



JOANNA KERR

SENIOR INTERIOR DESIGNER



 561-847-0508

 jcmoccia@gmail.com

 Boca Raton, FL

EDUCATION

Bachelor of Fine Arts

AI Miami International University
of Art & Design
Miami, FL
2005 – 2008

HARD SKILLS

Project Concept Design

Presentation Development &
Client Delivery

Design Development

FF&E Coordination on
Architectural Drawing Set

FF&E Design & Selection

Project Management &
Coordination

FF&E Specification Writing

CA Coordination and Approvals

Custom Furniture Design &
Shop Drawings

Creative VE Solutions

PROFESSIONAL OVERVIEW

As a creative interior design professional with over 15 years of experience, I am highly skilled at designing and efficiently implementing FF&E for luxury hospitality projects. Throughout my career, my focus has been on creating unique and memorable spaces which enhance the hotel guest experience. Pulling inspiration from the essence of each individual property, I design a visual narrative to tell a timeless story that captivates the imagination and shapes an unforgettable experience.

WORK EXPERIENCE

Senior Designer

Marzipan Interior Design, West Palm Beach, FL | August 2019 - Present

- Project lead on FF&E design, selection, specification, custom development, and implementation for 5-star hospitality projects
- Creation of concept design for projects with emphasis on property location, history, and operator brand identity
- Delivery of design presentation to client
- Coordination of internal and external project teams to successfully deliver an approved project on time and in-budget
- Collaboration with production manager to execute architectural drawings
- Management of project 3D renderings
- Presentation of model room and execution of on-site installations

FF&E Project Manager

Gencom Group, Miami, FL | August 2017 – August 2019

- Represented hotel owner/developer's FF&E interests for domestic Ritz-Carlton renovation projects through the oversight of design, budget, and schedule
- Reviewed and approved overall project design, FF&E selections and specifications, and purchase orders
- Wrote, distributed, and coordinated project RFP's
- Coordinated ownership's project priorities with hired design team, PM, GC, Purchasing Agent, and Operator/Brand
- Suggested project design value engineering

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SOFT SKILLS

Communication
Teamwork
Problem-solving
Resourcefulness
Time management
Decision-making
Leadership

TECH SKILLS

AutoCAD
Adobe Suite
Bluebeam
Microsoft Office Suite

EXTRA

Recent Project Publications 2021/2022

The Ritz-Carlton New Orleans
'The Residence Suite'
-Architectural Digest
-(Quoted) My Inspire Design

NEWH Member 2018-2022
South Florida/Miami Chapter

**Interior Design Art
Competition Initiative
Scholarship Winner 2005**
AI Miami International
University of Art & Design
Miami, FL

Senior Designer

Interior Image Group, Weston, FL | February 2017 – August 2017

- Developed project concept and design for unbranded historical renovation boutique hotels and limited-service branded hotels
- Managed all aspects of project FF&E, including selection, specifications, architectural drawings, and CA approvals/implementation
- Conceived internal brand identity and presented project design

Project Designer

The Getty's Group, Miami, FL | September 2016 – January 2017

- Developed project concept and design for local boutique hotel
- Managed all aspects of project FF&E, including selection, specifications, architectural drawings, CA approvals/implementation, and project coordination with external team members
- Presented project design to client

FF&E Designer

Bilkey Llinas Design, Palm Beach Gardens, FL | February 2010 – August 2016

- Developed project concept and design for domestic Ritz-Carlton renovations and international 5-star hospitality projects
- Managed all aspects of project FF&E, including selection, specification, FF&E on architectural drawings, and CA approvals/implementation
- Management of project 3D renderings
- Presentation of model room and execution of on-site installations

REFERENCES

|| **Jude Mulhern** Managing Principal | Marzipan ID
T: 561-512-5296
E: jude@marzipanid.com

|| **Kenda Bailey** SVP Design & Procurement | Gencom Group
T: 786-942-1546
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|| **Bryan Liska**
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