

January 26, 2024

Interior Designer Andy Lehman, CID promoted to smbw Brand Ambassador

smbw is thrilled to share the promotion of Andy Lehman, CID to Brand Ambassador. In this role, Andy will be a champion for the firm's people and community outreach. Through employee experience, community engagement, and the alignment of our brand collection, Andy will help steward the firm's culture and character.

Andy has been an integral part of our design team, consistently demonstrating exceptional creativity, innovative thinking, and a keen eye for detail. Known for his work on projects such as the 1717 Innovation Center, Market 34, Virginia Humanities, and the recently announced VPM, Andy creates visually distinctive spaces by weaving the big picture through a holistic design process that celebrates and highlights our client's brand and culture.

As smbw's Brand Ambassador, Andy will spearhead employee culture, education and recruitment practices, ensuring that we continue to attract and retain top-tier talent. Additionally, Andy will also be entrusted with upholding the firm's visual and graphic brand collection. This involves ensuring consistency in brand voice across platforms and collateral, reinforcing our brand identity, and elevating our visual presence in the market.

"Andy consistently brings charisma and a creative edge to tackling challenges. We are thrilled to see how his presence as an ambassador to new employees, interns, and students will contribute to the growth and evolution of our firm's culture." Michelle Mikita, Interior Design Principal.

Andy received his Bachelor of Fine Arts in Interior Design from Virginia Commonwealth University in 2012. A Virginia Certified Interior Designer, Andy is also NCIDQ® certified.

We firmly believe that his leadership will continue to enhance smbw's reputation as a leading firm in the architecture and interior design industry.

About smbw

smbw is an interdisciplinary design firm for thoughtful, innovative, and client-centric architecture, interior design, graphic design, and urban planning across a broad range of market sectors. As mentors, creators, and community leaders, our designers are rooted in Richmond, and actively seek out opportunities for design to support the community that has shaped our firm from its beginning. With designers like Melinda Jeffries leading our work, smbw can continue our mission of delivering award-winning spaces to Richmond businesses, organizations, and communities.

For more information about the promotion of Andy Lehman to Brand Ambassador, please contact Emma Butterworth, smbw Marketing Coordinator at ebutterworth@smbw.com.