

IID
Intererspective

D E S I G N

Interior Design | Project Management | Project Development

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BRAND OVERVIEW



With luxury materials and fabrics from around the world, furnishings and craftsmen, Introspective Design is recognized as one of Los Angeles' leading interior design firms. This highly skilled practice was founded by KaNisa Alberto in 2019 with the goal of perfection and attention to detail. Through its extensive portfolio of past projects, the practice has consistently been recognized for its design, functionality, professionalism, and delivery. We design luxury residential and commercial projects. Among our clients are private celebrities, high-end developers, and commercial real estate moguls. Our projects are delivered in California, Indiana, Illinois, Las Vegas, and the Dominican Republic, and we are willing to expand wherever our creative endeavors take us.

A five-star implementation and execution rate, Introspective's interior and architectural practice studio focuses on luxury. As a result of the practice's strong propensity and tailored experience, they are well on their way to achieving some of the highest standards recognized worldwide. A luxury residential or commercial space requires a complex presentation that involves researching materials, selecting all items, developing the space, creating a 3D model, and supplying it in the specified timeframe. Designing high-end projects requires a set of skills that cannot be reproduced without these skills.

Using a place to question certainties and cultural dogmas that accompany knowledge, a project focuses on its culture, usage, and emotion. Knowing the place where the project will be housed means returning cultural awareness and sense to the material and form choices. As a result, the style concept - interpreted as a unifying system - gets questioned. The need to elaborate the peculiarities of a place immediately differentiates every project from others. The choices will sometimes be direct, sometimes symbolic from this perspective. As recurring elements, attention to details and a relationship between modernity and tradition are used.

THE TEAM



KaNisa Alberto

CREATIVE DIRECTOR |
PRINCIPAL DESIGNER

Having worked as a freelancer and design director for a celebrity design studio, KaNisa Alberto decided to start her own design company, Introspective Design. Through introspection and design, the company helps people improve their professional and personal lives. Among the notable projects are Ellen DeGeneres (Next Great Designer), Beyonce Knowles, JayZ, Kelly Rowlands, Demi Moore, Zinzi & Ryan Coogler, Law Roach, Ryan Press, Debbie Wosskow & Anna Jones, Molly Sims, and Scott Stuber.

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VIRTUAL ASSISTANT

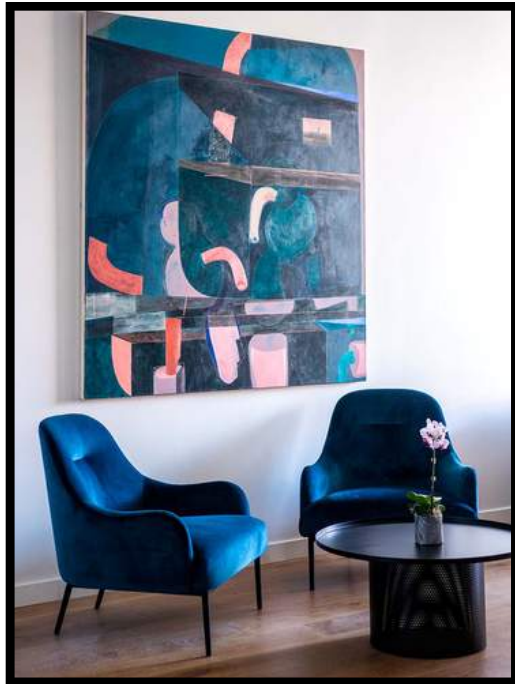
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Hunter Niner
SOCIAL MEDIA

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TOTAL SOLUTION



Our team of experienced professionals ensures that each project is completed within budget, timeline, and with minimal changes or delays to meet our clients' needs.



Through our vendor network of more than 200 vendors, manufacturers, and suppliers, we can negotiate the best deals for our clients.



The collective experience we bring to our trades is well over 20+ years. We are confident about the projects we create and deliver because of our technical expertise, implementation procedures, and creative designs.



SERVICES

OFFERED

- ① PROGRAMMING
- ② SITE PLANNING
- ③ SITE DEVELOPMENT
- ④ PROJECT MANAGEMENT
- ⑤ EXISTING CONDITIONS ASSESSMENT
- ⑦ SUSTAINABLE DESIGN | LEED CERTIFICATION
- ⑧ HIGH RES THREE DIMENSIONAL RENDERINGS
- ⑨ INTERIOR DESIGN
- ⑩ FURNITURE, FIXTURE, & EQUIPMENT SELECTIONS
- ⑪ ART & ACCESSORIES SELECTIONS
- ⑫ CONSTRUCTION CONTRACT DRAWINGS

THE PROJECT LIFE CYCLE

THROUGH DESIGN & DEVELOPMENT

01

PRE-DESIGN

- Research
- Site Survey
- Budget Analysis
- Project Schedule
- Project Timeline
- Schedule
- Space Schematics
- Flow Diagram
- As- Built Drawings
- Interior Concept
- Development

02

SCHEMATIC DESIGN

- Floor Plans
- Contractor
- Recommendation
- FF&E Allocations
- Conceptual site and
- building plans
- Conceptual Lighting Plan
- Preliminary sections and
- elevations
- Conceptual Boards
- Preliminary Cost
- Estimates
- Review owner program
- and budget
- Finishes and Materials

03

DESIGN DEVELOPMENT

- Plans | Selections |
- Elevations
- Construction Details
- 3D Renderings | Video
- Walkthrough
- Material Selection
- Reflected Ceiling Plan
- Interior Finish Palette
- Hardware, Lighting &
- Selections
- Cabinets and Build-ins
- Design
- Detail Drawings
- Vendor Specifications
- Final Floor-plan
- Final Space Plan
- Finishes, Fixtures,
- Equipment final selection

04

BID NEGOTIATIONS | CONTRACTS

- Bid Set provided to
- General Contractor
- Contractor submits final
- project cost
- Sub-contractors submit
- cost
- Review shop drawings
- Review work orders
- Permits Pulled
- Work-orders sent to
- fabricators
- Provide additional
- documents
- onsite visits
- Quotes Request
- Change Orders
- Punch list

05

EXECUTION | ADMINISTRATION

- Commence after
- approvals
- Quality Inspect all FF&E
- All fire proofing and test
- submitted
- Control Book created
- Warranty's are
- discussed
- Maintain master files and
- submittals
- Related communications
- Project Management
- Testing and Inspections
- Change Orders
- Installation
- Installation
- FF&E Staging
- Decor Placement

06

EVALUATION | SIGN OFF

- Final Installation
- Window Treatment
- Final Reveal
- Final Walkthrough with
- General Contractor
- Final Walk through with
- Client(s)
- Client(s) Evaluations
- Punch List Evaltions
- Photoshoot
- Client Satisfactory
- Survey
- FF&E Control Book
- Hand Off



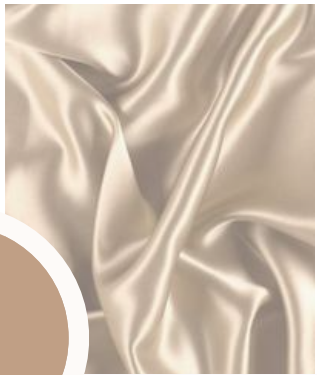
EDE SIGN

Esty E-design Client Design

We provide 100% online interior design services through facetime, phone calls, and zoom conferencing. Homeowners can benefit from this simple, cost-effective alternative to full-service design.

Our customized virtual design service includes mock-ups, floor plans, furniture selections, samples of suggested materials and finishes, and shopping lists for accessories.





MOOD

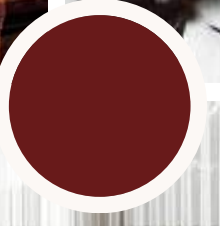
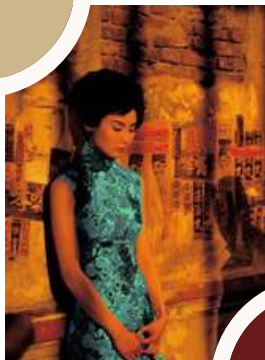


CONCEPT



VISION

MOODBOARD



ENCINO



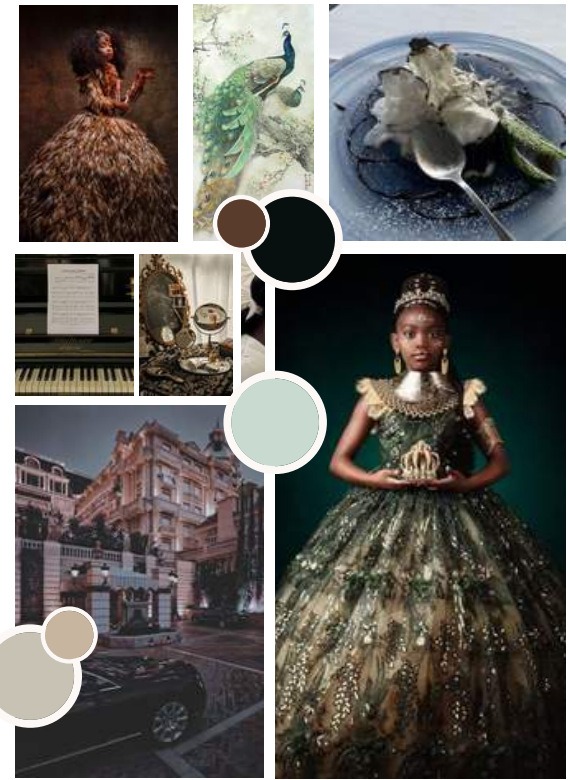
In order to make sure our clients can visualize the finished property, we create mood boards that are then transformed into perfectly presented 3D designs and renderings.

In addition to our standard fees, our design studio can produce stunning 3D visuals for key rooms. With these precise models, clients can see the interior almost as it will appear in reality, with exact proportions, layouts, and materials.

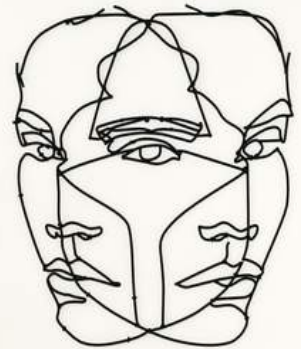
High-value projects benefit from this service. Before production, comprehensive reviews, plans, and agreements are conducted to reduce the risk of costly mistakes. This enables the project to run smoothly and efficiently at all stages.



Sherman Oaks



Palmdate



COLLABS

Ellen's Next Great Designer



As a freelancer and later design director at a celebrity design studio, KaNisa Alberto decided to start her own design firm which focuses on project man, Introspective Design. The company specializes in helping people improve their professional lives through introspection and design. KaNisa Alberto has worked with celebrities such as Ellen's Degeneres (Next Great Designer), Beyonce Knowles, JayZ, Kelly Rowlands, Demi Moore, Zinzi and Ryan Coogler, Law Roach, Ryan Press, Debbie Wosskow & Anna Jones, Molly Sims and Scott Stuber.

Designing interiors for their charming family retreats and businesses in Los Angeles, Hamptons, Aspen Lakes, Idaho, and Oakland.

Type: Private Residence Laurel Canyon

Background: Set Design (Season Finale)
During a design challenge, Mark Grattan (top photo) and Arielle Assouline-Lichten (bottom photo) were challenged to develop a furniture collection from scratch and showcase their artistry and manufacturing process to win \$100,000. KaNisa Alberto staged the final reveal of the designers collection at the private estate of Brigette Romanek.





ALL BRIGHT

Allbright Women Collective

Type: 8472 Melrose Pl, Los Angeles, CA 90069

Background: In the heart of Los Angeles, near Beverly Hills and West Hollywood. Shopping, dining, and entertainment are all available here. The Melrose Avenue District is one of LA's most sought-after tourist spots. The Allbright Collective West Hollywood founders Debbie Woskow & Anna Jones have to seek out one of LA's most respected design teams for their next project. Providing a unique and supportive environment for sisterhoods and communities of brilliant, smart-minded women, the Allbright West Hollywood offered a unique environment for sisterhoods and communities to come together.









CHATS WORTH

Private Residence



Senior Designer | Project Manager
Chatsworth Private Residence

WWW.INTROSPECTIVEDESIGNS.COM



BEL

AIR

Private Residence



Designer | Senior Project Manager
Colonial Revival Private Residence







NEW PORT

Private Residence





HAMP TONS

Private Residence

