

WORK  
SHOWCASE



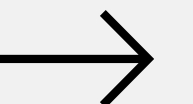
# HELLO!

I'm a creative leader and designer with over ten years of global experience leading complex projects and guiding creative teams.

With a background in **store design, brand management,** and **project leadership**, most recently I've led the design vision for West Elm and Williams-Sonoma Inc.'s (WSI's) outlet brands store design, overseeing everything from storefront concepts to fixture programs,.

My passion lies in the details—because great design is about storytelling, engagement, and innovation.

I believe "design is life, life is art", and the best work happens through collaboration, curiosity, and a drive for excellence.



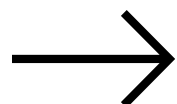
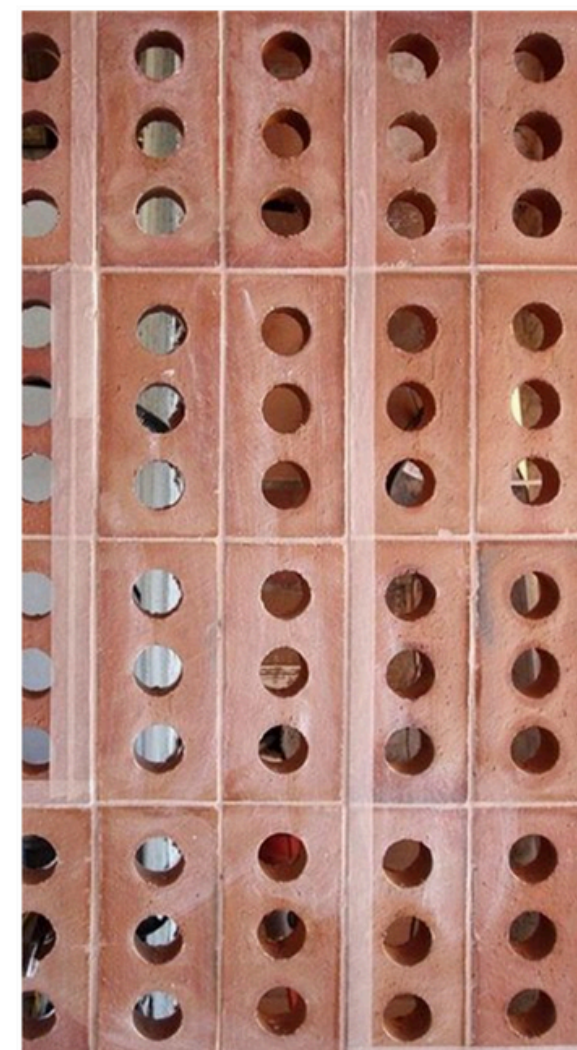
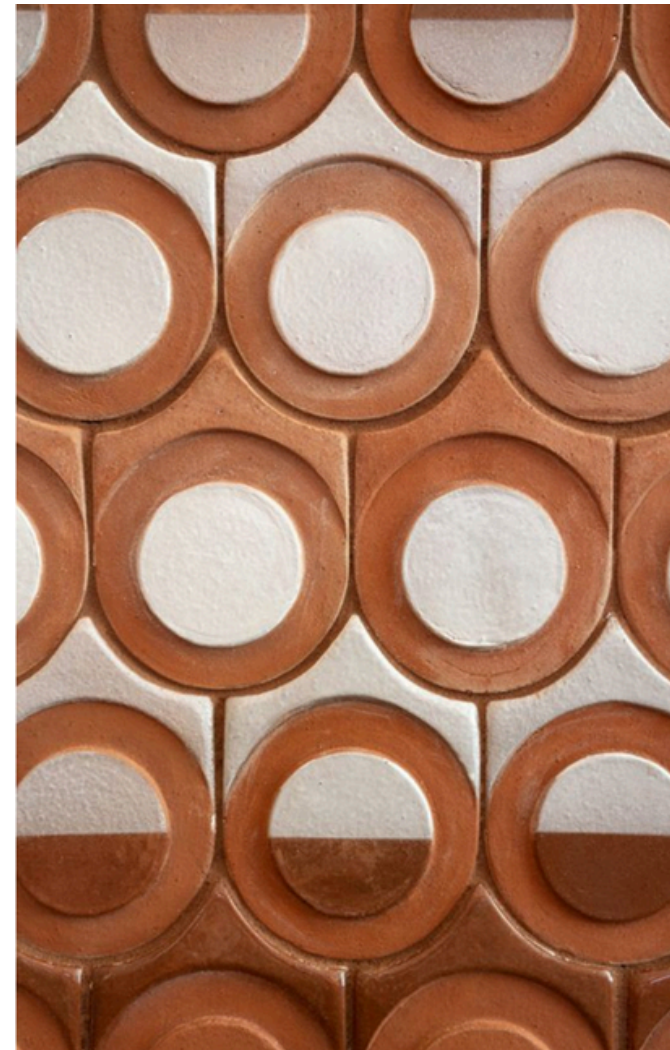


# STOREFRONT DESIGN

## 01. Materials

In my work at West Elm, I took a deep dive into textures, finishes, and color schemes, ensuring every design decision was rooted in thoughtful material storytelling. By curating mood boards, I established a clear aesthetic direction, setting the foundation for visually compelling and brand-aligned environments.

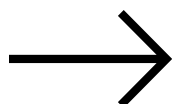
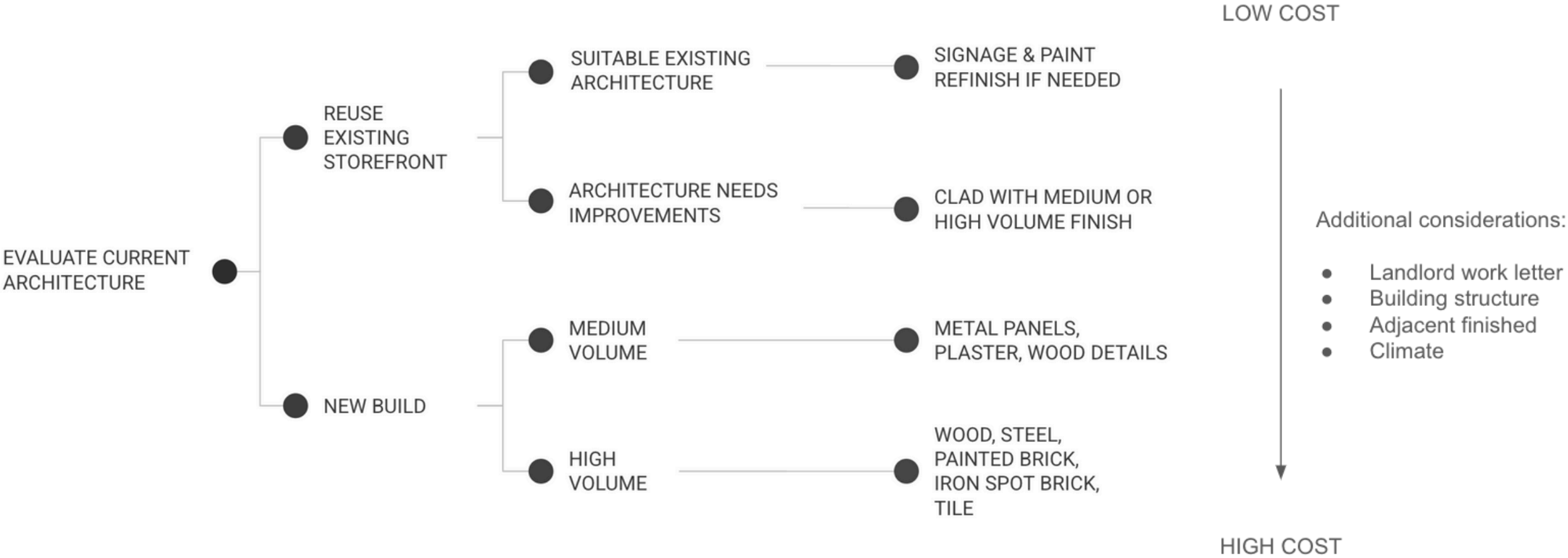
Beyond aesthetics, I explored sustainable and locally sourced materials. This approach not only enhanced the tactile and visual appeal of each project but also reinforced a commitment to sustainability, creating spaces that felt both intentional and aesthetically pleasing.



# STOREFRONT DESIGN

## 02. Decision Matrix

Applying a strategic decision-making matrix, I led storefront designs for various locations, balancing regional uniqueness with brand consistency, maximizing brand impact and visibility.





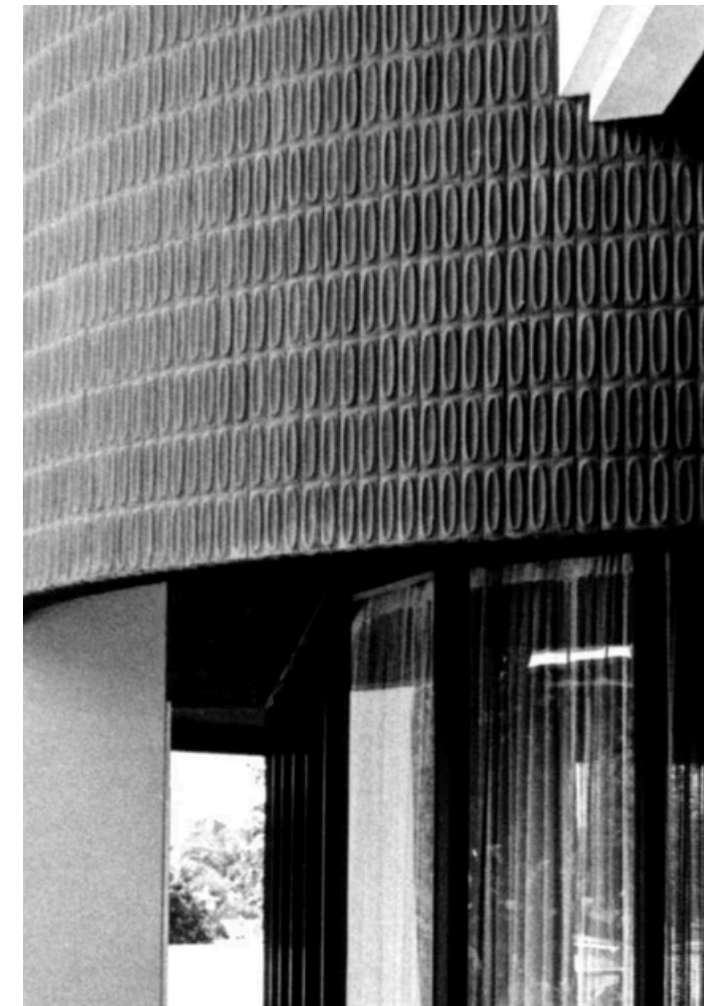
# STOREFRONT DESIGN

## 03. Case Study: Puerto Vallarta, MX

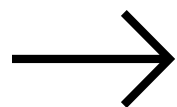
This project involved collaborating with a local ceramic artist to craft a bespoke facade.

I developed a custom wood storefront system that harmonized with the architectural landscape.

Balancing authenticity with brand standards to create a visually striking yet contextually relevant design.



Final photos pending, inspiration above. Store opening articles [here](#) and [here](#)





# STOREFRONT DESIGN



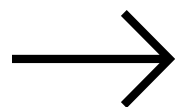
Tuscon, AZ



Houston, TX



Mumbai, India





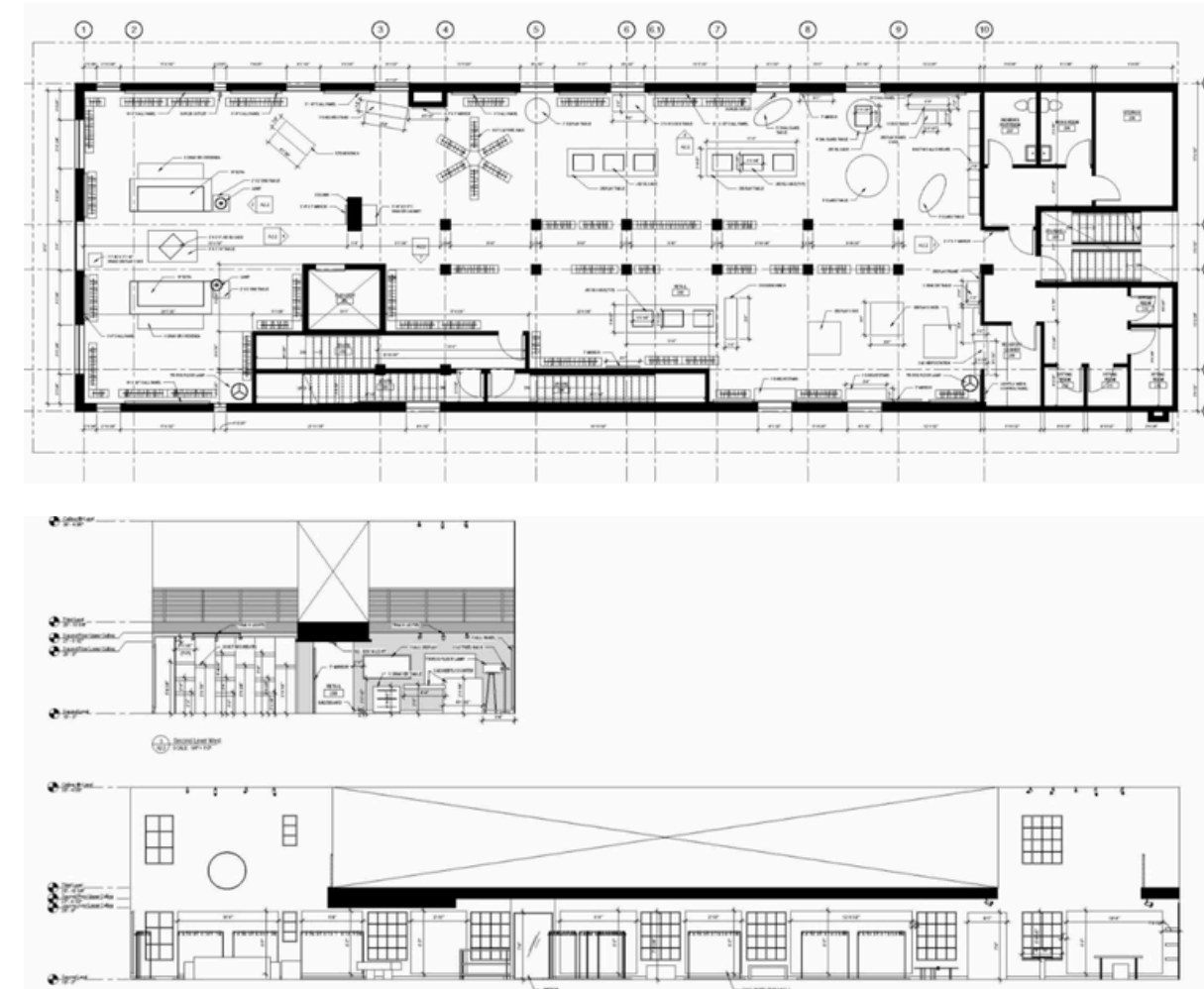
# INTERIOR

## 01. Layouts

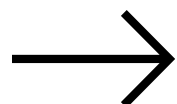
I take a strategic approach to spatial design, studying and developing layouts that align with business needs—whether for new store openings, remodels utilizing existing fixtures, or spatial refreshes aimed at enhancing the customer experience. Every design decision is rooted in a deep understanding of customer travel paths, visual merchandising impact, permanent fixture placement, and signage integration to create a seamless and engaging environment.

I utilize **Bluebeam** to provide clear, actionable feedback to architects, ensuring design intent and feasibility.

WEST ELM Campbell 3D tour [HERE](#)



Reference images only; actual layouts remain proprietary.



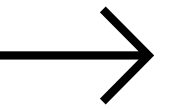
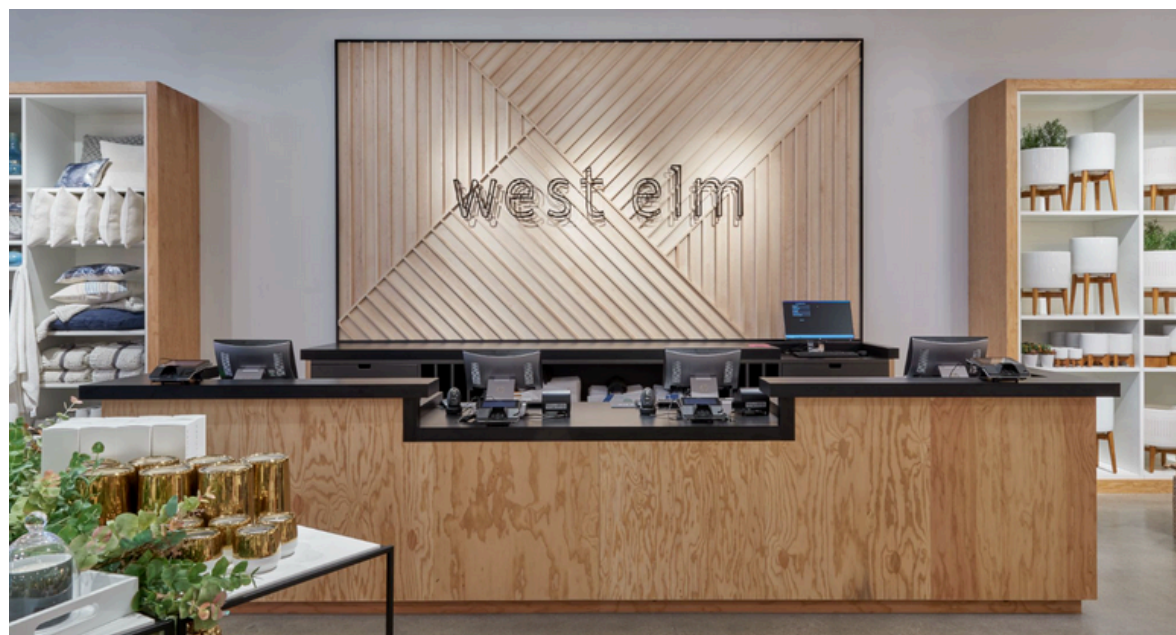


# INTERIOR

## 01. Case Study: Fixtures

I led the design and budget studies for permanent fixture development, crafting versatile concepts for new store openings. My goal was to create a universal design that offered maximum flexibility, allowing stores to adapt seamlessly to different layouts and merchandising needs while maintaining a strong brand identity.

In the first iteration, I drew inspiration from Donald Judd's minimalist aesthetic, incorporating a Maple finish that brought a clean, modern feel to the space. This design was successfully implemented in locations like Houston, TX. 3D tour [HERE](#)



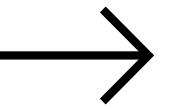


# INTERIOR

For the second iteration, I elevated the design by refining the materiality, removing metal details for a softer, more sophisticated look.

A White Oak finish with a medium stain introduced a richer atmosphere, balancing warmth with a refined aesthetic. This design was realized in locations like Nora Plaza, IN, demonstrating how subtle material shifts can create a more premium experience while maintaining functional flexibility.

3D tour [HERE](#)





# BACKWRAP DESIGNS

I designed and developed site-specific backwrap and cashwrap installations, incorporating local references and materials to create unique, story-driven moments that enhanced each store's identity and customer experience.



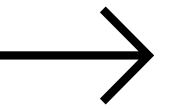
Houston, TX



Los Angeles, CA



San Ramon, CA





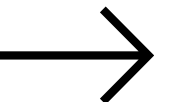
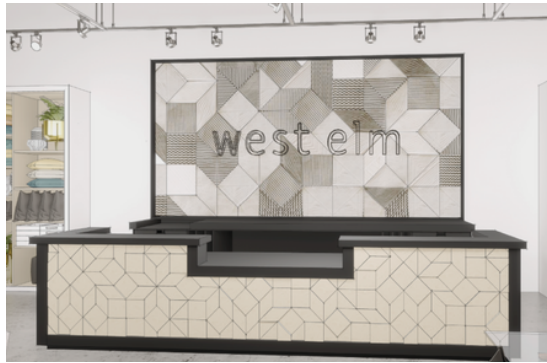
# BACKWRAP DESIGNS

## 01. Case Study: Charlotte, NC

This unique site-specific installation was designed to celebrate the cultural heritage and craftsmanship of North Carolina. I drew inspiration from the state wildflower, the Carolina Lily, the region's rich quilting traditions, and its historic furniture-making legacy.

The patterns and composition pays homage to the storytelling of traditional quilting, the structural elements of the cashwrap reference woodworking which has defined North Carolina's furniture industry for generations.

The installation was crafted using the brand's signature fabrics, which were intentionally designed to reflect these inspirations.



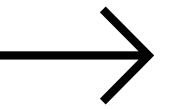
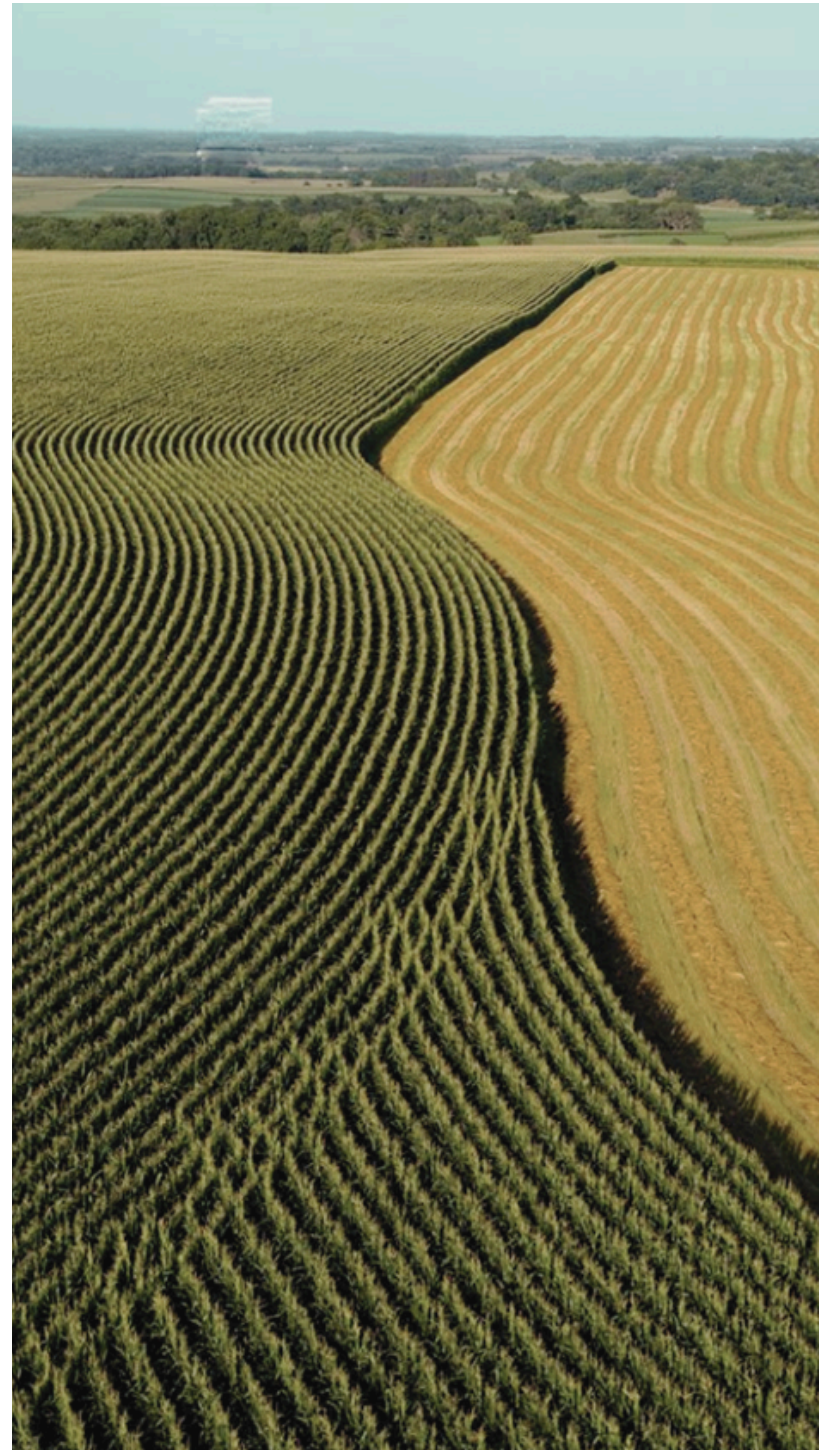


# BACKWRAP DESIGNS

## 02. Case Study: Indianapolis, IN

This installation's inspiration came from Indiana's rich agricultural landscape, particularly its vast cornfields, which have long been a defining feature of the state. To bring this concept to life, I collaborated with a local plaster artist whose expertise helped translate these organic yet structured forms into a tactile, three-dimensional experience.

The material choice enhances the piece's ability to evoke both the vastness of the landscape and the abstraction of the crops, inviting viewers to reflect on the intersection of land, labor, and artistry.



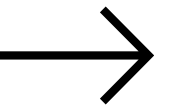


# SIGNAGE

## 01. Concept

I took a creative, story-driven approach to developing branded signage, exploring unconventional design concepts that pushed beyond standard retail aesthetics.

Beyond just feasibility, I focused on bold, innovative solutions, challenging traditional signage norms to create something unique and memorable. I presented several concepts to key stakeholders, ultimately securing CEO approval for each project. This process involved strategic storytelling, aligning branding with experiential design, and demonstrating how each signage solution would enhance customer engagement while maintaining a seamless brand identity.



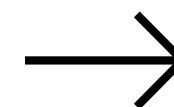
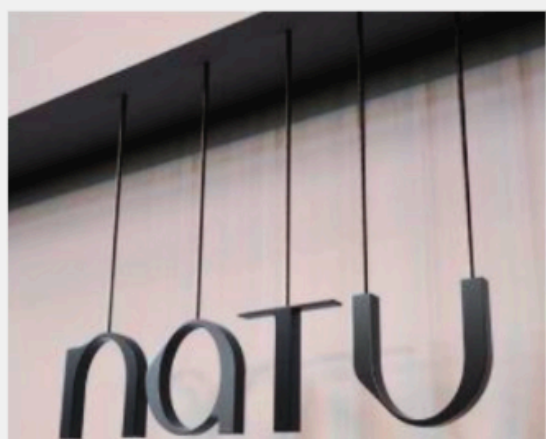


# SIGNAGE

## 02. Execution

This process involved creating multiple mock-ups to test visibility, legibility, and overall aesthetic impact. I conducted in-depth feasibility studies to ensure each design could be successfully executed across store layouts.

Through continuous refinement and collaboration, I developed final signage solutions that were not only functional but also seamlessly integrated with the brand's visual identity.

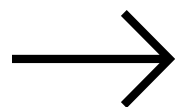




# SIGNAGE

## 03. Exterior

I led in-depth studies on exterior storefront signage, diving into research and gathering design references to create thoughtful, compliant solutions. Working closely with signage vendors, I ensured that every design was not only visually compelling but also feasible to execute. Navigating city codes, historic preservation reviews, and location-specific criteria, I worked to strike the balance between brand identity and regulatory requirements. From concept to final installation, I collaborated with stakeholders to bring each vision to life while ensuring a smooth approval process.



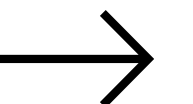




# SUSTAINABILITY

Sustainability is an integral part of my creative process and leadership approach. I thoughtfully repurpose existing elements, prioritize environmentally responsible materials and finishes, and collaborate with partners to reduce waste and extend the life of design assets.

My goal is to ensure every design choice supports environmental responsibility without compromising functionality or aesthetics.





LET'S  
WORK  
TOGETHER

ANA ILLANES

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(+1) 914-207-3923

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