PORTFOLIO

DANIEL LAWRENCE | 2021 - 2025 | INTERIOR ARCHITECTURE AND DESIGN









DANIEL LAWRENCE

SEPTEMBER | 21 | 2005

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EDUCATION

2024 - 2026

BACHELOR OF ARTS IN INTERIOR DESIGN | CPT
IIE VEGA SCHOOL OF DESIGN

2023 -2024

SHORT COURSES
ADOBE INDESIGN CC - ESSENTIALS TRAINING COURSE

PROJECTS

2022 - 2024

CONCEPT DESIGN
SMALL SPACE LIVING
THE CHOCOLATE BOX
LEAF & BEAN CO
MALL ACTIVATION DISPLAY

COMPLETED PROJECTS
ELISIYUM DIVIDE
IMT PROJECT
FURNITURE DESIGN

SOFTWARE

MODELING
RENDERING
ADOBE CC
TECHNICAL SKILLS

SKETCHUP
ENSCAPE
INDESIGN | ILLUSTRATOR | PHOTOSHOP
HAND DRAWING | HAND DRAUGHTING

EXPERIENCE

FREELANCE FURNITURE DESIGNER
COLLABORATIVE CUSTOM PROJECTS | 2023 - PRESENT

DESIGNED AND CREATED BESPOKE FURNITURE PIECES IN CLOSE COLLABORATION WITH CLIENTS AND CONTRACTED LABOR.
FOCUSED ON BLENDING FUNCTIONALITY AND AESTHETIC DESIGN WITH CAREFUL ATTENTION TO DETAIL.

GRAPHIC DESIGNER | FREELANCE | CONTRACTED
CLIENT-FOCUSED GRAPHIC SOLUTIONS | 2024 - PRESENT

DELIVERED TIME SENSITIVE DESIGN WORK FOR CLIENTS WITH 24-HOUR TURNAROUND TIMES.
ENSURED CLARITY, ON-BRAND VISUALS, AND PRECISION ACROSS A VARIETY OF PRINT MATERIALS.

ADVERTISING & MARKETING ASSISTANT
PRODUCT STYLING AND PHOTOGRAPHY | 2024 - PRESENT

STAGED FURNITURE PIECES FOR PHOTOGRAPHY, HIGH-LIGHTING THEIR FORM AND FUNCTION IN RETAIL SETTINGS.
CREATED VISUALLY COMPELLING MARKETING MATERIALS TO ENHANCE PRODUCT APPEAL.

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W O R K S

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SMALL SPACE LIVING

Academic Project: First Year Interior Design
Purpose: Residential Apartment
Style: Clean Compact

Designed for a young professional with a dynamic lifestyle, this project interprates micro-living through multifunctional spaces and thoughtful minimalism. The result is a natural blend of efficiency and aesthetic calm.

The client required a space that could serve multiple functions—living, working, sleeping, and entertaining—without compromising on comfort, style, or functionality. Special considerations included a pet-friendly environment and spatial flexibility.

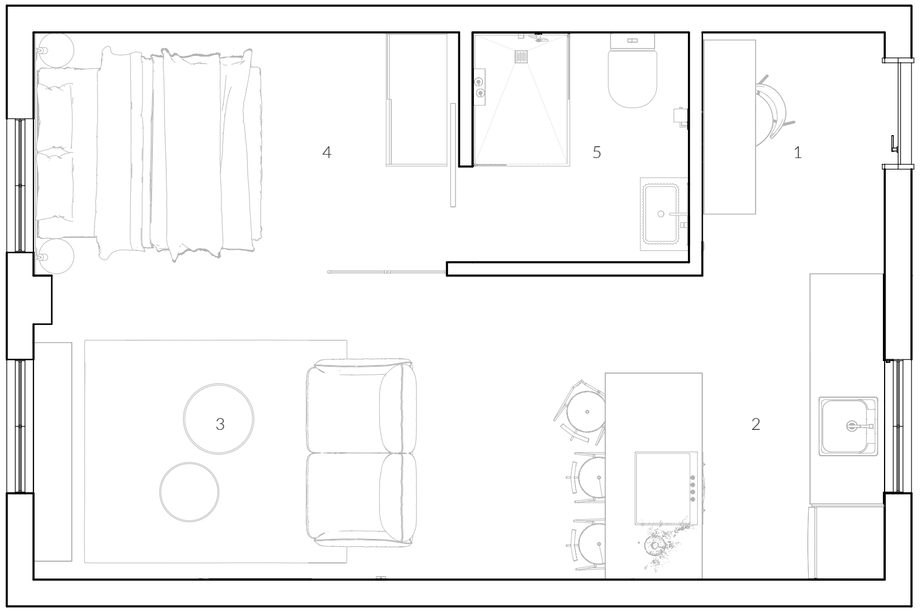
Inspired by Scandinavian minimalism and Japanese spatial ingenuity, the design uses clean lines, concealed storage, and modular elements to optimise every square meter.





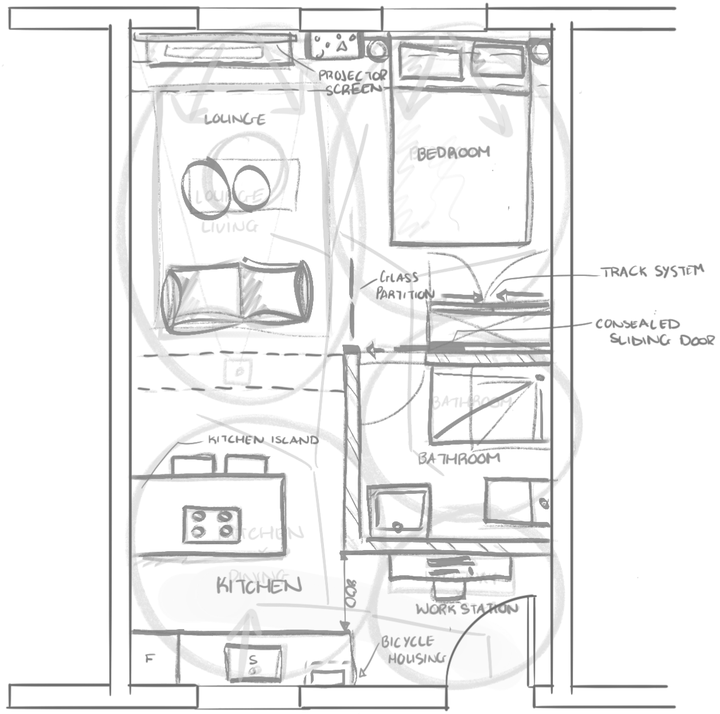
Adopting a minimalist aesthetic, the space features clean lines, modular furniture, and concealed storage solutions that promote a clutter-free environment. Thoughtfully integrated furniture, such as fold-away desks and convertible seating, ensures that the space adapts to both the client's work and leisure needs. Materials are selected not only for their sustainability but also for their durability and suitability in a pet-friendly environment, aligning with the client's lifestyle.

At the heart of the design is a focus on modular, multifunctional furniture that adapts to the client's daily routines. Every piece is strategically placed to maximise space while maintaining an open, airy atmosphere. Furniture transitions from work to leisure, with elements like fold-away desks and expandable seating, ensuring that each area can serve multiple purposes. The layout is clean and uncluttered, with hidden storage solutions maintaining the sense of spaciousness.



1. Entrance / Office
2. Kitchen
3. Lounge
4. Bedroom
5. Bathroom




PROJECTOR SCREEN
LOUNGE
BEDROOM
GLASS PARTITION
TRACK SYSTEM
CONCEALED SLIDING DOOR
KITCHEN ISLAND
BATHROOM
KITCHEN
WORK STATION
BICYCLE HOUSING
F
S



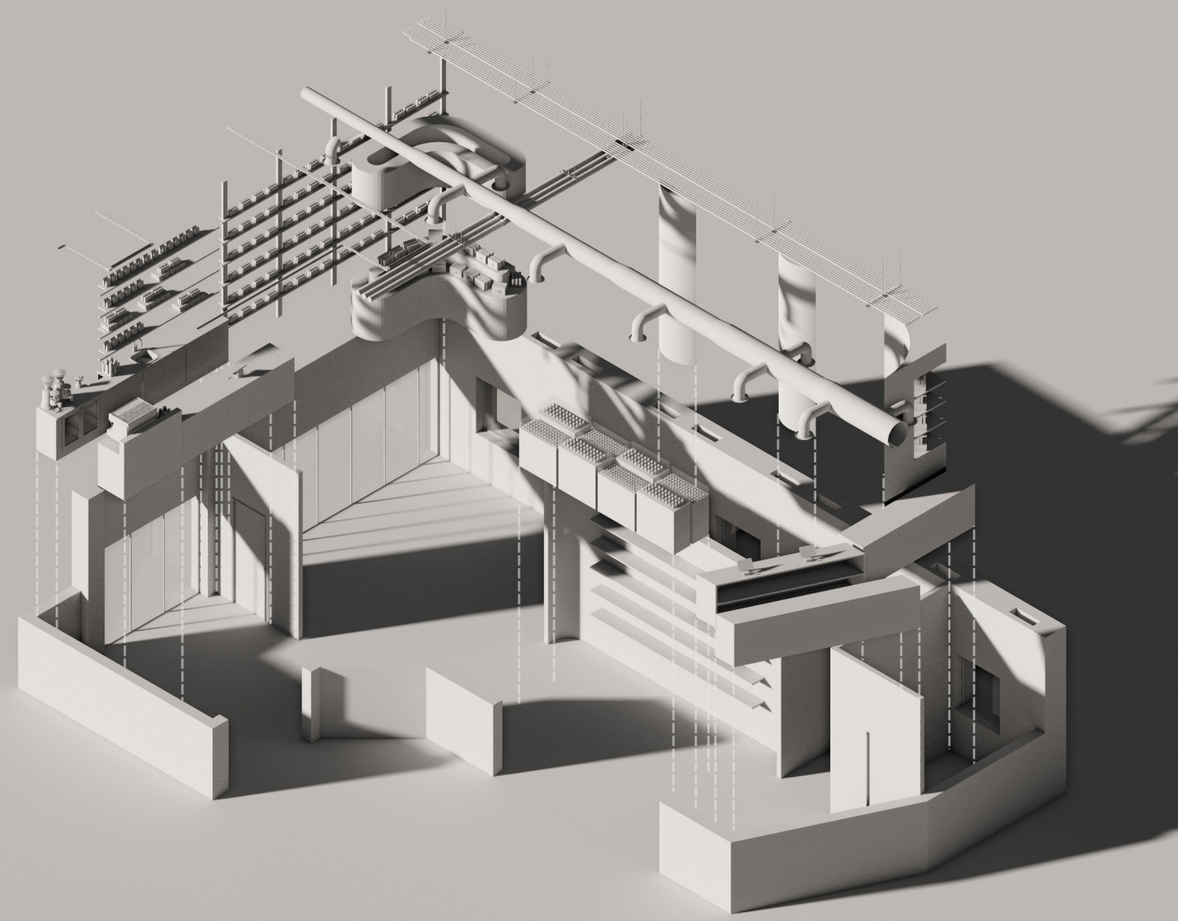
THE CHOCOLATE BOX

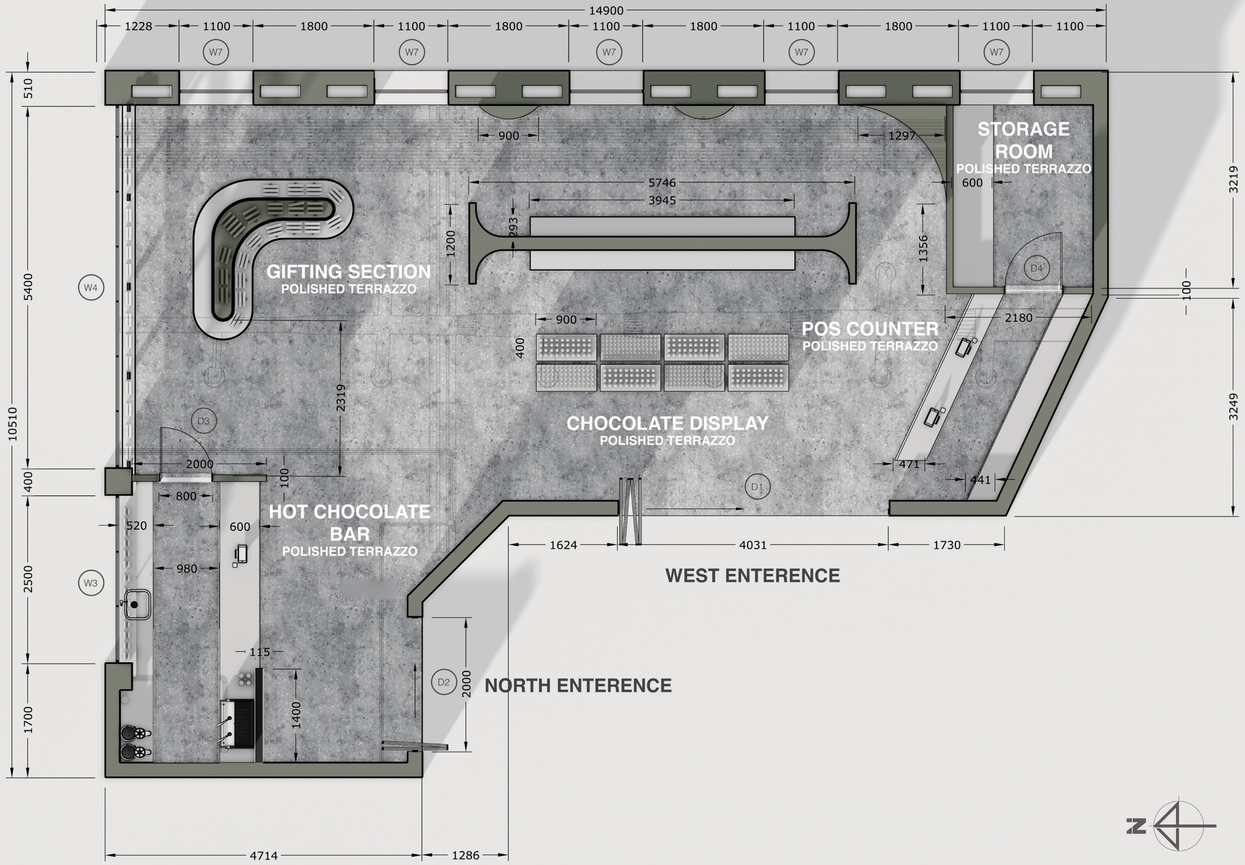
Academic Project: First Year Interior Design
Purpose: Flag Ship Commercial Store
Style: Clean and Brand Alligned

The Chocolate Box flagship store blends indulgence with modular design, creating an immersive retail experience. The space reflects the brand's artisanal charm while prioritising functionality and visual flow.

The client required a flagship store that celebrates artisanal chocolate while encouraging exploration and interaction. The design needed to balance aesthetics, product display, and customer experience.

Inspired by the playfulness of chocolate and its artisanal nature, the design introduces curved forms, modular displays, and earthy finishes. The layout encourages discovery while maintaining spatial harmony.

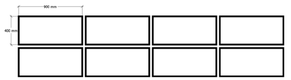


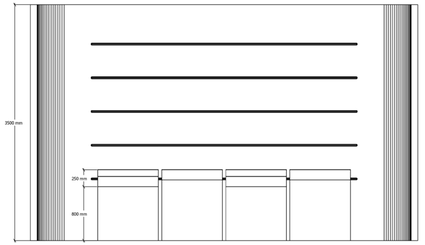


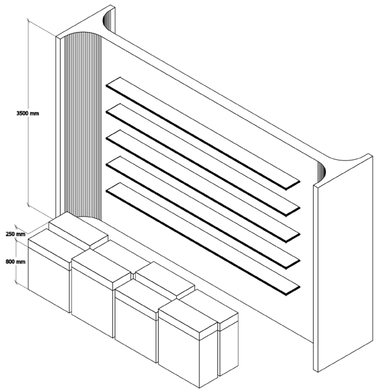
The design for The Chocolate Box flagship store celebrates the indulgence of artisanal chocolate while enhancing the retail experience through modular design and playful forms. Drawing on the brand's commitment to craftsmanship and quality, the space combines functional modular displays with creative elements that evoke both luxury and approachability. The layout is designed to encourage exploration, with dynamic pathways leading customers through the store's key areas—each curated to highlight the variety and premium nature of the chocolates.

The design embraces a modern aesthetic with soft pastel accents that reflect the artisanal charm of the brand. Curved shelves and sculptural displays introduce a sense of movement and fluidity, while creating focal points for customers to engage with. The use of earthy materials like terrazzo and matte finishes ensures a warm, tactile environment that complements the premium nature of the product. These elements work in tandem with the store's soft lighting, which is strategically placed to illuminate key products and create a welcoming atmosphere.


5746 mm
1200 mm
360 mm
2946 mm


900 mm
400 mm


2500 mm
250 mm
800 mm


3500 mm
250 mm
800 mm


HOT CHOCOLATE
PISTACHIO CRUNCH
STRAWBERRY & CREAM
DECADENT & CREAMY MILK CHOCOLATE



The final design for the Chocolate Box flagship store encapsulates the brand's ethos of creativity, sophistication, and sustainability. Through thoughtful spatial planning, cohesive materiality, and immersive customer experiences, the project transforms chocolate retail into an art form. Each element, from the central display to the hot chocolate counter and gifting station, has been carefully crafted to enhance functionality while maintaining a luxurious and modern aesthetic. This design not only establishes Chocolate Box as a trendsetter in the industry but also creates a memorable, sensory-driven experience that resonates with customers and reinforces the brand's identity.

LEAF & BEAN CO

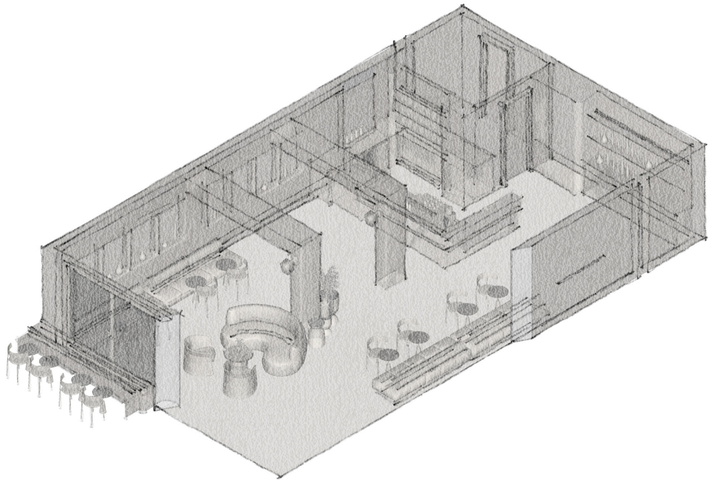
Academic Project: First Year Interior Design
Purpose: Coffee Shop/Retail Store
Style: Organic and Modern

Café design captures the essence of community and comfort, combing functionality with a warm, inviting aesthetic. The space reflects the brand's dedication to creating meaningful connections through coffee culture and a inviting atmosphere.

The client required a café that not only serves as a hub for coffee enthusiasts but also provides a calming escape for patrons to unwind, work, or socialise. The design needed to balance practicality, brand identity, and customer experience.

Inspired by the natural simplicity of coffee and tea rituals, the design introduces soft, organic forms, earthy tones, and natural materials. The layout encourages a seamless flow between seating, service areas, and display spaces, creating a harmonious environment that invites relaxation and connection.





The design of The Leaf & Bean Co. café focuses on creating a sensory experience that reflects the natural origins of its offerings. Using a palette of earthy tones and organic materials, the interior captures the essence of warmth and authenticity while maintaining a contemporary edge. Reclaimed wood, soft textiles, and subtle greenery work together to promote a sense of calm and connection to nature.

Spatial zoning ensures a seamless customer flow, with cozy seating nooks and open communal areas that encourage both quiet reflection and social interaction. Custom-designed display shelves and counters celebrate the artisanal quality of the brand's products, offering both functionality and aesthetic appeal. The lighting design enhances the mood, transitioning from bright and energetic during the day to soft and intimate in the evenings.

Every design element is thoughtfully considered, creating a space that not only aligns with the brand's idealogy of sustainability but also provides an welcoming space that enhances the customer's journey, making it a memorable and enriching experience.


Espress
America
Cappuc
Latte
Flat Whi
Macchi
Mocha



MALL ACTIVATION DISPLAY

Academic Project: First Year Interior Design
Purpose: Temporary Design | Mall Activation
Style: Heavenly and Organic

The IVH Mall Activation was a bold and dynamic pop-up installation that showcased retail marketing through a fashion-forward lens. Situated within a bustling mall environment, the activation served as an immersive brand experience designed to captivate and engage a diverse audience. By pairing innovative design elements with an interactive shopping experience, the activation successfully bridged the gap between high-fashion aesthetics and accessible retail.

The activation's purpose was to create a temporary space that celebrated the essence of the brand while showcasing its versatility and creativity. It invited customers into a curated environment that emphasised style, storytelling, and the power of experiential design.









The design of the IVH Mall Activation drew inspiration from the fashion-forward ethos of the brand and the creative vision of its designer. Drawing from contemporary runway trends, the space incorporated bold patterns, sleek finishes, and sculptural elements that echoed the intricate tailoring and attention to detail often found in haute couture.

The influence of the designer was evident in the choice of materials and spatial composition. Clean, minimalistic lines were juxtaposed with statement features, such as oversized display structures and dramatic lighting installations, reflecting the balance between simplicity and bold expression that defined the brand's identity. Fashion served as a central design influence, with the activation's layout resembling a high-fashion editorial shoot—every corner designed to be Instagrammable, yet functional.

Textures and colour palettes were carefully selected to mirror seasonal collections, creating an immersive experience where visitors felt like they were stepping into the designer's creative world. The result was a space that not only honored the brand's roots in fashion but also transformed retail into an art form, making the activation an unforgettable visual and interactive experience.



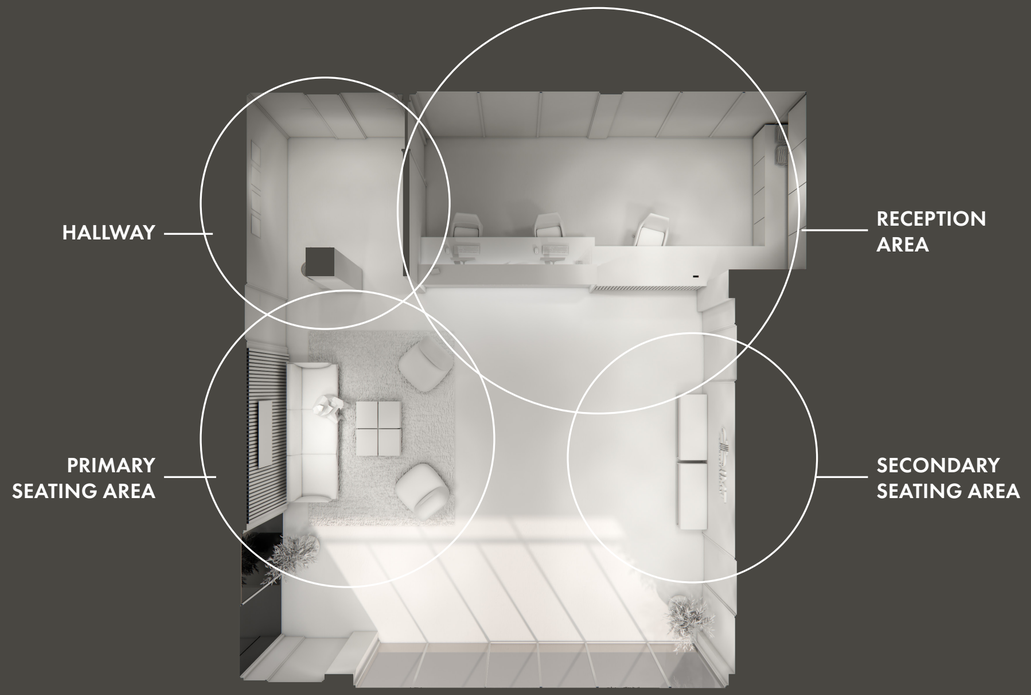
IMT PROJECT

Role: Lead Designer
Purpose: Commercial Office Building
Style: Corporate Functionality Meets Contemporary Design

The IMT project required a strategic design approach to enhance functionality, workflow, and spatial efficiency within a corporate environment. The design process focused on reconfiguring layouts, refining spatial organization, and integrating elements that align with the company's operational needs. A balance between aesthetics and practicality was key, ensuring that the space not only supported productivity but also reflected a refined, professional atmosphere.

My role in the project involved translating architectural requirements into detailed spatial layouts and 3D visualizations, ensuring that proposed design solutions were both functional and cohesive. Responsibilities included developing technical drawings, conceptualizing spatial configurations, and producing high-quality renderings to communicate design intent clearly. The end goal was to deliver a workspace that optimized efficiency, encouraged seamless movement, and maintained a visually unified and adaptable environment.







As the first point of contact within the building, the reception area was designed to establish a clear spatial hierarchy, ensuring intuitive circulation while maintaining a professional and welcoming atmosphere. The expansive space, characterized by high ceilings and multiple entry points, required a strategic zoning approach to enhance flow, functionality, and brand presence.

The layout was structured into four key zones: the reception desk, hallway, primary seating area, and secondary seating area—each positioned to complement the natural movement of visitors. A built-in reception desk, accommodating two workstations, was designed to be fully wheelchair accessible, reinforcing inclusivity and practicality. The integration of extended timber ceiling elements helped balance the vertical scale, adding warmth while providing a backdrop for digital displays showcasing IMT's content.

To optimize circulation, a drywall extension was introduced, defining a hallway that directs guests towards the rest of the building while maintaining privacy for internal areas. The secondary seating area was carefully positioned along the wall to preserve open pathways, ensuring seamless movement while offering additional seating capacity when required. A proposed accent wall serves as a subtle branding feature, reinforcing the company's identity from the moment visitors enter.

The final design creates a cohesive, functional, and visually refined reception area that aligns with IMT's corporate identity while enhancing user experience through efficient spatial planning and material integration.





As the most senior workspace within the building, the CEO's office was designed to reflect a balance of authority, efficiency, and refinement. The space had to accommodate both individual work and high-level meetings while maintaining a strong connection to the broader design language of the IMT offices. Every element was considered to ensure that the office functions seamlessly while embodying a sense of understated sophistication.

The layout was planned to establish a natural flow, ensuring that different functions within the office remain distinct yet cohesive. A large executive desk anchors the space, positioned to maximize efficiency and workflow. The meeting area, centered around a custom boardroom table, allows for internal discussions and external engagements, while guest seating offers a comfortable setting for informal conversations without disrupting circulation. A wall-mounted television supports presentations and virtual meetings, reinforcing the workspace's multifunctionality.

A restrained material palette was selected to enhance the office's professional yet inviting character. Neutral tones, soft textures, and natural wood finishes create a warm yet structured environment, while sheer curtains introduce a layer of softness, filtering natural light without obstructing the exterior views. A concealed curtain track integrates seamlessly into the ceiling, maintaining an uninterrupted architectural language.

Storage solutions were integrated to ensure that the space remains both organized and visually refined. Custom cabinetry provides ample storage for personal items, refreshments, and professional displays, allowing for a clean and efficient workspace. Consistency in joinery finishes ties the office to the broader IMT aesthetic, reinforcing a cohesive identity throughout the building. The result is a space that is both highly functional and visually composed, designed to support executive responsibilities while maintaining a sophisticated, executive presence.


IMT
A division of ARMSCOR
IMT
A division of ARMSCOR

Design exists beyond the tangible—it is a dialogue between space and perception, between intention and experience. In the early stages of a project, before materials are selected and construction begins, there exists a need to articulate the essence of a space. This is where visualization becomes a critical tool, not simply as a means of representation but as an extension of the design process itself.

Working within SketchUp and Enscape, rendering is more than a technical exercise; it is an exploration of light, texture, and spatial emotion. The ability to translate conceptual ideas into immersive visuals allows for a deeper connection between designer and client, bridging the gap between vision and reality. Each render is not just an image but a constructed atmosphere, an invitation into a world that does not yet exist.

These visualizations are driven by the nuances of composition—how shadows interact with surfaces, how materiality responds to light, how a space breathes within its context. Every element is carefully curated to communicate not only function but feeling. Whether capturing the stillness of a quiet interior or the dynamism of an open-plan environment, each render serves as a narrative, a moment frozen in anticipation of what is to come.

This workflow is not simply about illustrating a design—it is about shaping perception, guiding the viewer to experience the subtlety of spatial intent long before the first physical element is placed. In these visualizations, the intangible becomes tangible, allowing clients to step into a space that is yet to be built, but already deeply understood.





















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