



Tonya Woods

Creative Interior Design and Branding Specialist with over 17 years of experience designing immersive consumer environments with a primary focus in Hospitality Design. Exudes a unique ability of providing creative direction, leadership and structure throughout the entire design and construction process including art direction and project management.

MELLOW MUSHROOM (Home Grown Industries of Georgia, Franchisor) | ATLANTA, GA
Jan. 2015 - Current

Director of Art & Design | January 2019 - Current

Defined, hired and created infrastructure and SOP for the Store Design Department, ultimately responsible for all creative initiatives impacting the in-store guest experience for 172 restaurants, including building design and sign packages.

- Managed workloads of team members, architects, designers, and artists for up to 25 projects concurrently at various phases of development ensuring schedules and budgets are maintained
- Responsible for a design studio of independent artists and an 80,000 square foot warehouse collectible program used in store design
- Managed projects from schematic design, design development and construction documents and monitored art installs during construction
- Collaborated with marketing and advertising teams to support company goals on social media and maintain brand consistency across all creative initiatives.
- Updated the Franchisee Disclosure Document yearly to ensure process and cost estimations reflected current market demands

Notable Achievements:

- Managed over 98 artists and personally sourced 85 artists throughout the country for an average of 4 artists per project
- Implemented a 20% reduction in FFE (fabrics, furnishings and equipment) costs by creating a RFP (request for proposal) for preferred vendors and consultants to aid in quality control and provide an approved resource for Architects, Interior Designers and Franchisees.
- Developed a standard Art & Design process, streamlining costs and bridging the aesthetic gap amongst stores for a consistent guest experience.
- Defined and launched a Midterm program addressing all guest facing touchpoints midway through the franchise agreement to maintain brand standards

Senior Art & Design Manager | May 2017 - January 2019

Responsible for curating commissioned art packages and approving the overall design for new construction projects, remodels and ad hoc design requests, ensuring all restaurant projects are on schedule, and within budget.

- Designed and managed 11 new construction projects at various phases in the process.
- Regularly presented creative vision and initiatives to upper management, cross function team and clients for approval
- Initiated a process that professionally photographed each store upon completion aiding in digital marketing and promotions

Notable Achievements:

- Hired an Art Manager as a direct report to manage remodels and ad-hoc design requests
- Defined and launched a Remodel program and SOP which streamlined costs, managed expectations and strengthened franchisor/franchisee relationships

Art & Design Manager | Jan. 2015 - May 2017

Responsible for curating commissioned art packages for 7 new construction restaurant projects while simultaneously collaborating with Architecture & Design firms ensuring cohesive and immersive guest experiences

Notable Achievements:

- Expanded the in-store guest experience by curating art packages reflective of the local demographics and hired local artists while preserving the brands nostalgic culture
- Partnered with HR on revising the Art Manager job description to seek specific talent that would shape the future of Store Design
- Created and implemented a program to convey the creative vision to staff and guests through various touchpoints to enhance the guest experience
- Successfully designed and executed corporate office renovation by partnering with CEO to reflect positive engagement by personnel and franchisees.

PROFESSIONAL COMPETENCIES

- Passionate Creative Visionary
- Strategic, Operational & Financial Planning
- Business Process & Strategy Development
- Design Strategy / Problem Solver
- Budgeting, Negotiation and Cost Control
- Client & Vendor Relationship Management
- Strategic Partnerships & Joint Ventures
- Mentorship & Interpersonal Skills
- Hospitality Multi Site Management
- Cross Functional Team Leadership

ACHIEVEMENTS

- 2016 Mellow Mushroom Employee of the Year
- Nominated to be 2018 IIDA Judge - DRESSED event, The Tabernacle, Atlanta, GA

TECHNICAL SKILLS

- MS Word, MS Excel, MS PowerPoint
- AutoCad
- Wrike, Teams, Zoom
- Designing micro sites with Wix
- Axero Intranet platform

EDUCATION

American Intercontinental University
Atlanta, GA | 1998-2002
BFA in Interior Design

Walt Disney Imagineering Internship
Orlando, FL | Sept - Dec 2001
Project Management for the Resorts and Facilities Group / Pop Century Resort

CONTACT

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[LINK TO PORTFOLIO](#)

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MARIETTA CITY SCHOOLS | MARIETTA, GA

Academic Support Specialist | Marietta High School | Jan. 2014 - Jan. 2015

Mentored, intervened and advocated for at risk students while assisting teachers with online learning programs.

- Analyzed data, interviewed and developed an incentive /reward program for students that resulted in positive engagement from students and a decrease in referrals for 9th graders.
- Attended a leadership conference in Savannah, GA March 2013

Substitute Teacher | (4) Elementary Schools | Sept, 2013 - Jan. 2014

Received positive recognition by maintaining academic continuity and providing effective classroom management, engagement and communication.

FREELANCE CONSULTANT | ATLANTA, GA

Set Designer | June 2010 - Dec. 2013

Collaborated with producers and production team on the design, props and development of stage sets based on script and ensured efficient construction and break down for future use.

- The Takeover Project, Atlanta, GA | June 2013
STRIPPED, a Stage Play, GA Tech, The First Theatre, Atlanta, GA
- Fulton Science Academy, Alpharetta, GA | April 2012
International Heritage Festival, Ameris Bank Amphitheatre, Alpharetta, GA
- The Takeover Project, Atlanta, GA | Oct 2010
TORN, a Stage Play |14th Street Playhouse, Atlanta, GA

IMAGE DESIGN | ATLANTA, GA

Senior Interior Designer | Jan. 2008 - May 2008

Designed and managed budget, and schedule for various country club remodels along the east coast.

- Regularly presented to upper management and clients for approval
- Led Jr. Designer on the development of FFA (fabrics, furnishings and accessories) schemes and construction documents
- Prepared new and monitored existing budgets based on program requirements

WALT DISNEY IMAGINEERING / Resorts & Facilities Department Team | ORLANDO, FL

Project Coordinator | Oct. 2003 - Mar. 2007

Liaison between WDI upper management, Walt Disney World and various consultants. Managed schedule, budget, and quality for new construction and remodels of existing resorts and facilities.

- Managed internal/external design consultants (Interior Design, Lighting, Graphic, and Art)
- Facilitated domestic and international factory visits (Canada, Hong Kong, Mainland China)
- Evaluated property directional signage design, fabrication and placement
- Worked with Disney Sourcing & Procurement to create and award bid packages
- Developed turnover books to operator upon completion of projects

Projects managed for Walt Disney Imagineering:

- Disney's Saratoga Springs Turf Club Bar and Grill – Remodel
- Disney's Coronado Springs Exhibit Hall Expansion – Remodel and New Construction
- Disney's Pop Century Resort – New Construction
- Disney's Animal Kingdom Lodge DVC (Disney Vacation Club) – Remodel and New Construction