

January 26, 2024

## **smbw Promotes Melinda Jeffries from Associate to Design Director, Marking a Milestone in Leadership**

smbw is proud to announce the promotion of Melinda Jeffries, NCIDQ to the esteemed role of Design Director. In her 12 years with the studio, Melinda has been an invaluable asset to the firm, consistently demonstrating unparalleled creativity, visionary design prowess, and an unwavering commitment to mentorship.

This promotion not only acknowledges Melinda's exceptional contributions but also underscores smbw's dedication to fostering and recognizing top-tier talent within its ranks. In her elevated capacity, Melinda will lead the design team in steering the firm towards new horizons of innovation, redefining interior architecture, and delivering exceptional design experiences.

"Melinda has always focused on creating spaces that are not only visually stunning but also highly practical. That thoughtful balance resonates with our clients. They are not just presented with designs; they are shown how space can tell stories and craft a memorable experience," says Principal of Interiors Michelle Mikita.

Melinda brings a wealth of experience and a unique design perspective that has shaped numerous projects, earning accolades and admiration from clients and peers alike. Her extensive knowledge, coupled with an innate ability to merge aesthetics with functionality, has been instrumental in the success of smbw's diverse portfolio. Known for shepherding the design of such projects as Virginia War Memorial, 1717 Innovation Center, Virginia Bar Association, Hardywood Brewery, Harris Williams, and Quad-C, Melinda's approach to design reflects smbw's commitment to crafting lasting, impactful, client-centric spaces.

Melinda received her Master of Fine Arts in Interior Design from Virginia Commonwealth University in 2012. Prior to pursuing a career in design, Melinda graduated in 2007 with a Bachelor of Science in Biology and received her Master of Teaching in 2008. Melinda brings her experience as an educator into every project, learning from her clients as much as she teaches. Melinda is NCIDQ Certified.

The firm is excited about the transformative impact Melinda will continue to have in her new role, shaping the future of interior design and solidifying smbw's position as a trailblazer in the Richmond design community.

### *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 Melinda Jeffries to Design Director, please contact Emma Butterworth, smbw Marketing Coordinator at [ebutterworth@smbw.com](mailto:ebutterworth@smbw.com).