

GISELLE M. HYMANSON, NCIDQ, ASID



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giselle@hydesignnj.com

After graduating Fordham University with an Art History/Studio Art Degree, and enjoying a 25-year career in marketing & advertising, I took a path into interior design, now "branding" spaces for residential and commercial clients. A graduate of Brookdale Community College's Interior Design program, I've served as a part-time adjunct professor and Advisory Board Member there since 2016. From 2017-2024, I was the primary Interior Designer at Parallel Architectural Group, in Long Branch, New Jersey; leaving in 2024 to start the Interior Design and Visualization Services firm, HyDesign LLC.

EDUCATION B.A., Art History/Studio Art, Fordham University
A.A.S., Interior Design, Brookdale Community College

PROFESSIONAL EXPERIENCE

HyDesign Interiors, LLC, Belmar, New Jersey

Interior Designer/Principal

Feb.2024- present

Provide Commercial & Multi-Unit Residential Interior Design, Exterior Design Consultation, Visualization & Branding services.

Parallel Architectural Group, LLC, Long Branch, New Jersey

Interior Designer & Marketing Manager

Sept. 2017-Feb.2024

Provided Interior Design services for both the Commercial and Residential divisions, including schematic design, design development, FF&E selections, project management, construction administration, site visits, client meetings, and creation of lighting plans, finish schedules & technical drawings for CD sets. Provided color scheme/exterior finish consulting for community association clients. Managed visualization services, including creation of concept boards, renderings and 3D animations. Provided marketing strategy and coordination of advertising, website updates and social media.

Brookdale Community College, Lincroft, New Jersey

Adjunct Professor

January 2018-2021

Instructed several courses in the Interior Design program, including Studio I, Business Practices & Portfolio Development, & Design Elements.

InsabellaDesign, Little Silver, New Jersey

Interior Designer

July 2016-September 2017

Member of the design team involved in a variety of commercial, healthcare and residential projects commissioned to the firm. Daily tasks included Specifications, CAD Design/3-D Rendering, FF&E Selections, Procurement and Order Fulfillment.

Manhattan Bagel/Einstein Noah Restaurant Group, Lakewood, CO

Marketing Director

June 2000 -June 2014

Developed and managed the strategic marketing and regional advertising plans for the Manhattan Bagel brand, a leader in the quick-casual restaurant category. Responsibilities included \$2MM budget management, store design, new product development, branding corporate presentations, public relations, packaging, advertising, and in-store merchandising.

PROFESSIONAL AFFILIATIONS

NCIDQ Certified

American Society of Interior Design (ASID), Professional Practitioner

ASID Programs Committee (2019)

Brookdale Community College Advisory Committee (2016-present)

RELATED EXPERIENCE & SKILLS

Digital design and 3-D modeling: AutoCAD, SketchUp, Adobe Photoshop, Acrobat Pro, Microsoft Office, all Mac-based office programs.

Freelance Illustrator
Rossiter-Ewers Publishing
Columbia, MO
June 2014-2017

*Just For Kicks (2015), Peter Birle
Five Alarm (2017), Peter Birle*