



INTERIOR DESIGN PORTFOLIO

BY JULIA JAKUBOWIĆZ

PROFESSIONAL PROFILE

Interior Design graduate with a 2:1 BA (Hons), currently completing an MA in Interior Design at Arts University Bournemouth. My academic and concept work spans hospitality, healthcare and residential interiors, with a focus on spatial clarity, user experience and considered material choices. I am seeking a graduate or junior opportunity within interior and hospitality design.

CORE DESIGN SKILLS

Spatial planning and zoning
Concept development
User research and analysis
Material and furniture selection
Moodboards and visual presentations
3D modelling and visualisation

Residential Interior Study | SketchUp Model | AI-Assisted Final Visualisation | 2025



CONCEPT MODEL



FINAL VISUALISATION

SOFTWARE

- SketchUp – Advanced
- Homestyler – Intermediate
- Adobe InDesign – Intermediate
- Adobe Illustrator – Intermediate
- Adobe Photoshop – Basic
- Canva – Advanced

LANSDOWN CRESCENT FLAT

Adaptive Reuse of a Regency Interior | 2026

Project Type: Real-Site Academic Project

Location: Cheltenham, UK

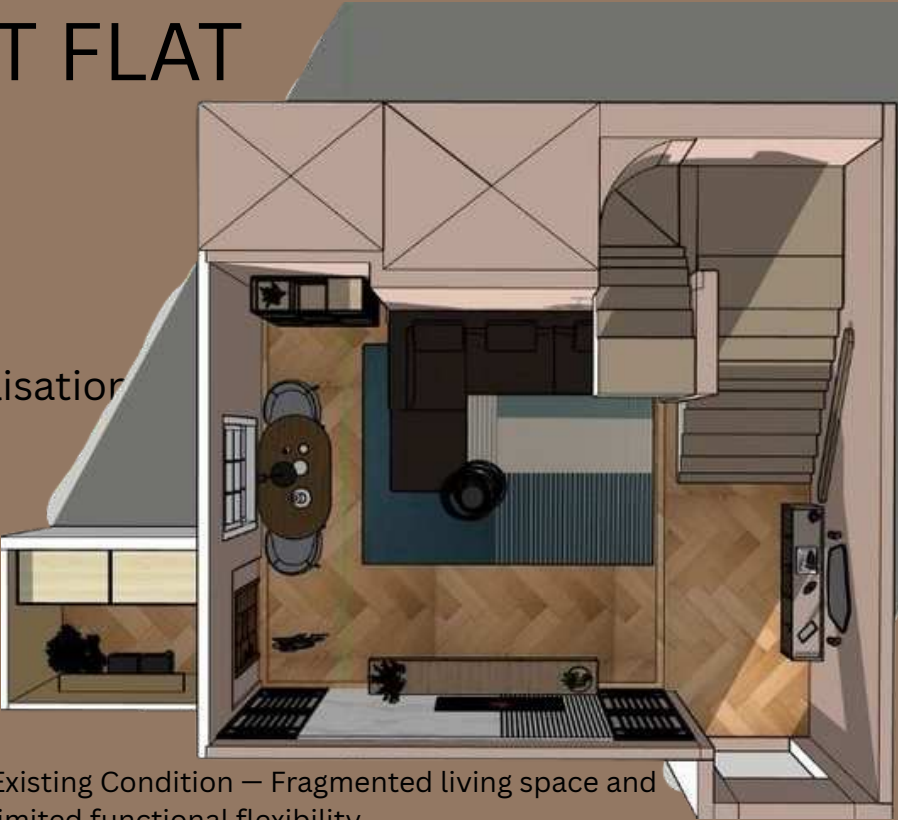
Role: Individual Project

Tools: SketchUp, Canva and AI-Assisted Visualisation

PROJECT OVERVIEW

Developed from the study of an existing two-level Regency flat, this project explores how selective intervention can restore spatial clarity without erasing the building’s layered identity. Successive alterations had created constrained thresholds, fragmented circulation and an inconsistent material language.

The proposal retains the existing staircase core, timber flooring and historic spatial proportions while selectively removing non-structural partitions, integrating storage and establishing a more coherent relationship between communal, service and private zones.



Existing Condition — Fragmented living space and limited functional flexibility

Existing Condition — Constrained staircase and transitional circulation

Proposed Reconfiguration — Integrated communal, service and private zones



DESIGN STRATEGY

RETAIN | RECONFIGURE | CONNECT

- Preserve significant existing fabric and evidence of use
- Improve circulation across both levels
- Activate underused threshold and storage areas
- Integrate communal, service and private zones
- Introduce a consistent, low-intervention material strategy



The combination of a wooden floor with a tile surface highlights the transitions and inconsistencies of the materials.



Patched wall surface showing previous fixings and uneven repair, revealing layers of interference.



Chipped paint and signs of wear on the original wooden floor indicate long-term use and no recent renovation.



Worn wooden stair treads indicate heavy traffic and aging of the material.

SPATIAL STRATEGY & OUTCOME

SPATIAL CONTINUITY & MATERIAL REUSE

The redesign uses circulation as the principal organising device. A continuous threshold strategy connects existing and new spatial conditions, while directional timber flooring reinforces movement and spatial hierarchy.

The ground floor is reconfigured as a clearer and more flexible communal living zone. On the upper level, improved thresholds create more legible relationships between private rooms, circulation and service spaces. New interventions are deliberately restrained, allowing the retained fabric and traces of previous occupation to remain visible and meaningful.

MATERIAL STRATEGY

Engineered oak extends the visual language of the existing timber flooring, while lime plaster provides a breathable and neutral background. Resilient flooring identifies service areas, and brushed-brass threshold inserts articulate the junctions between retained and newly introduced surfaces.

PROJECT OUTCOME

A more coherent and adaptable contemporary home that preserves the material memory, proportions and layered identity of the existing Regency interior. Final atmospheric images are AI-assisted visualisations developed from my original SketchUp model and spatial design proposal.

LIVING AREA

An open living configuration improves visual connectivity, circulation and the distribution of natural light.

ADAPTIVE THRESHOLD

A reconfigured threshold clarifies the transition between communal and private zones while preserving the reading of the existing structure.

KITCHEN & INTEGRATED STORAGE

A restrained material palette and integrated storage create a more efficient service zone without competing with the building’s retained historic character.

Reconfigured threshold introducing spatial continuity, visual openness and integrated domestic inhabitation.



Bedroom Threshold

Narrow circulation and disconnected spatial transition between private and communal zones.

BEFORE

Open living configuration reinforcing atmosphere, circulation clarity and contemporary occupation patterns.



Living Area
EXISTING CONDITION



BEFORE

Adaptive kitchen intervention integrating contemporary material continuity and efficient spatial organisation.



Kitchen

Fragmented living arrangement limiting natural light distribution and spatial hierarchy.

Constrained kitchen layout with inconsistent material language and limited functional adaptability.

BEFORE

AFTER — Adaptive Threshold



Generated by AI

AFTER — Adaptive Threshold Reinvention Reconfigured circulation introducing visual openness, material warmth and improved spatial continuity between transitional domestic zones.

BEFORE — Existing Stair Condition Narrow and visually disconnected staircase limiting spatial engagement and natural circulation flow.



Before

AFTER — Domestic Bathroom Reinvention



Generated by AI

AFTER — Contemporary Bathroom Adaptation Integrated lighting, refined material continuity and spatial simplicity establish a calm and adaptable domestic atmosphere.

BEFORE — Existing Bathroom Arrangement Constrained servicing layout lacking cohesion, atmosphere and contemporary inhabitation quality.



Before

AFTER — Integrated Pantry Storage



Generated by AI

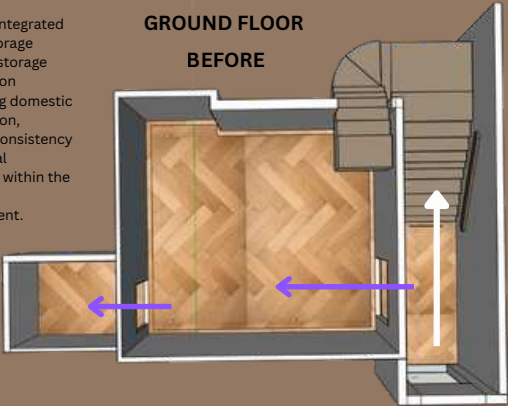
AFTER — Integrated Pantry Storage Adaptive storage intervention reinforcing domestic organisation, material consistency and spatial efficiency within the kitchen environment.

BEFORE — Underutilised Storage Space Unused residual area with limited functional adaptability and no integrated domestic purpose.



Before

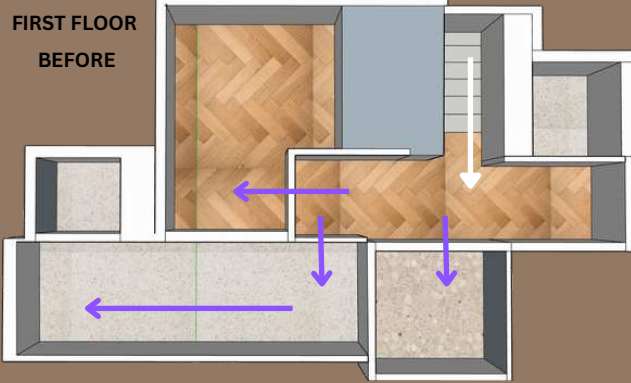
GROUND FLOOR
BEFORE



GROUND FLOOR
AFTER



FIRST FLOOR
BEFORE



FIRST FLOOR
AFTER



AI-ASSISTED VISUALISATION BASED ON MY ORIGINAL MODEL

CONCEPT MODEL



FINAL VISUALISATION



BOUTIQUE HOTEL GUESTROOM Hospitality Design Concept | 2023

Project Type: Academic Concept Project

Year: 2023

Role: Individual Project

Area: Area: Approx. 27 m² (excluding bathroom)

Tools: SketchUp

This academic concept proposes a 27 m² boutique hotel guestroom for short-stay leisure and business travellers. Clear zoning, integrated storage, warm natural finishes and layered lighting create a calm and functional guest experience.

- Clear circulation within a compact layout
- Comfortable sleeping and lounge zones
- Integrated storage and layered lighting

CONCEPT, USER & MATERIAL PALETTE

CALM | NATURAL | FUNCTIONAL

Target User

Short-stay leisure and business travellers.

User Needs

Comfortable sleeping and lounge areas

Practical storage

Clear and intuitive circulation

Suitable task and ambient lighting

The moodboard combines Japandi-inspired references, natural finishes, warm neutral tones and soft lighting. These elements informed the material palette and calm design direction of the guestroom.

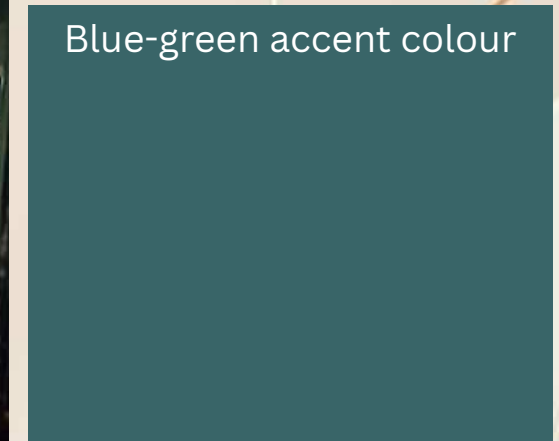
Dark timber finish



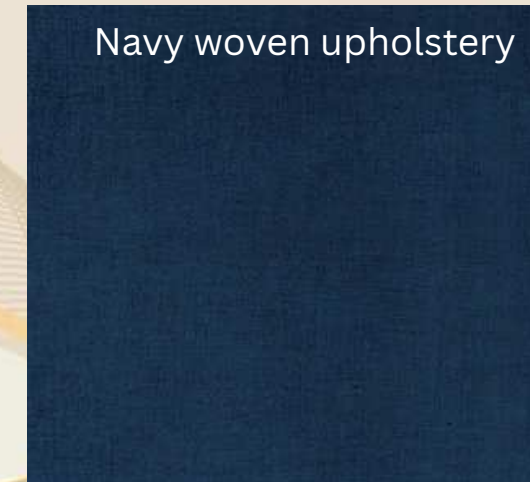
Feature lighting



Blue-green accent colour



Navy woven upholstery



Grey stone-look porcelain

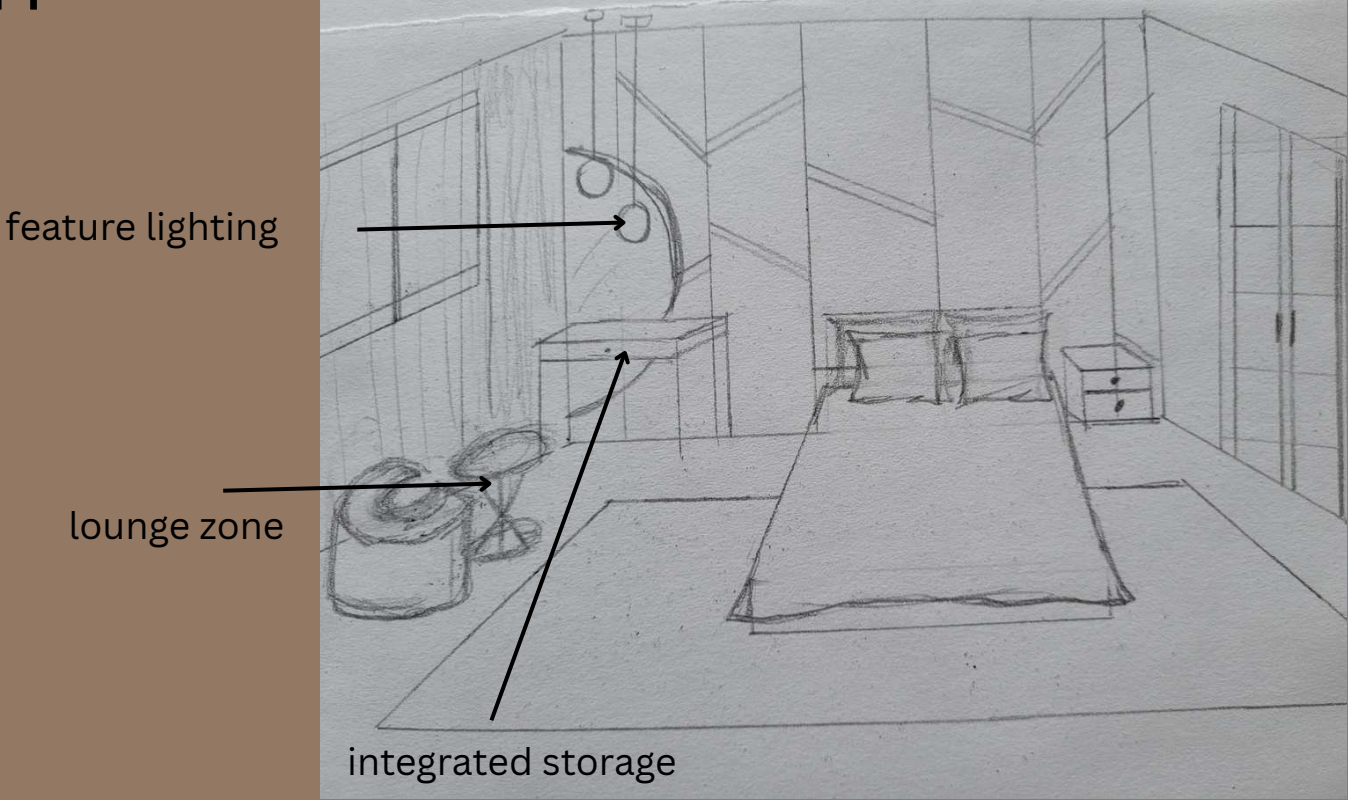


Reference imagery used for concept development; images are not my own.

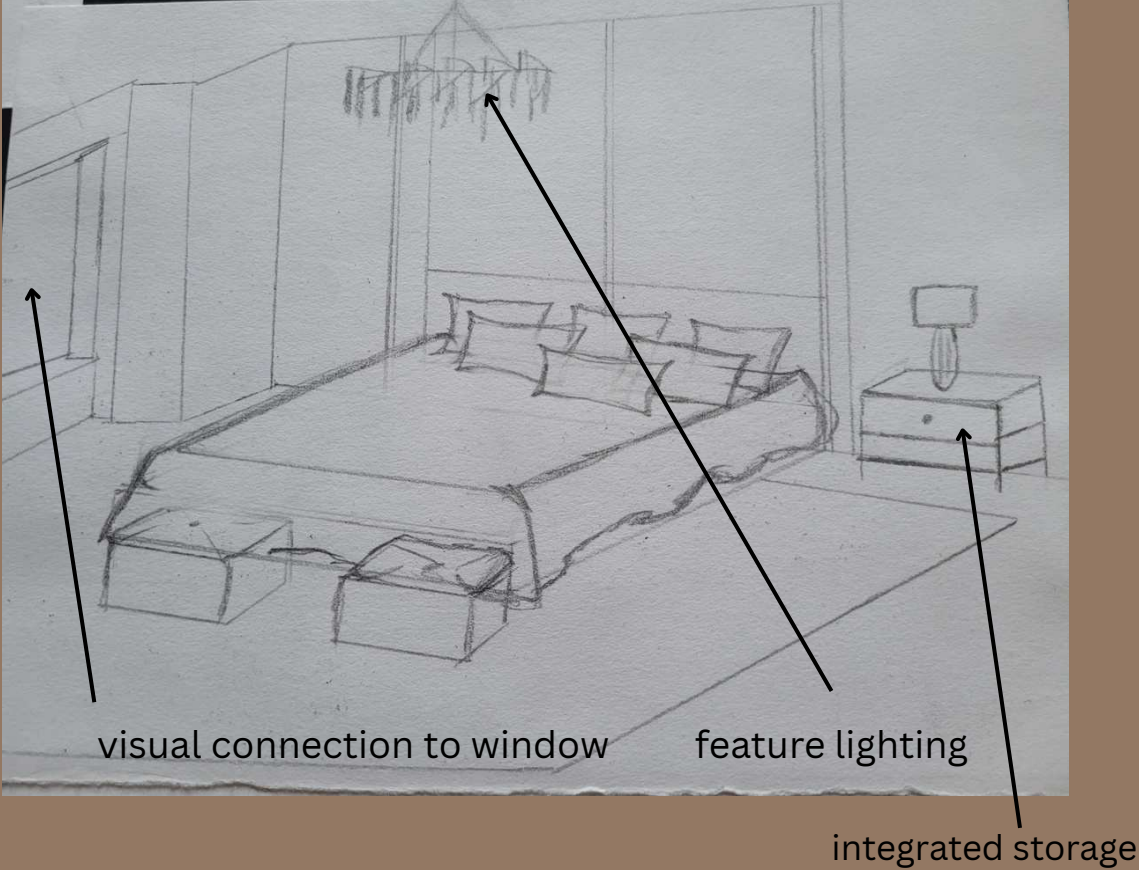
DESIGN DEVELOPMENT

Initial sketches explored bed orientation, storage integration and the relationship between the sleeping and lounge zones. The selected concept informed the final furniture arrangement and visual direction.

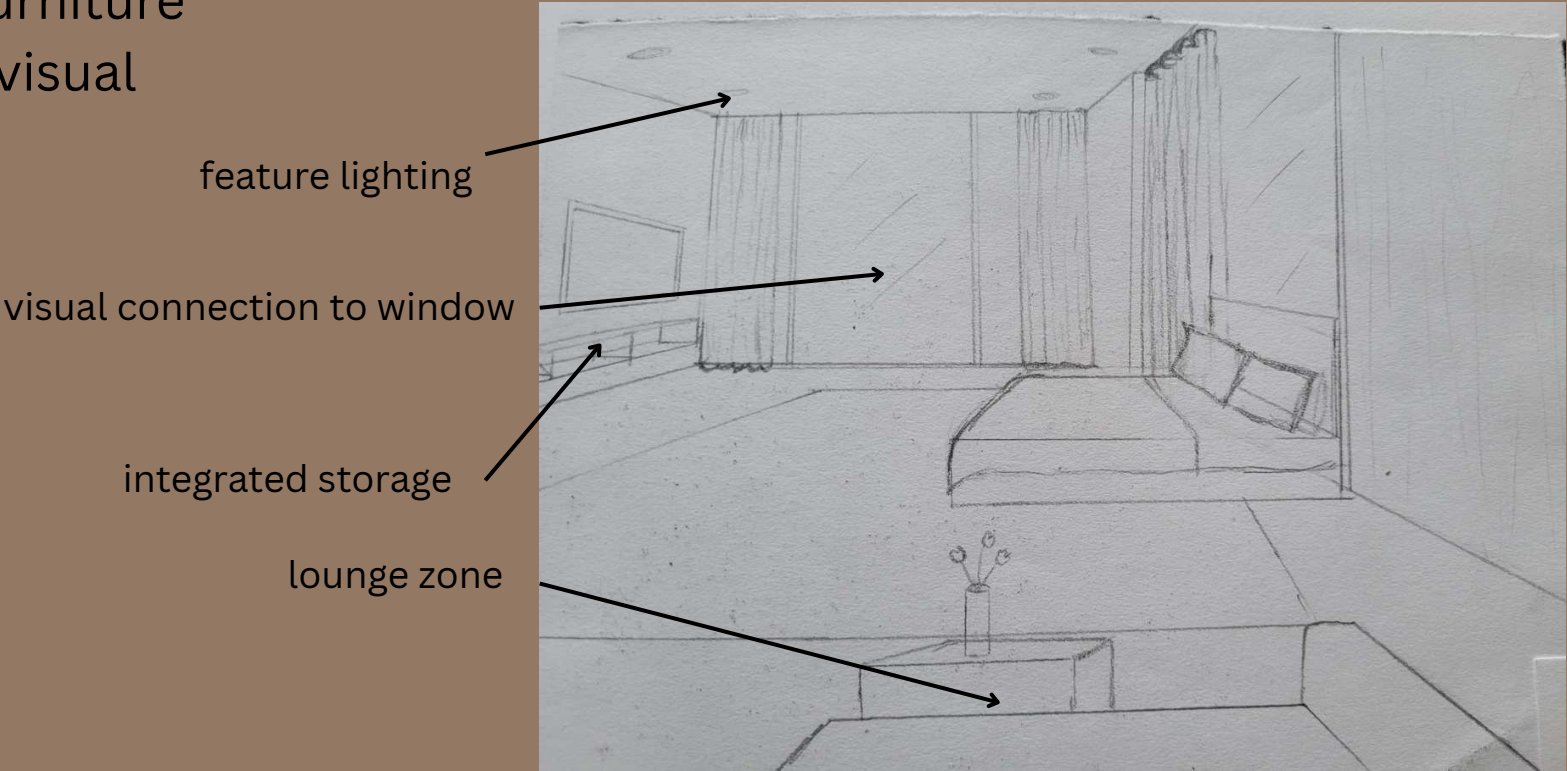
Option 01 – Initial bed orientation



Option 02 – Integrated storage development



Selected Concept – Final Design Direction



Initial sketches explored bed orientation, storage integration and the relationship between the sleeping and lounge zones. The selected layout creates a clear route from the entrance towards the window while keeping furniture positioned along the perimeter.

GUESTROOM 3D DESIGN DEVELOPMENT

The final standard room design balances spatial efficiency with a calm and welcoming atmosphere. Clear zoning organises the space into functional areas, while soft forms and warm materials enhance comfort and user experience. The layout supports intuitive movement and creates a cohesive environment suitable for short-term stay.



The SketchUp model was used to test furniture placement, circulation and the relationship between the sleeping, lounge and dressing zones. Furniture positioned along the perimeter maintains an open route through the room, while the feature media wall creates a clear visual focus.

- Sleeping zone
- Feature media wall
- Dressing/work area
- Clear circulation route

Bathroom layout developed in SketchUp

The bathroom combines stone-look surfaces, warm timber accents and layered lighting to create a calm, spa-inspired atmosphere. The layout separates the bathing, vanity and WC functions while maintaining a clear route through the space.



Dark timber-effect finish



Black-framed shower enclosure



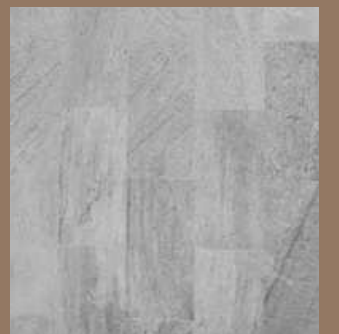
Dark green stone-look surface



Muted teal bathtub finish



Light grey stone-look floor tile



A large, irregular watercolor splash in shades of light orange, peach, and cream, centered on a solid light gray background. The splash has a soft, textured appearance with varying intensities of color.

GP CLINIC / HEALTHCARE DESIGN PROJECT

Healthcare Design Concept | 2024

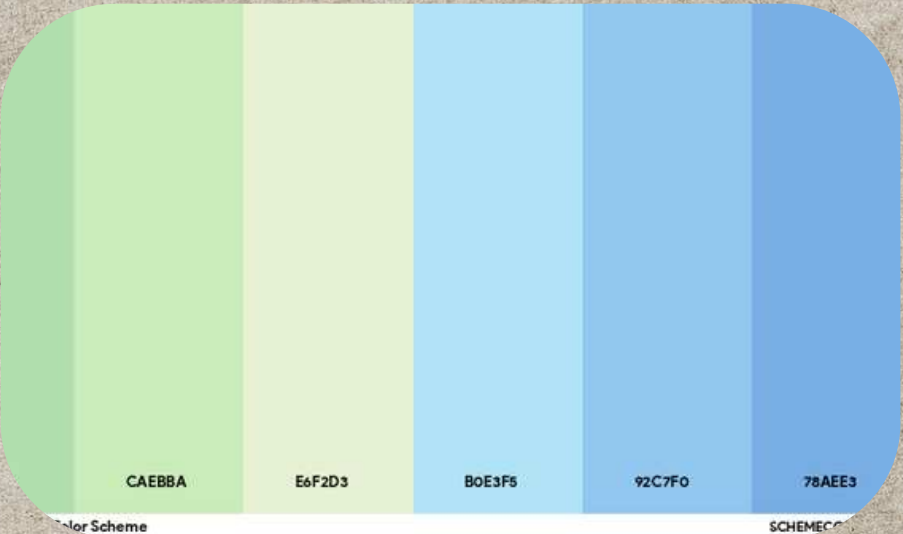
Project Type: Academic Concept Project
Role: Individual Project
Tools: SketchUp, Canva

This academic GP clinic concept explores how spatial clarity, privacy and calming finishes can support patient wellbeing and staff efficiency. The proposal includes reception, self check-in, waiting, children’s and consultation areas organised around a clear and intuitive patient journey.

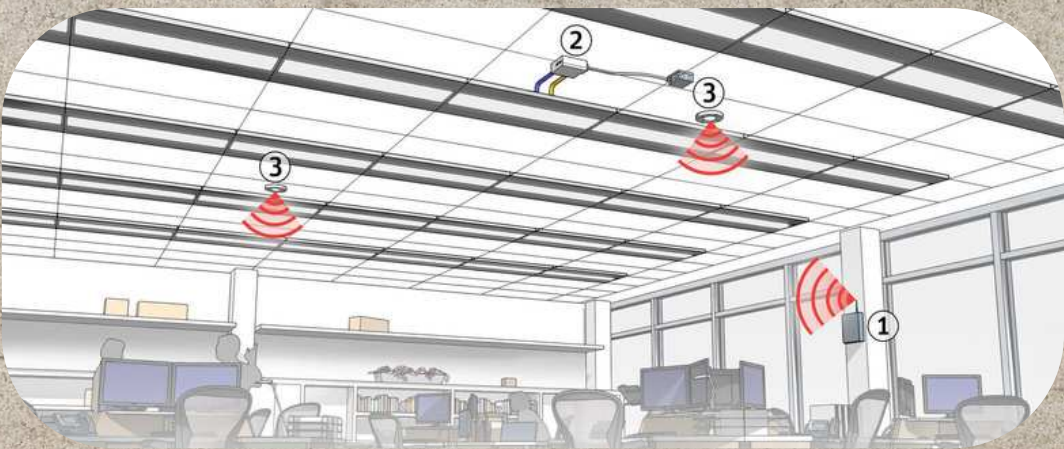
Self Check-in Kiosks



Calming Colour Palette



Smart Building Technology



Reference imagery used for concept development; images are not my own.

Natural-Look, Low-Maintenance Finishes



Durable, Easy-to-Clean Flooring



Digital and Clinical Technology



USER EXPERIENCE & MOODBOARD

Children's Area



Waiting Area & Reception



Users:

- Patients, including children and older adults
- Healthcare staff
- Visitors

Consultation Room



User Needs:

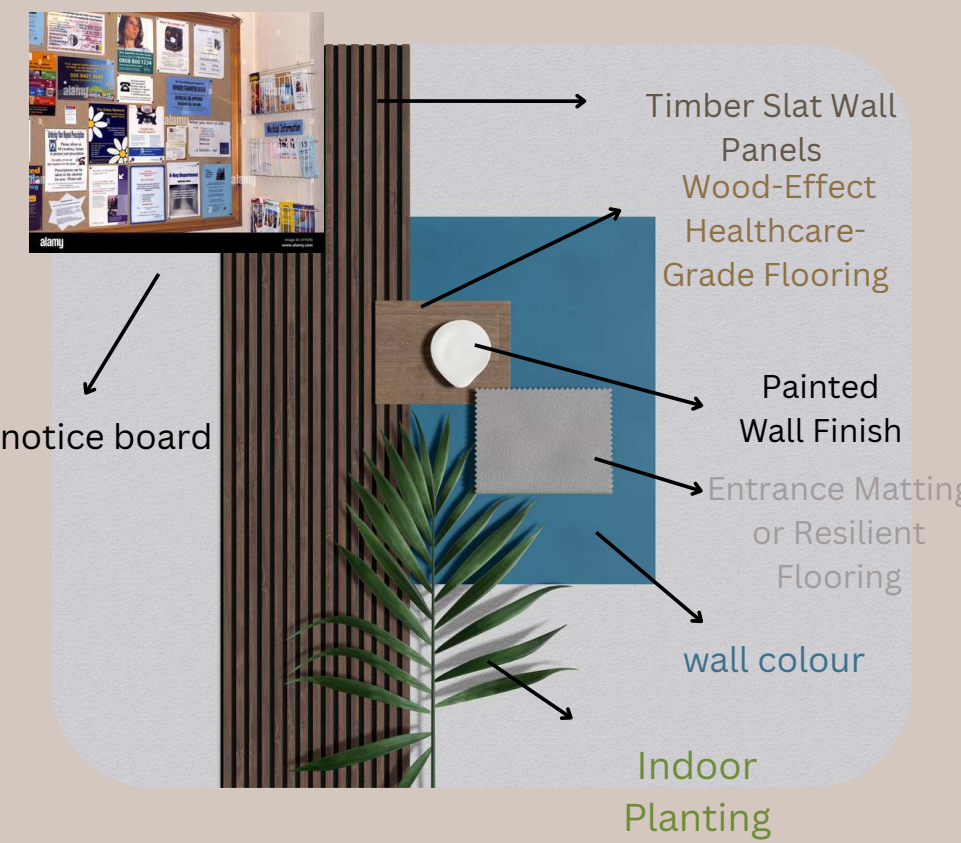
- Clear and intuitive navigation
- Reduced stress and anxiety
- Comfortable waiting areas
- Privacy during consultations
- Safe and hygienic environment

Arrival → Self Check-in / Reception → Waiting → Consultation → Exit

The design responds to these needs by introducing clear zoning, calming materials, and a balanced layout that supports both comfort and functionality.

Reference imagery used for concept development; images are not my own.

RECEPTION & SELF CHECK-IN DEVELOPMENT

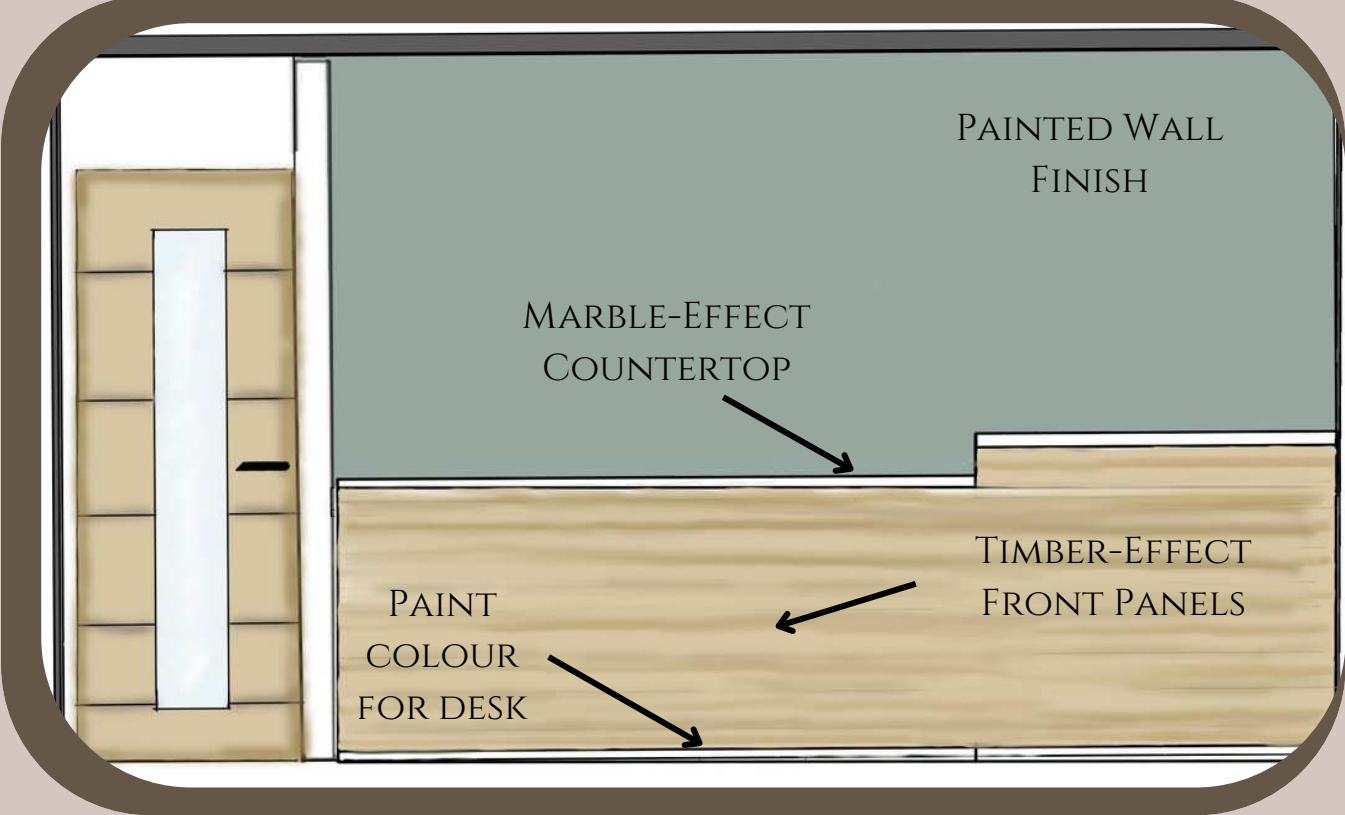


Entry Lobby



Reception

RECEPTION FRONT ELEVATION

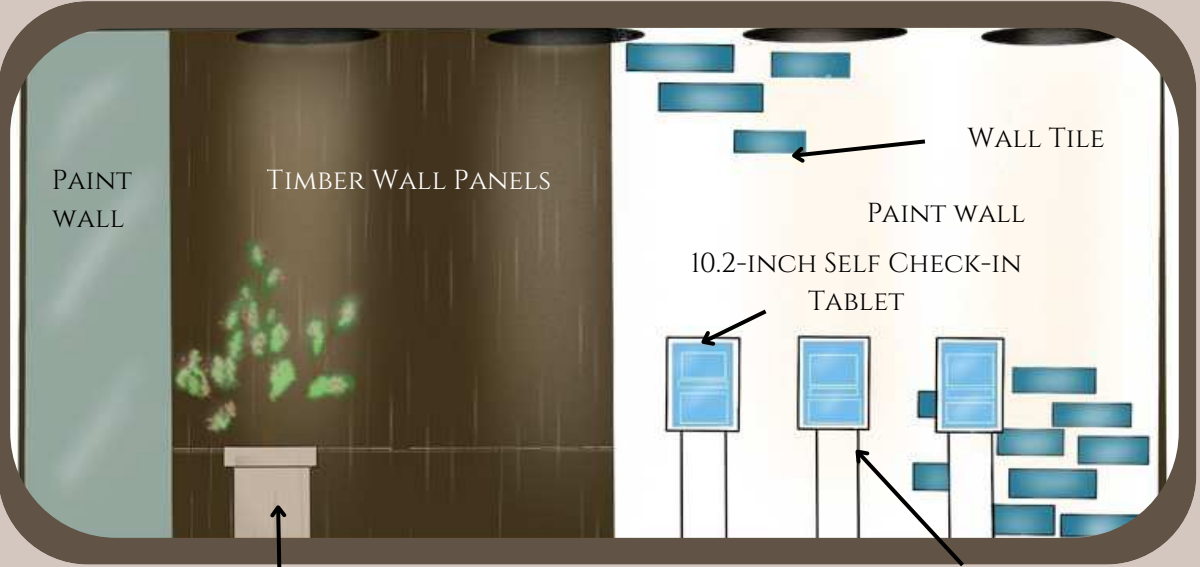


The design considers inclusive circulation.

- The spatial layout is organised to ensure clear and intuitive circulation for both patients and staff.
- Public and private zones are carefully separated to maintain privacy while allowing efficient movement throughout the space.
- The children's area is positioned within the waiting zone to create a more comfortable and engaging environment for families.

Self Check-in

SELF CHECK-IN FRONT ELEVATION



FLOOR-STANDING TABLET KIOSK

INDOOR PLANTING

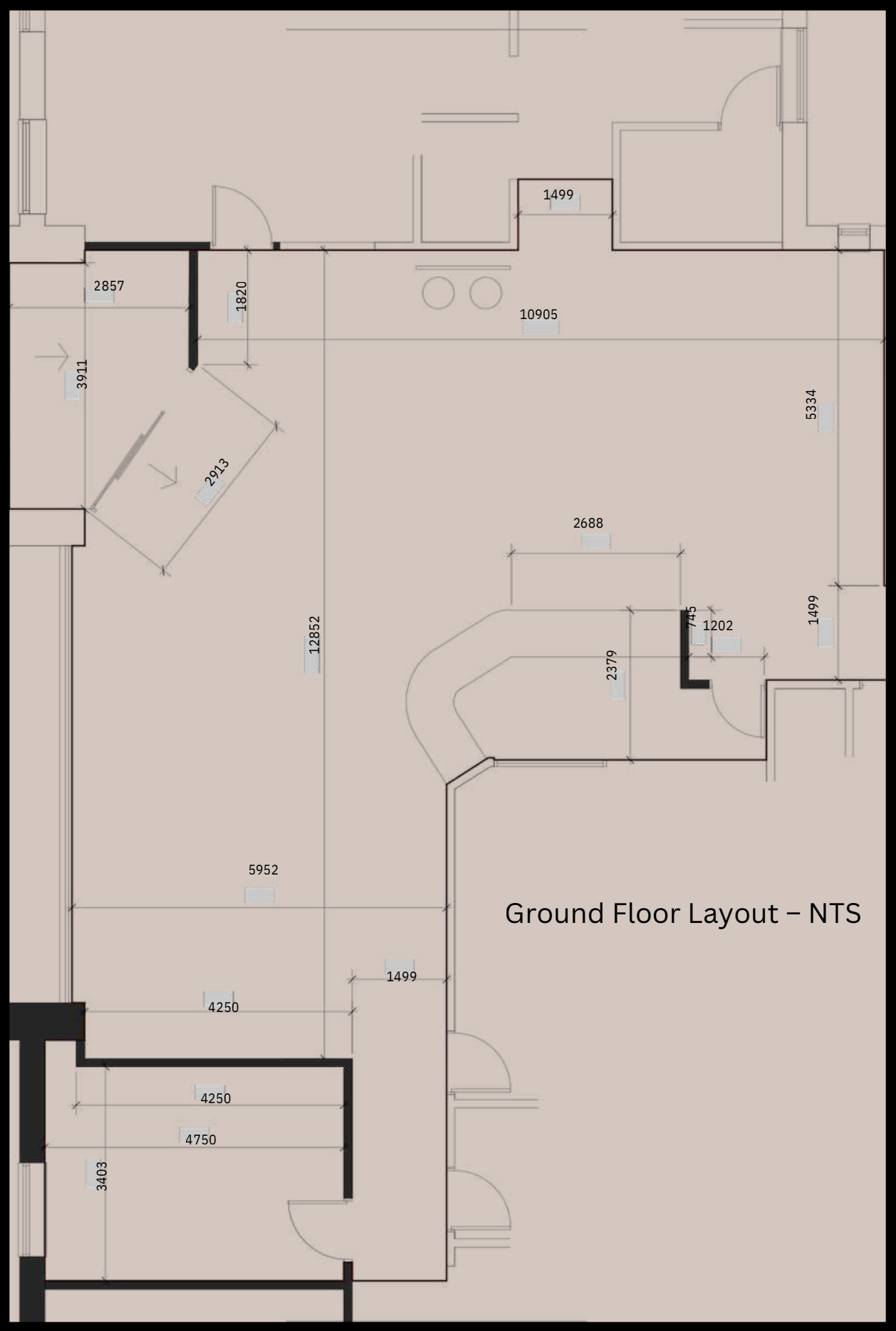
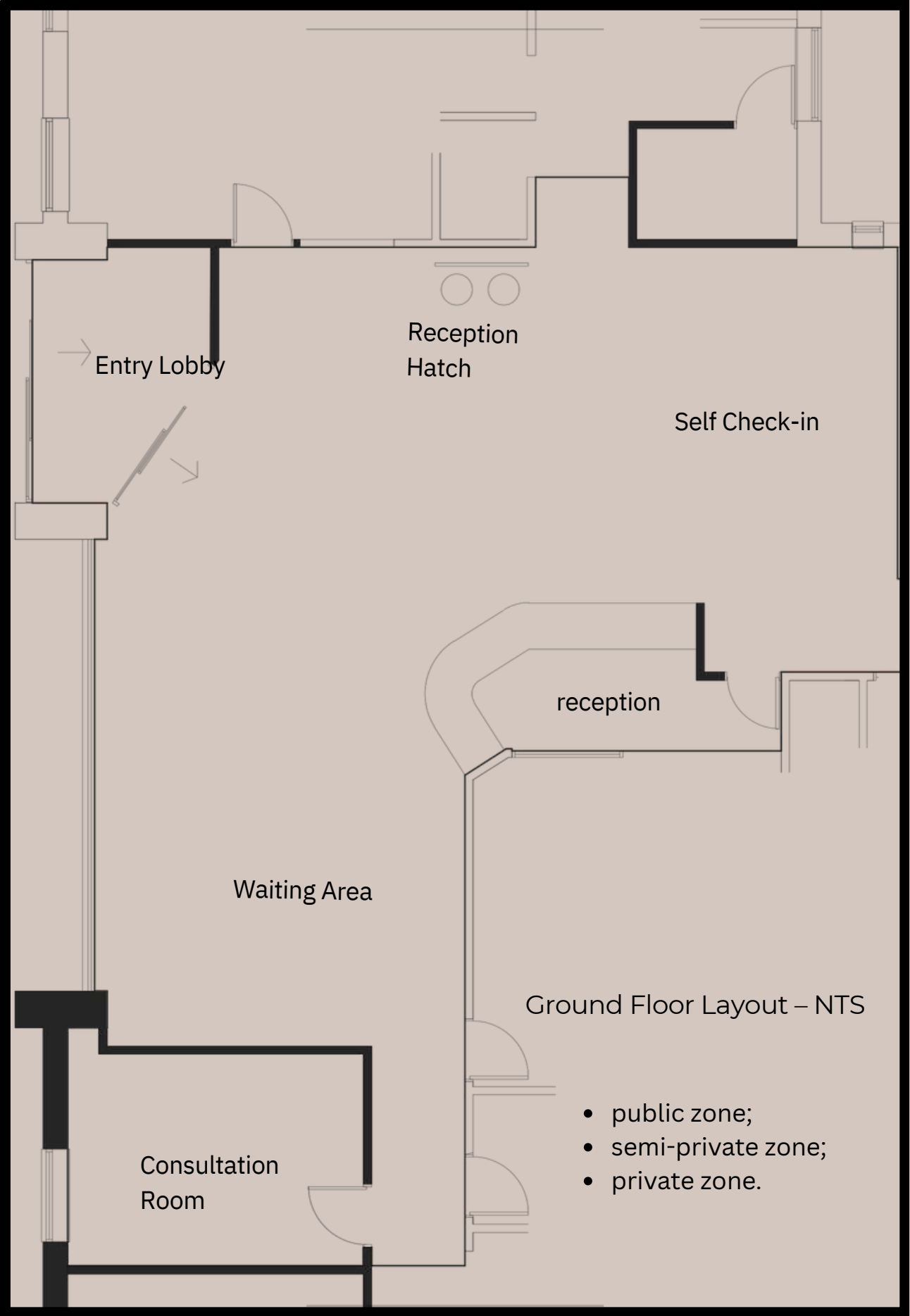
FLOOR-STANDING TABLET KIOSK



DIMENSIONED FLOOR PLAN

All dimensions in millimetres.

DIMENSIONED FLOOR PLAN



- Design Development:
- Material selection supports hygiene and durability
 - Lighting reduces harsh contrast and improves comfort
 - Spatial layout enhances user flow and accessibility

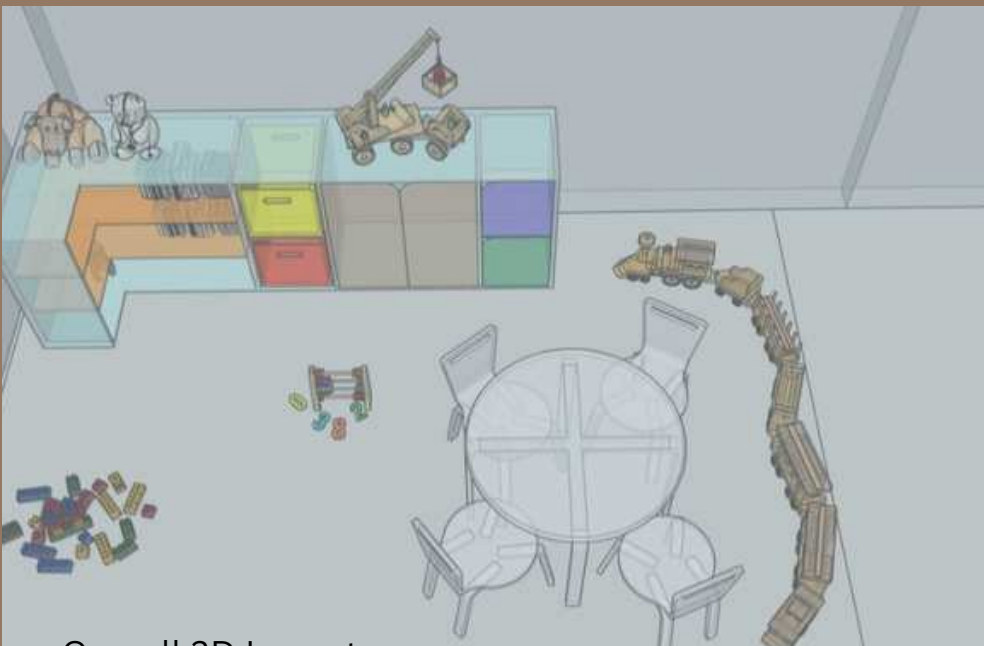
Entry → Check-in → Waiting → Consultation

3D SPATIAL MODEL

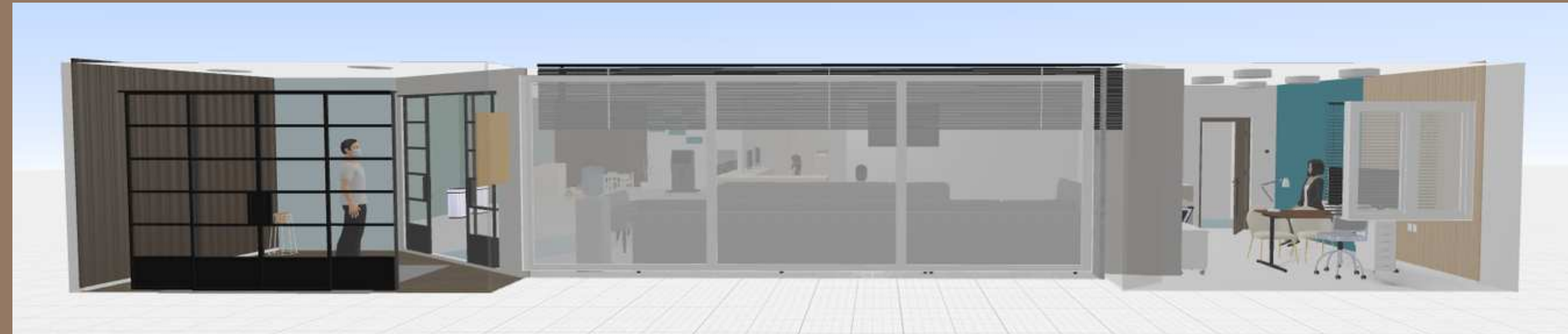
The 3D model tests the relationship between reception, self check-in, waiting and children's areas. Clear sightlines support staff awareness, while the consultation room remains separated from the main public zone to provide greater privacy.



CHILDREN'S AREA



- Overall 3D Layout
- Waiting and Reception Area
- Children's Area



- Self Check-in
- Reception
- Waiting Area
- Children's Area
- Consultation Room

A large, irregular watercolor splash in shades of light orange, peach, and cream, centered on a solid light gray background. The splash has a soft, textured appearance with varying intensities of color.

RESIDENTIAL DESIGNS

RESIDENTIAL INTERIOR | FAMILY HOME

Kitchen

AI-ASSISTED VISUALISATION BASED ON MY ORIGINAL MODEL



- Integrated storage
- Informal dining
- Warm timber and neutral finishes

ORIGINAL 3D MODEL



Children's Room

AI-ASSISTED VISUALISATION BASED ON MY ORIGINAL MODEL



- Integrated toy storage
- Dedicated rest and play zones
- Ocean-inspired feature wall

Low-level storage and clearly defined activity zones support independent and safe use of the room.

ORIGINAL 3D MODEL



Role: Individual Project
Tools: SketchUp, Canva and AI-assisted visualisation
This residential concept explores two family-focused spaces: a kitchen designed for everyday preparation, storage and informal dining, and a children's room supporting rest, play and creativity. Warm timber finishes, integrated storage and clearly defined activity zones create a practical and welcoming family interior.

CAFÉ INTERIOR CONCEPT SKETCHUP |
ACADEMIC PROJECT | 2024

CAFÉ INTERIOR CONCEPT | PLANNER 5D | ACADEMIC PROJECT | 2024



Entrance Concept

distinctive visual identity



Interior Seating Area



Overall 3D Layout

Project Type: Academic Concept Project

Role: Individual Project

Tools: SketchUp

This hospitality concept combines integrated planting, feature seating and a pink-and-lilac palette to create a distinctive café environment. The layout organises service, circulation and seating zones to support an intuitive journey from entrance to ordering and dining.

Strategically positioned planting supports the café's visual identity without obstructing primary circulation routes.

Floor Plan – NTS



Entrance → Ordering → Seating

THANK YOU FOR VIEWING MY PORTFOLIO

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I am currently seeking graduate, junior and work-placement opportunities within interior and hospitality design.

