

2020 Customer Spotlight: Kayla Herrick from Maureen's LLC



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Kayla Herrick, winner of the 2020 Design Inspiration Awards contest in the **Amerock** category, became interested in interior design at a very young age. "I credit my mother," explains Herrick. "She taught me that with a fresh perspective, some color and texture, and at times, a lot of hard work, you can turn any impossible space into a home."

"As a child," continues Herrick, "it felt like magic and I was inspired to know everything there was to know." Herrick was accepted into the interior design program at Concordia University of Mequon and graduated with a B.A. in interior design and a minor in art.

After graduation, she began her exploration into the many career paths available with her degree. From furniture sales to store planning to working in a kitchen and bath showroom, Herrick realized with her background in AutoCAD, 3D modeling, and 2020 Design, she had a talent for designing spaces and creating realistic renderings to reflect her ideas. "My unique skillset led me to an amazing opportunity to do just that – solely design and create photorealistic renderings for client spaces," concludes Herrick.

Question & Answer Session

When did you start using 2020 Design and what were some of your reasons for choosing that software?

I was introduced to 2020 Design basics in college. When I started working in a kitchen and bath showroom, I became immersed in the program. Other programs were available for me to try, but none offered the capabilities and level of performance I was getting with 2020 Design.

What was the inspiration behind the design you submitted for the 2020 contest?

I wanted to incorporate the raw materials of an industrial setting with natural elements to create a balanced and inviting contemporary atmosphere.

What are some of the most helpful features you use in 2020 Design and why?

The most helpful features I use regularly are the custom texture feature and the ability to import SketchUp models into my designs.

I use the custom texture feature to help clients envision a small piece of countertop at a realistic scale, a single subway tile in a chevron pattern, and color variation not present in the floor sample we have available. Clients can hold these little pieces and see what they will look like as a whole within their rendered space.

The capability to create and import 3D models directly into my design is a very useful sales tool. Every item selected and priced in an estimate can be realistically represented. Besides using models to accurately show specific products, I use them to incorporate sentimental items and details from the client's home to add a personalized touch to my designs. This attention and care create an emotional response with clients that they won't find elsewhere.

What has been your experience working with 2020 (support, training, sales, etc.)?

The 2020 Design support team is incredible. Any time I've had an issue, it was handled quickly with only minor interruptions in productivity and project turnaround times.

In the beginning of my 2020 Design experience, I used the 2020 Design e-Learning segments to guide me through the program features and learned helpful tricks to creating better renderings. Now, I attend the webinars offered by 2020 Design to keep me up to date with the newest program features, tips and tricks, and informed of the latest industry trends.

Describe your creative process. What questions do you ask your clients? Where do you get your inspirations from?

Clients are given questionnaires to guide their thoughts, which helps me prioritize their needs and wants. The questionnaires dive into the many aspects of a bathroom or kitchen; a few of my favorite questions are:

"What improvements are you looking for: More efficient traffic pattern; More efficient storage; Better lighting; ..."

"What do you dislike about your current space?" and "What works well?"

In addition to the questionnaire, we ask for inspiration images to better understand the client's personal aesthetic.

To remain relevant in this ever-changing industry, I rely on blogs, articles, and webinars for my inspiration. I keep my favorite images and links to articles handy so I can refresh my perspective or reference a trend, tip, or trick.

Do you design spaces other than kitchens and bathrooms? If so, which ones?

I've used 2020 to design nearly every space: entryways and lockers, mudrooms and laundry rooms, home offices and libraries, living and dining spaces. I've even used 2020 Design for commercial settings such as cafes, conference rooms, break rooms, waiting rooms, and office spaces.

Do you use any 2020 Cloud decorative items? If so, which ones?

In every design! In bathrooms, I like to add towels and bathroom accessories, artwork, and other decorative objects. In kitchens, I like to add storage accessories like canisters, decorative teapots and vases to glass cabinets, décor to floating shelves, seating at the island, and plants. All the little details to bring my design to life.

Which catalogs were used in the design you submitted for this contest?

The sample frameless catalog, Amerock, Miele, Thermador, Kohler, Blanco, Task Lighting, and decorative items from the 2020 Cloud.

What guidance would you provide to any designer who is considering 3D CAD tools for interior design?

Not every interior design software is created equal. I use 2020 Design because it does not set a limit on my creativity. If I can dream it, 2020 Design will let me do it. If I can't do something or find something using the features within the program, 2020 Design allows me to pull from outside resources to get the design done as I envisioned.

Tell us something unusual that has happened in your career.

I am involved in designing for four other designers/sales associates in our showroom, so I have had a few shared experiences. One in particular sticks out. We were approached with a specific design challenge - the client's need for a cabinet specifically for their guinea pig Gunther. He is more than just a household pet, he's an essential means for composting.



About the Designer

Kayla Herrick
Maureen's LLC

Favorite design style:
Luxe Contemporary

Favorite paint color:
SW6004 "Mink" by Sherwin Williams

Favorite industry site/blog:
Wit and Delight

Favorite Book:
The Secret by Rhonda Byrne

Favorite Designer:
Victoria Hagan

Quote that inspires you:
"Talent is good. Practice is better.
Passion is best." - Frank Lloyd Wright