

Emma Perez

Interior Design

Principal and studio owner with 18 years across hospitality, workplace, and luxury residential interiors. NCIDQ certified, registered interior designer in Texas and California. Built a 14-person studio billing \$4.2M annually and leading projects from boutique hotels to private estates.

CONTACT INFORMATION

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EDUCATION

- Master of Interior Architecture, Rhode Island School of Design, 2006
- BA Architecture, University of California San Diego, 2003
- NCIDQ Certified, 2008
- Registered Interior Designer, Texas and California

KEY SKILLS

- Studio leadership and P&L ownership
- Hospitality and luxury residential design
- Revit and AutoCAD
- FF&E strategy and procurement
- Construction administration
- Client development and RFP strategy
- Team building and mentorship
- Brand and identity collaboration
- Sustainable material sourcing
- Budget and contract negotiation
- Public speaking and design press

PROFESSIONAL EXPERIENCE

Principal and Founder | Hartley Studio Interiors, Austin, TX 2017 – Present

- Founded and grew the studio to 14 people across design, FF&E, and procurement, billing \$4.2M in 2024
- Lead concept and design direction on 8 to 12 active projects at any time, including 5-star hospitality and ground-up custom homes
- Set studio standards for Revit templates, FF&E specifications, and CA workflow, cutting average drawing-set rework by roughly a third
- Own client relationships across hospitality groups, developers, and private clients; repeat-client revenue is about 65% of annual billings
- Serve as principal-in-charge on projects ranging \$2M to \$24M in construction value

Design Director | Linwood + Associates, Dallas, TX 2012 – 2017

- Directed the hospitality studio across 30+ hotel and F&B projects in the US and Mexico
- Built and managed a team of nine designers and oversaw QA on all issued drawing sets
- Led RFP responses and won the firm's largest hospitality contract to date (\$1.8M in design fees)
- Set the firm's first sustainability standards for FF&E specification and material sourcing

Senior Interior Designer | Halberd Design Partners, Houston, TX 2009 – 2012

- Led design on workplace and corporate interiors ranging from 20K to 140K SF
- Managed teams of three to five designers across schematic through construction administration
- Authored the firm's first BIM standards and trained staff on Revit migration
- Coordinated with developers, brokers, and base-building architects on tenant fit-outs

Interior Designer | Vance & Co. Architecture, San Diego, CA 2006 – 2009

- Designed hospitality and multifamily interiors as part of a larger architecture studio
- Produced full FF&E specifications and managed vendor sourcing for seven hotel projects
- Coordinated with architects and engineers through CA on multiple ground-up builds

- Earned NCIDQ certification during tenure