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RENDERED IN 2020 DESIGN

2020 Customer Spotlight

2020 Design Inspiration Awards winner Lina Shelton wanted to work in the construction business since childhood. Her dream profession was to become an architect, and completing an architectural drafting program opened her first door into the construction world. She started her career from the very bottom working as an assistant designer, and she made her way up to working for one of the most successful and well-established design firms in South Florida.

Lina immigrated from Ukraine 11 years ago, and her biggest challenge was to learn English to communicate well enough to go to college. She has since excelled as a certified architectural drafter and accomplished interior designer. “As a full-time working mother and wife,” says Shelton, “I am always striving to improve my skill set and I am currently working on my bachelor’s degree in business administration.”

Lina takes a holistic approach to each of her projects, giving her clients the best in all areas of design and incorporating her love of color, texture and lighting into her client’s vision. When she’s not spending time with her family, Lina enjoys playing the piano and practicing jiu-jitsu.



About the Designer

Lina Shelton

Schrappert’s Fine Cabinetry & Design

Favorite design style:

Contemporary and cottage charm

Favorite paint colors: Blues, greys, greens and purples

Favorite industry sites: Houzz and Instagram

Favorite quote: “Determination gives you the resolve to keep going in spite of the roadblocks that lay before you.” —*Dennis Waitley*

Question & Answer Session

Q. When did you start using 2020 Design, and what were some of your reasons for choosing it?

I first tried 2020 Design in 2014 at my first kitchen and bath center to provide support to their lead designer. The business owner was aware of my architectural drafting background and gave me the opportunity to improve my skill set. I gained basic drawing skills within a couple of days after watching a few tutorials and fell in love with the program.

Q. What are some of the most helpful features you use in 2020 Design and why?

I use the Sketchup import quite often; it allows me to bring unique items into my design for better visualization and presentation purposes. I try to remember small details from the home and incorporate those details into my design. Recently, I visited a ranch and was able to find some art pieces and accessories that would complement the polo theme. The homeowners were excited to see some of their concepts come to life.

Q. What has been your experience working with 2020?

Technical support and customer service are amazing; they are always there when you need them and always spend quality time you to help you in any way they can.

Q. What was the inspiration behind the design you submitted for the 2020 Design Inspiration contest?

Houzz provided several photos that were incorporated and personalized in this design. I listen to my clients and ask lots of questions about their needs and wants. As a designer, my goal is to bring their ideas to life and create a space that reflects their style and complements their lifestyle. Just by giving them a few suggestions, changes and material selections, my clients will approve and buy into the design.

Q. Describe your creative process. What questions do you ask your clients?

Where do you get your inspiration from? I always ask my clients what they like about their current design and what they wish to remain the same. Most homeowners want certain features that are important to the design, such as a special spice drawer, cutlery trays or innovative technology.

Instagram and Houzz are my daily “reads.” They have an unbelievably large selection of inspirational pictures that are very hard to keep up with.

Q. Do you design spaces other than kitchens and bathrooms?

We live in Florida so outdoor kitchens are very popular. We also provide custom cabinetry for closets, offices, built-ins, etc.

Q. Which catalogs did you use for your 2020 Design Inspiration Awards submission?

Ultracraft, Kitchen Aid, Sketchup and 2020 Cloud

Q. What guidance would you provide to any designer who is considering 3D CAD tools for interior design?

Spending quality time on small details—decorative items make a big difference and can be time-saving. It will show your attention to details and will make your designs really stand out. Take a lighting class as well. Nothing is worse than a beautiful design with poor lighting. Go to KBIS and any industry show to learn about new technology and products.

Q. Tell us something unusual that has happened in your career.

Not unusual, but gratifying...immigrating to the U.S. has allowed me to help my family in Ukraine. Enjoying what I do and making a good income is quite an accomplishment for me.

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