

ABOUT ME



Elizabeth A. Hartman

I am a marketer turned interior designer who is inspired by the power of design to solve problems, drive value, and enhance how people live and work.

As an interior designer, I strive to provide human-centered, community-oriented, sustainable design solutions. I am known for approaching projects holistically to offer solutions that consider function, brand, culture, user experience, and growth.

My design approach is influenced by more than 10 years of business-to-business consulting experience, where I helped companies engage and convert audiences through refined brand strategy, customer-focused marketing, and experiential events.

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EDUCATION: Camp Nostalgia

Experiential STEM camp in the Pocono Mountains

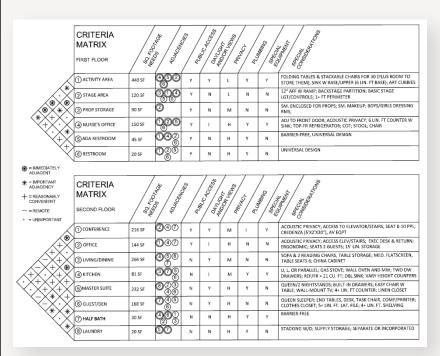
IND2089 - Capstone (Spring 2024)

Camp Pinchot Pines is a hands-on, experiential day camp located in the Pocono Mountains. It teaches kids 8-14 years old about conservation, inspiring future stewards of the environment. After many years of use, the two-story activity center must be renovated to align with modern best practices in education and enhance the rentability of the space for extra income.

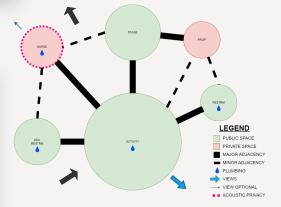


I was inspired by the nostalgia of summer camp, vacations in the Poconos, and the vintage branding of the National Park Service. As a STEM camp, the space also needed to be highly adaptable, tactile, low-maintenance, and kid-friendly.

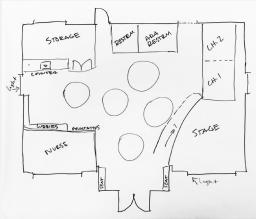
SPACE PLANNING



Organize criteria using a matrix (AutoCAD)



Visualize relationships with diagrams (Draw.io)



Translate those relationships into the building shell with a bubble diagram (handsketched)

FLOOR PLANS

Level 1 consists of camp's educational areas, including a stage with changing rooms, nurse's office, and storage.



Changing rooms with optional visibility into activity area for multiuse.

large open space for activity area with maximum adaptability

Level 2 houses the camp office and conference room as well as a residence for the camp director. This floor is accessible by the stairwell or elevator, and rooms are connected via a central corridor.



UNIVERSAL DESIGN

Ages 8-14 years old represent a broad development range. Incorporating universal design best practices will create an environment that returning campers can grow into year after year while also providing an attractive rentable space for extra income. Universal design accommodates not only ranges in age and body type but also activity level, neurodiversity, and preferred postures.



DIVERSE SEATING

Providing a range of seating options allows students to select their preferred postures and locations for working. Traditional seating like stools and cantilevered chairs are designed to accommodate different body sizes and movement needs. Beanbags and floor cushions provide a portable, informal seating option.



Custom whiteboard walls and table tops allow staff, special guests, and students to easily sketch and capture notes and thoughts. Select whiteboard walls also double as magnetic board or projection screens. Cork accents not only help to absorb sound, they also provide yet another method of display.



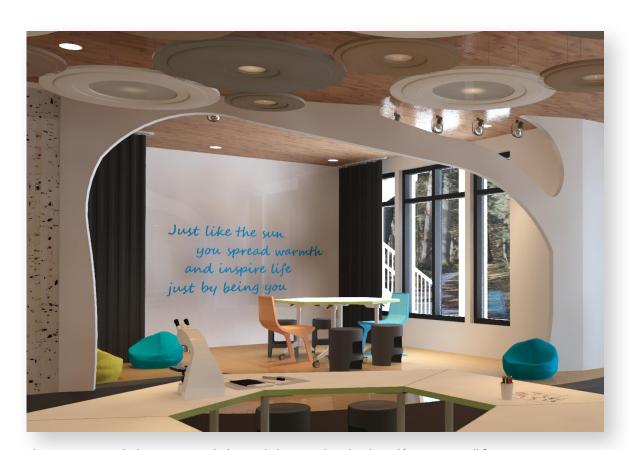


HIGH CONTRAST AND TACTILE FINISHES

Colorful, high-contrast, tactile finishes not only feed kids' imaginations, they also enhance accessibility for campers with visual impairments. Different colored rubber flooring helps to define functional zones and promote wayfinding.



The activity area includes a custom whiteboard wall with an inset bark-textured cork tree. Acoustic lighting illuminates the work surfaces and helps to dampen student chatter. Sliding windows allow staff to keep an eye on students who wish to use the changing rooms as a multifunctional collaborative or quiet space.



The stage area includes app-controled stage lighting and a whiteboard/projector wall for presentations. A two-track curtain system controls the daylight and creates a "backstage" area when necessary. A custom tree-inspired facade creates a threshold, defining the stage as its own space.

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BIOPHILIA

Given the camp's mission to foster kids' curiosity about our natural resources, it was important to incorporate biophilic elements throughout the design. Doing so helps to engage campers' imagination as they move between the indoor and outdoor classrooms. It also helps to reinforce the importance of the camp's programming to parents, business partners, and staff.



TRANSITION

The entry area uses nature-inspired colors and textures. A tree inspired coat rack provides some storage. Cushioned seating along the stage edge serves as a landing zone. A bark-colored entry flooring system helps to capture particulate matter as kids transition between indoor and outdoor. The large-scale pendant helps eyes adjust to changes in light.

SUGGESTION

The two water fountain niches contain a three-dimensional accent wall inspired by water. The texture is illuminated with wall washers hidden in the lowered ceiling of the niche. It serves as a visual reminder to campers to stay hydrated. This message is particularly important given the level of outdoor activity that occurs throughout the camp day. This circular ripple pattern is echoed in the acoustic lighting above the activity area.





TEXTURE

Biophilic design continues in the camp business center on the second floor. Carpeting with nature-inspired patterns is used throughout the space. Additional textural elements include wood grain, woven materials, and cork wallcoverings.

GRAPHICS

Throughout the project, graphic interpretations of nature range from technical to artistic to nostalgic. In the classroom environment, graphic elements tend toward more technical. In the business areas, the designs become more artistic and interpretive. In the residence, they take on a more vintage and nostalgic feel.





REALISTIC INTERPRETATION

The nature-inspired finishes used throughout the educational and businesses spaces lean more realistic, playing up the STEM mission of the camp.



VINTAGE INTERPRETATION

The nature-inspired finishes used within the residential spaces are more vintage, paying homage to the nostalgia of cabins in the Poconos and contributing to a overall homey feel.

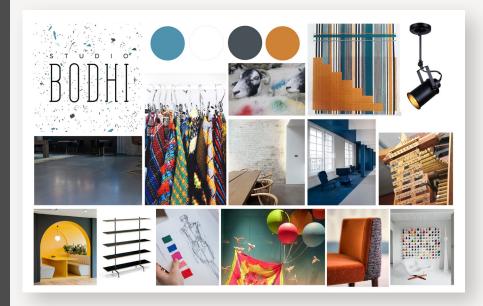
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OFFICE: Tweed Meets Bauhaus

Marketing office for growing textile studio

IND2211 - Commercial (Fall 2022)

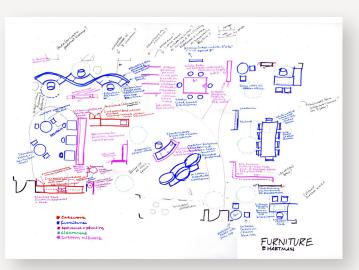
Bespoke textile company Studio B is expanding operations from the UK to the US. They need a collaborative office space, separate from their production facility, to manage marketing, meet clients and designers, and showcase work.



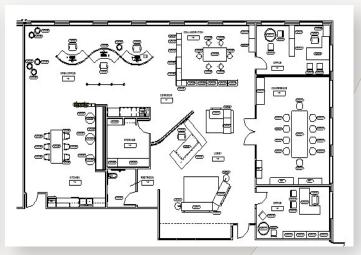
The studio's boldly colored textiles combined with its new home in an old industrial building inspired this modern, color-blocked take on Bauhaus.

SCHEMATICS TO SPECIFICATIONS

Brainstorm



Plan



FURNITURE CONSIGNMENT

Incorporating consigned office furniture not only contributes to Studio B's sustainability goals, it is good for the budget. The following pieces were available regionally through websites like Rework.

Specify

Studio B uses recycled, local, and sustainable materials for its bespoke woven textiles. To carry that commitment into the built environment, I specified ecofriendly finishes and selected vendors with similar values.

- Marmoleum Slate flooring is not only 98% bio-based and 43% recycled content, it provides sound dampening and a cushion for joint comfort.
- 3Form Flek is a 92% recycled panel that provides translucent privacy for office and conference room curtain walls.
- Steelcase is committed to cradle-to-cradle principles, which makes it a good partner for new furniture.
- Pre-owned furniture sites like Rework extend the life cycle of office furniture by providing a resale infrastructure.
- Lime wash and low VOC paints help ensure healthy air quality from Day 1.
- Forbo's Flotex flocked flooring provides a durable carpet alternative with acoustic properties for private and open office areas. At end of life, it can be recycled.



Tables for private offices and kitchen area



Unique dining chairs for kitchen area



Iconic Cesca chairs for private offices



Classic executive chairs for desks



Statement chairs for conference room



Stools for informal collaboration area

C

BRANDING & PROMOTION

First Impressions

As prospective buyers and design partners enter the Studio B office, the lobby is their first exposure to the brand and product.

- Gallery-like neutral finishes in the lobby allow the textiles to take center stage.
- Textiles and collaborations can be showcased in a variety of ways, including feature racks and window displays.
- Modular seating and furniture allow for easy rearrangement to accommodate launch parties.
- Bespoke upholstery is showcased in lobby seating to demonstrate quality of product and ability to withstand wear.
- A branded accent wall directs visitors to the reception desk and can be seen from the storefront windows.





USER EXPERIENCE

Transparent room dividers allow light throughout space.

Informal collaboration spaces accommodate different work styles.

WELL Considerations

Because of Studio B's interest in employee welfare, I incorporated a few WELL design considerations.

- Carry daylight throughout the space using translucent materials and open shelving.
- Encourage movement by creating separate work zones for focused and collaborative work, as well as socializing.
- Accommodate different working postures with furniture such as sit/ stand desks, lounge seating, table seating at different heights.
- Allow staff to choose preferred sound environments (quiet vs. lively) by creating different acoustic zones.
- Incorporate biophilic elements including daylight, plants, a living wall, woods, organic shapes and textures.
- Ensure healthy air quality by specifying sustainable and low VOC materials.



Sit/stand desks allow for different work postures. Atl workstations located near windows for natural light.

Plants and living walls contribute to biophilia and air quality.

Food storage and prep area support nutrition.



Diverse seating area encourages mindful eating and casual collaboration.

3

HOSPITALITY: Colorful Colorado Air BnB

Garage conversion to ADU in Salida, CO

IND2228 - Advanced Revit (Spring 2022)

A young couple converts their garage to an additional dwelling unit for supplemental income by building a second story. With a limited design budget, they want to capture the feel of their artsy, outdoorsy, mountain community for guests.





Winner in 2023 ASID Colorado Rising Star Competition

Inspired by the artistic Salida community, outdoor sports, and Colorado landscape, the design concept for this short-term rental is bold, textured, and scenic.

DESIGN SOLUTIONS

HOME AWAY

The floor plan and design considerations create a versatile space where guests can play or work, entertain or relax. Details such as on-site washer/dryer, dishwasher, and custom storage also allow the owners to quickly turn around the space between guests.

- I. Stacked washer/dryer for easy turnover
- 2. Custom shelves for storage
- 3. Blackout blinds in bedroom
- 4. Standing desk/ workspace
- 5. Outdoor living space
- 6. Sleeper sofa
- 7. Dishwasher for easy cleanup
- 8. Spacious shower





CURB APPFAL

A modern but earthy color palette fits into the mountain surroundings. Mid-tone colors balance heat gain and loss throughout seasons. A statement blue on the guest entrance assists with wayfinding.

INDOOR/OUTDOOR

A dramatic curtain wall visually expands the small space and provides a connection to nature year-round, fitting the Colorado lifestyle. Contract-grade materials hold up through seasonal changes and frequent use by guests.



Connect with Nature (Year Round) Connect with Nature (Year Round) Connect with Nature (Year Round)

greater energy efficiency year round.

2. Contract-grade weatherproof furniture from recycled plastics

3. Low-maintenance composite decking from recycled materials

3. Bar height table for sit/stand versatility (contract grade)



GUEST-FRIENDLY

A low-maintenance, fully functioning kitchen allows guests to cook on-site with easy clean up. The L shape keeps the tight floor plan feeling open and inviting. The dark finishes and accent wall color help to define the kitchen from the open living space.

NATURE-INSPIRED

Contract-grade materials provide durability and ease of maintenance. WaterSense fixtures help to reduce water use. Slate and pebble textured floor tiles provide a hint of luxury as well as biophilic tactility that complements the mountain location.



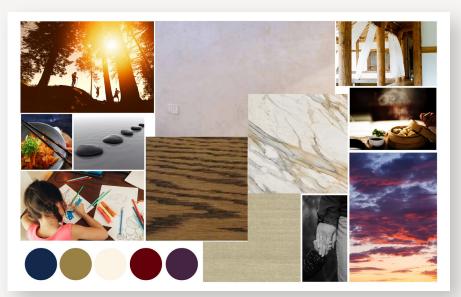


RESIDENTIAL: Korean Traditional

Kitchen and master suite addition for growing family

IND161 - Kitchen and Bath (Spring 2022)

A couple in their 40s already started renovating their Craftsman-style family home when they learn their adoption application for a 6-month old Korean girl has been approved. They now wish to incorporate Korean culture into the renovation through art, furniture, and color.



Commonalities between Craftsman and Korean architecture were the starting point for this design concept. Warm woods and rich textures serve as a backdrop for jewel-toned accents.

STORYTELLING THROUGH DESIGN

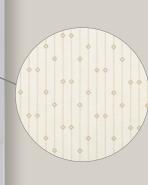
Concept Statement

Make memories as a new family in a cozy, sun-filled home that integrates Korean traditions with your own. Elements of Korean architecture and design augment the original charm of your grandmother's house, connecting Tam to her rich, multicultural history. Treasure your time and growth together in an open, airy, central living space (called "maru" in Korea). At the end of the day, wind down in your own cozy, tactile sanctuary. Wood, stone, and other natural materials keep you connected to nature. Pops of rich color and texture add depth and warmth.



Floor plan hand-rendered







5

RESIDENTIAL: Modern Farmhouse Drafting and staging for residential developer

IND2300 - Interior Construction (Fall 2022)

A developer requested help to design and stage a modern farmhouse as a showcase home, including specifications, construction document set, and section details.



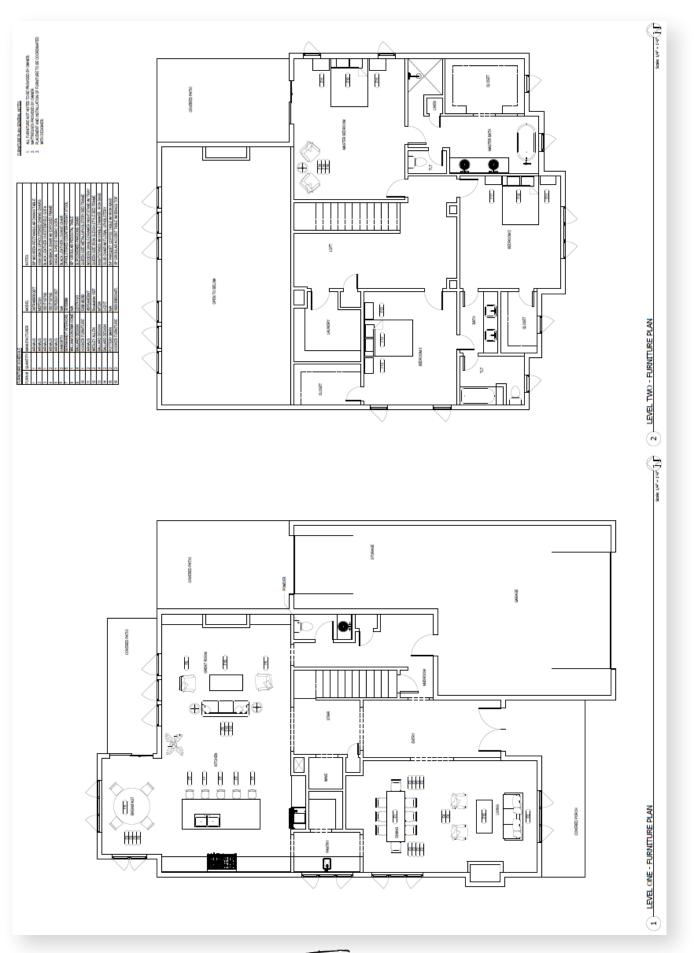
The existing architectural drawings were the starting point for this high-end take on modern farmhouse. A desert watercolor by Crystal Cortez inspired the color palette.

DRAFTING IN AUTOCAD

About the Plan

- Pasadena Flats by Advanced House Plans
- Prospective location: El Paso County, Colorado
- 3 bed, 3 bath, 2 car garage
- 3378 sq ft (1781 sq ft main, 1597 sq ft second)
- Exterior dimensions: 49'-0" wide, 70'-0" deep

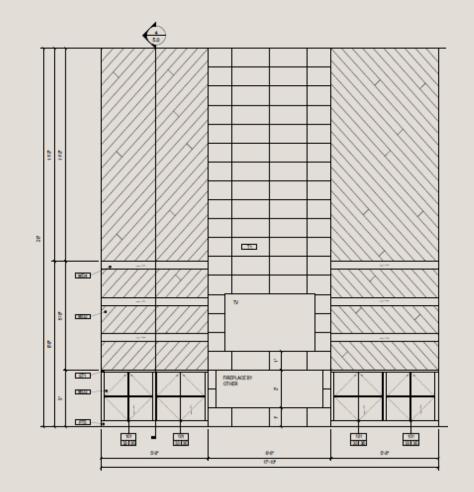




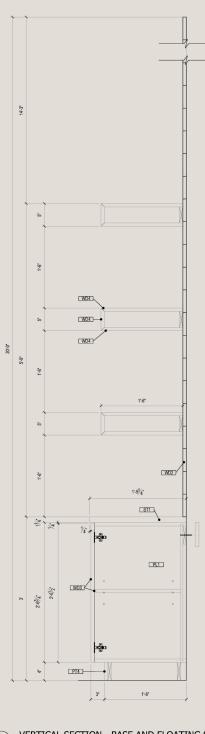
Furniture plan

DESIGN DETAILS

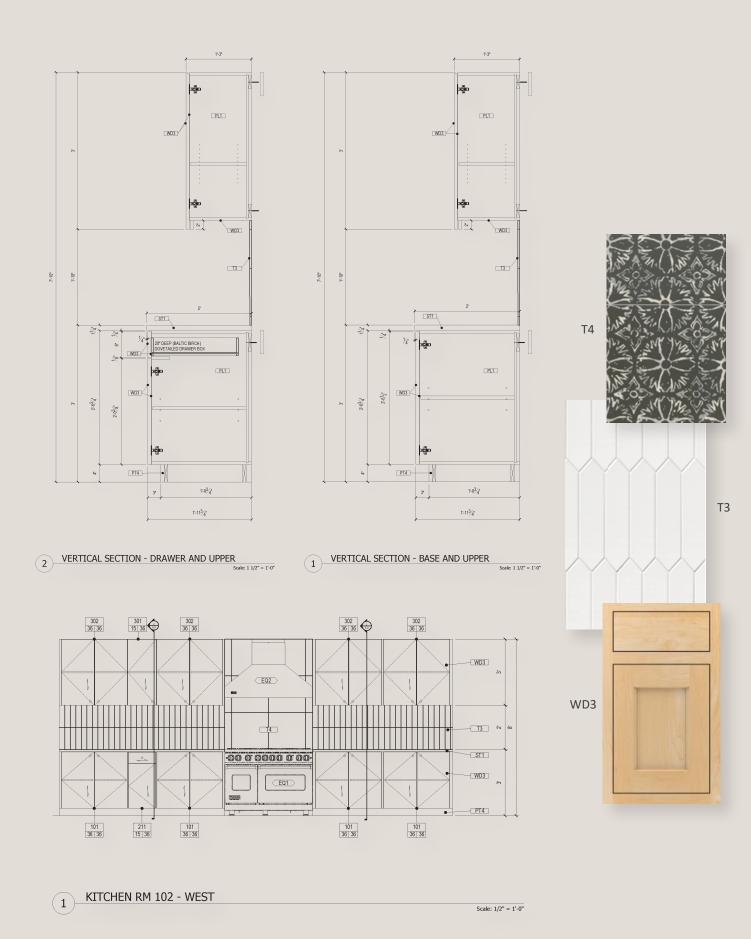
Elevations and sections in AutoCAD







4 VERTICAL SECTION - BASE AND FLOATING SHELVES
Scale: 1 1/2" = 1'-0"

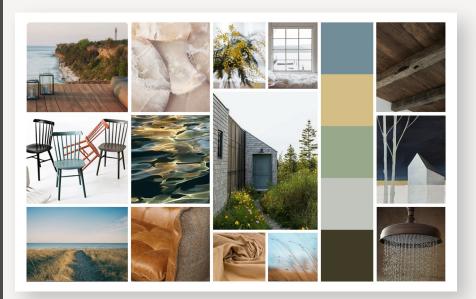


Fireplace details

Kitchen details

RESIDENTIAL: Coastal Colonial ADA model in sustainable housing development IND2208 - Residential (Fall 2023)

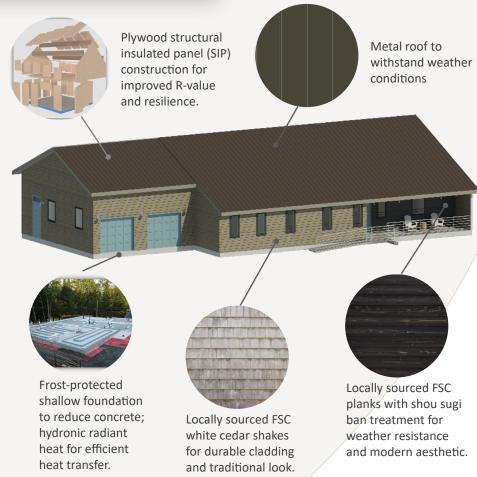
The developer of a proof-of-concept sustainable housing community near Brunswick, Maine, needed an accessible model home that would appeal to prospective buyers across generations. The SIPs-constructed home should showcase both modern and traditional design aesthetics.



Traditional finishes and a softened colonial color palette pay homage to early American design, while clean lines, mixed materials, and high-contrast details create an overall modern feel.

BUILDING SHELL

This one-story house consists of a traditional saltbox profile, green building best practices, and resilient finishes.



MARKET CONSIDERATIONS

80+%

Percentage of U.S. homebuyers that consider energy-efficient features when purchasing a home.

5-20%

Sustainable homes have been shown to sell for 5-20% more than traditional homes in the same market.

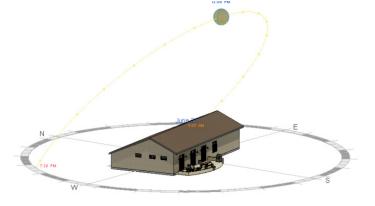
Prospective Buyer

- Upper middle class with advanced education.
- Late 30s to early 60s. May or may not have a family.
- Involved in the community and often involved in activism. Loves the outdoors.
- Tends to be environmentally conscious and interested in well-being of family and community.
- Professional backgrounds vary, but often related to science, healthcare, education, or environment.
- Reasons for investing in sustainable house may include reducing environmental impact, lowering energy bills, and fostering a healthy lifestyle.

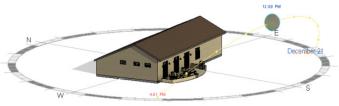
MAINE

- A majority of Maine residents are outdoor enthusiasts and concerned about environmental conservation.
- There are various state-level incentives for green building.
- 73.4% of Maine residents own their own home.
- Brunswick is a university town that attracts a target demographic.
- Maine has an aging population and a good market for universal design and aging in place.

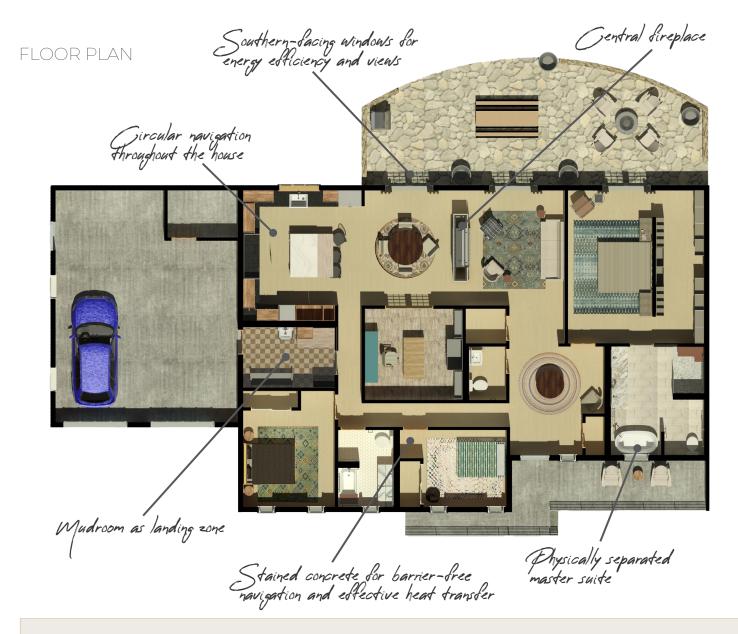
SOLAR STUDY



Summer Solstice - eaves shade southern windows



Winter Solstice - southern windows collect light/heat



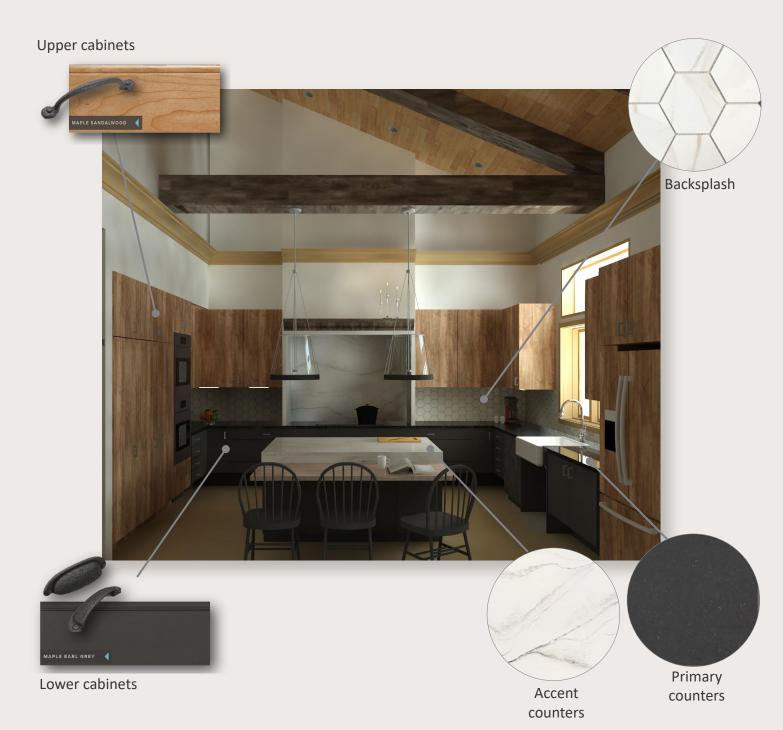
Floor Plan Strategy

- Circular pathways throughout the house allow for more accessible navigation (hallway, kitchen, dining/living room, and master suite).
- Majority of windows face southeast to take advantage of water views, solar heating, and coastal breezes. Eaves protect from heat gain in the summer.
- Consolidating the social rooms in the back of the house shares the waterfront with everyone, while drawing people into the house from the front door.
- A centrally located fireplace is an homage to colonial architecture.
- The master suite is separated for other bedrooms for both physical and acoustic privacy.
- Locating the mudroom off of the garage provides an informal "landing zone" as family arrives home.
- Stained concrete flooring provides barrier-free navigation, reduces the use of materials, contributes a consistent look and feel to the home, and allows for effective transfer of the radiant floor heat.

KITCHEN

The colonial-inspired kitchen has been designed with accessibility in mind. Features include:

- Lowered ovens, under-counter microwave, and roll-up access to sink and cooktop
- Drawer and pull-out shelf storage with option of pull-down shelf inserts for upper cabinets
- Induction cooktop with controls in the front to minimize risk of burning
- Raised toe kicks that allow for wheelchair foot clearance
- Work surfaces at different heights, including a two-tiered island with roll-up access.



LIVING ROOM/DINING ROOM

A central electric fireplace pays homage to traditional colonial architecture while creating a cozy environment between adjacent dining and living rooms.





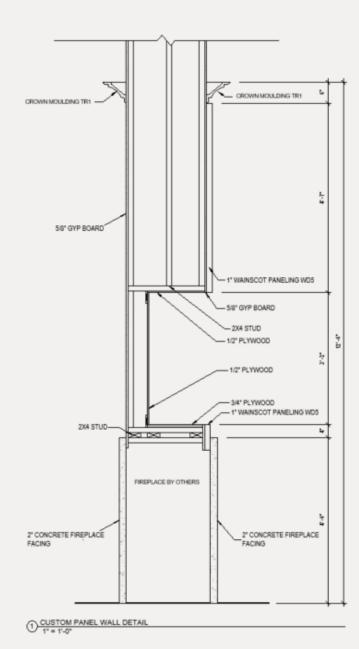


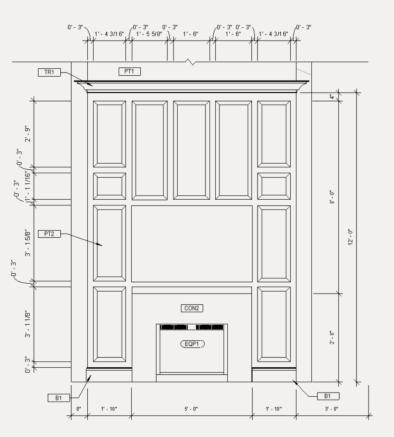
CUSTOM WAINSCOT WALL

The living room side of the central fireplace includes a 12' custom wainscot wall with a hidden TV niche.

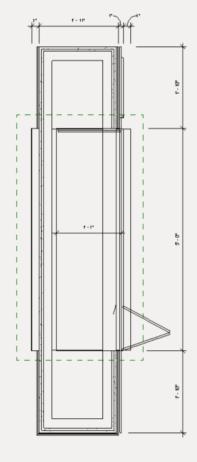
The faux central panel is comprised of two bifold doors with hidden hinges. The doors secure with a magnetic latch to hide the TV when not in use.

When folded open, they tuck along either side of the niche for an unobstructed view of the TV.





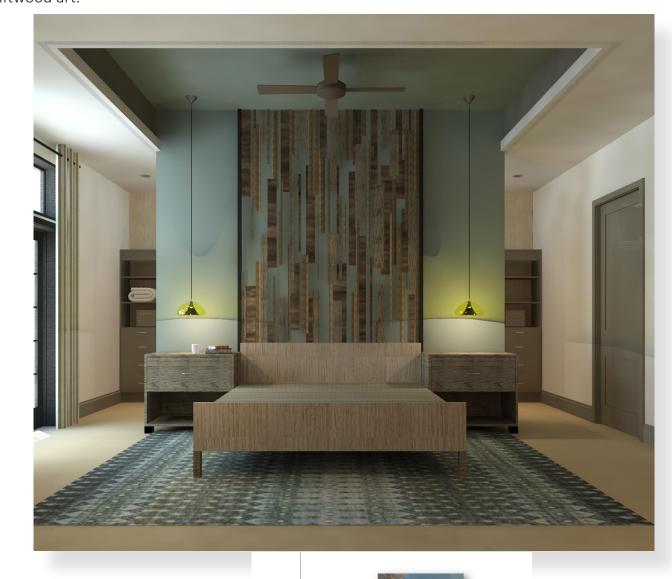






MASTER BEDROOM

The master bedroom includes a walk-through closet behind a statement headboard wall with custom driftwood art.





OTHER ROOMS



Foyer



Powder Room



Guest Room



Mud Room/Laundry



Kids Room



Den

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Designer | Collaborator | Problem-Solver



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Software & Skills

- AutoCAD, Revit
- Adobe Creative Suite
- Interdisciplinary Collaboration
- Communications
- Presentation and Public Speaking
- Programming and Concept Development
- User Experience and Human-Centered Design
- Client and Vendor Relations
- Project Management
- Creative Problem-Solving

Certifications

- NCIDQ IDFX Exam (2024)
- NKBA Universal Design Specialist Badge (2024)
- CAD Skills for Interiors (2024) Pikes Peak State College

Work Experience

Design Consultant E.A. Hartman Design

Colorado Springs, CO | Sept 2022-present

 Provide design concept, space planning, drafting, specifications, and project management expertise on projects ranging from a master suite demo/reno to a robotics lab for School District 11.

Principal Marketing Consultant E.A. Hartman Consulting

Colorado Springs, CO | Nov 2012-present

Help businesses engage audiences and build relationships through refined brand strategy, customer-focused marketing, and experiential events. Transferable skills include:

- Event Design Designed atmosphere and attendee experience, managed promotions, recruited and oversaw volunteers, maintained budgets, met code/licensing requirements, and coordinated logistics.
- **User-Centered Design** Developed an online engineering playbook for Cosmic AES (now Kratos) to capture standards, processes, and templates. Collaborated with subject-matter experts and conducted usability testing. Since 2020, it has been used for 15+ projects and adoption continues to grow.
- **Graphic Design & Presentation** Refined the brand strategy & marketing materials for Cosmic AES, including a new website, flyers, ads, pitch materials
- Account/Relationship Management As brand ambassador for Angel's Envy whiskies, managed promotional strategy, events, and nearly 50 accounts in Washington, D.C. Increased sales and placement by nearly 30% (4/2014 – 3/2015).

Analyst & Internal Communications Officer American Red Cross National Headquarters

Washington, D.C. | Mar 2007-Apr 2014

- **Project Management** Led project teams, identified risks and mitigation strategies, managed budgets and expenses, ensured tasks were completed on time.
- Communication Designed, managed, and tracked performance of an award-winning multichannel internal communications strategy for more than 1,000 fundraisers
- Vendor Management Collaborated with graphic designers, suppliers, and consultants to create multichannel marketing and fundraising materials, including digital assets, print materials, surveys, and swag.

Costume Artist

Various locations | Jan 1998–Mar 2008

• **Design and Construction**: Worked with 11 theaters on 26 stage productions in Aberystwyth, UK; Cork, Ireland; Pittsburgh, PA; Spring Green,WI; and Washington, DC.

Volunteer

- NEWH Rocky Mountain Chapter Board of Directors
 CEU Program Director (2024-2025) Develop and
 manage a monthly virtual professional development
 series for NEWH members (and guests).
 Student Representative to the Board (2023-2024) Represented needs of student members for events and
 governance.
- PPSC Interior Design Student Club
 Founder and President (2022-2024) Developed
 student communications and programming with
 professionals to complement PPSC curriculum.
- Traditional Aikido of Colorado Spring
 Co-owner and Assistant Instructor (2018-Present)
 Help teach traditional Japanese martial art to 15+
 adult students ranging from beginner to 2nd black belt.

Awards

- 2023 ASID Rising Star for an Air BnB project
- 2023 IIDA RMC Design Charette, on 1st place team
- 2017 "Best Integrated Content Marketing" at the Content Marketing Awards as part of Manifest LLC's team for CDW
- 2013 "Excellence in Writing" award from the Association of Professional Communication Consultants for an internal newsletter strategy with the American Red Cross

Education

- Pikes Peak State College A.A.S. Interior Design (Summa Cum Laude)
- Univ. of Wales, Aberystwyth M.A. Theatre (high honors)
- University of Pittsburgh B.A. Storytelling (Magna Cum Laude)

Affiliations

- IIDA (Student) 2021-Present
- ASID (Student) 2021-Present
- NEWH (Student) 2022-Present

