

HEATHER SHUSTER

I work for a wonderful company helping homeowners celebrate their older homes and make fresh and functional areas that are outdated or lacking style. Over the years, I have submitted projects for historic review in Atlanta, Decatur and Dekalb. I very much enjoy working with homeowners and advisory boards to find a happy medium between current design goals and preserving historic character and quality.

EDUCATION

1999

MASTER OF ARTS (COMPLETED ALL BUT THESIS), UNIVERSITY OF GEORGIA

Art History - focus in 19th century American art and architecture.

1997

BACHELOR OF ARTS, UNIVERSITY OF GEORGIA

Double master's in Art History and English Literature. Minor in History

EXPERIENCE

2018 – PRESENT

PARTNER, ALAIR HOMES

Work with team of partners to develop and implement all goals and strategies for company.

Lead business development of new projects by meeting directly with homeowners to develop initial design ideas, scope requirements and budget. Assemble team of project manager, architect, interior designer, engineer, lender, etc to achieve development and build of renovation projects budgeted from \$75,000 - \$800,000

Lead the team of project managers to develop renovation projects that are fully detailed with plans, budgets, selections and schedule finalized prior to the start of construction

2008 – 2018

DIRECTOR OF DEVELOPMENT, RENEWAL DESIGN BUILD

Sales - Manages and directs a sales force to achieve sales and profit goals. Designs and recommends sales programs and sets short and long-term sales strategies. Evaluates and implements appropriate new sales techniques to increase the department's sales volume. May recommend product or service enhancements to improve customer satisfaction and sales potential. Acts as advisor to sales team regarding projects, tasks, and operations.

Design - Manages a team of project designers and interior designers that use computer aided design for products. Ensures the drawings and designs are completed on time and adhere to the established specifications and standards. May prepare project schedules, bids, or proposals. Reviews all budgets and client presentations, aiding as necessary

2005 – 2008

VISUAL MERCHANDISER, IKEA

Implement and develop new store layout plans. Launch team for IKEA Atlanta and IKEA Stoughton. Worked remotely for IKEA North American Headquarters in Conshohocken, PA to develop national visual display strategies.

2002 – 2005

INTERIOR DESIGNER AND WORKROOM MANAGER, METROPOLITAN DELUXE

Create decorative plans and vision for homeowners. Oversee staff of seamstresses and custom upholsters who execute designs for bedding, draperies and furnishings.

1999 – 2002

EDITORIAL WRITER, GUILD.COM

Work with artists to craft biographies and descriptions of art objects. Develop and edit all written content for website – instructional, overview, company identity and policies.

RECOGNITION AND PUBLICATIONS

- Speaker Decatur Old House Fair 2014, 2013 and 2012
- Speaker Historic Macon Foundation 2015
- Professional Remodeler’s 40 Under 40 2012
- *This Old House*, Mar/Apr 2019
- *Rachael Ray Everyday*, July 2016
- *Atlanta Journal and Constitution*, November 2011
- *Atlanta Journal and Constitution*, July 2011

VOLUNTEER

- Community Council Member, DeKalb County, District 2
- President, Sagamore Community Club
- Hands on Atlanta
- Decatur Candlelight Tour of Homes