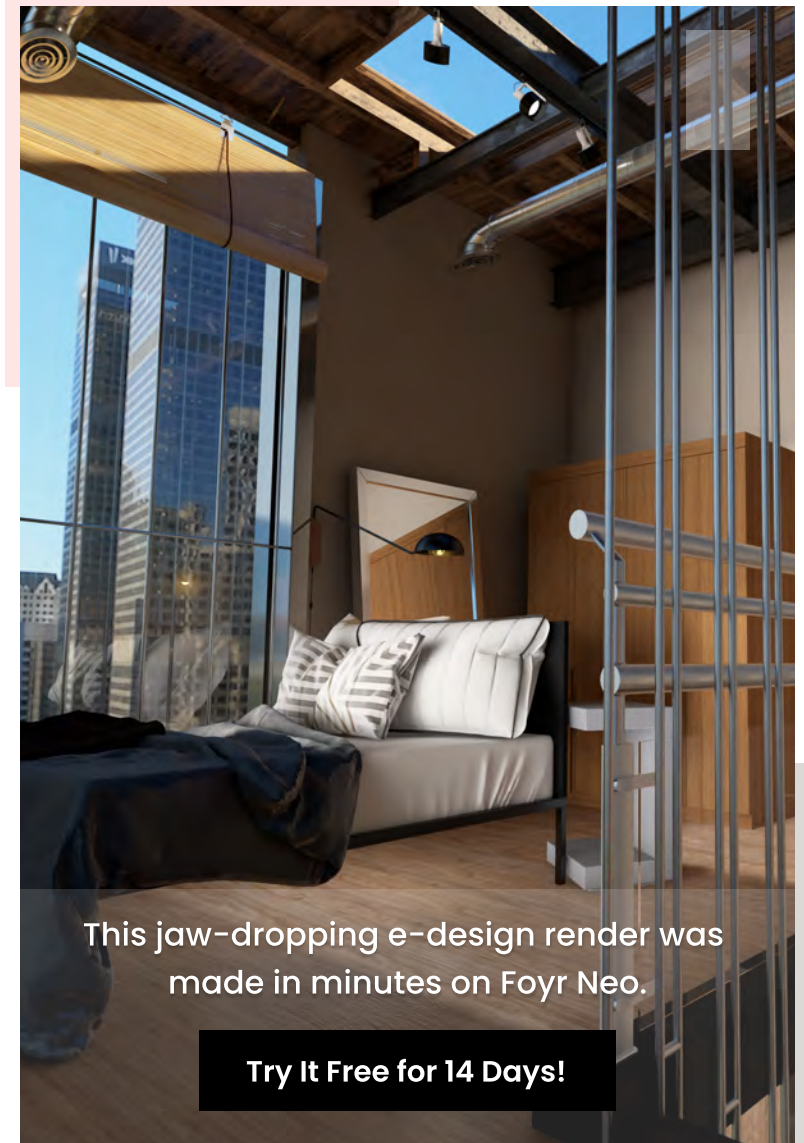


Was it a full house or room?

It was a full warehouse converted into a penthouse / loft apartment.

What was the client's background and location?

It was in the heart of one of the main cities of the United States. I will keep the location confidential since this was a very private client. He was on board and on the same page right out of the gate and played a very important role in the success of the project. He was very excited and highly motivated. And also luckily had all the financial resources to allow me the room to go all out. He did work with a contractor because I suggested having someone who already had the professional background when it comes to electricals and plumbing. Because that would make the job a whole lot easier. We also made sure that the inspection was done by a highly rated professional as well. So that if there were any issues, anything that we needed to know health-wise, because it had been a warehouse, we had all that dialed in and taken care of before production even started.



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How did you land this client?

I'd been running a Google Search Ad to give my website a boost. I would work really hard on ranking and tailoring the keywords so I could reach the right audience, and it worked! That's how this client found me. He wanted a very clear masculine look and was also really impressed with the fact that I had a construction background. I think that had a lot more to do with landing the client than anything else. Because anyone can make a really good design for a space, but when you're doing something as extensive as a build out or renovation or conversion like this, you really need to understand the fundamentals of construction and how to work your design around it.

I think that had a lot to do with why he chose me. Besides of course my breathtaking renderings which I made on **Foyr Neo**, which gave him a near-exact representation of what the space would eventually look like.



What was the \$ value of the project?

This client was very financially affluent and chose very high dollar items. So he wasn't constrained by budget. For just the design part and ongoing support he paid me a fee of \$7500. And what he ended up paying for execution after everything was all done and over with was roughly **\$250K**.

Her process of landing the \$250K project:



Running targeted Google Search Ads



Understanding the client's requirements



Fitment to her design style



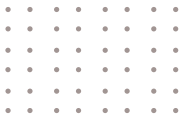
Selling her USP: Construction Background



Ongoing support








Being able to effectively communicate her vision for the space via the near life-like renders made on Foyr Neo



What deliverables were included in the e-design packet?

The deliverables included:

-  Personal design development
-  Mood Board and Pinterest visualization tool
-  Personalized shopping directory
-  Over twenty 3D graphics and renders including floor plans, furniture layouts, and a dollhouse elevation view.
-  Over 10 hours of on-going project management support

What was the timeline / turnaround time?

9 months to execution and every last piece of furniture being where it should be.



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

I don't tend to work with a lot of custom furniture. I don't like to work with custom furniture because there's too many variables, too many things can happen, so that's not my preference. We really just utilized what was available in the Foyr catalog. He approved everything. And as we worked through it, if he didn't like something or wanted a change to be made, we found something else. The Foyr catalog made it so much easier for him to later source it because we had a reference when we went to the restoration hardware and pottery barn, and then there were a few vintage and antique places that he wanted to utilize as well. We factored in where we wanted to do our shopping from before we got too far into the design. We had a guideline as I was putting the project together. Everything needed to be sourced and very accessible. So that was what we focused on from the start.

Where were the items sourced from?



Pottery Barn



Restoration Hardware



Vintage & Antique Shops



How much did Foyr Neo help in making this project successful?

It was a complete game-changer. I'd die without it! Really if someone took away the life-like renders and walkthroughs from my presentation - I'd never be able to share my vision for the space with my client and make this project such a success.

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