

25-Nov

OUR NUMBERS



13
RESTAURANTS

25
OFFICE SPACES

14,004 414,000
SQM TURNED OVER COLOR PALETTES CHOSEN



- Sorry, final number is 12 for years in business.
- I know we tried to fix the layout of the numbers but I think it looked better before.. Can we try to put all numbers in hexagons instead? But for the four remaining numbers, let's make the background a solid color:
 - Black
 - Gray
 - Yellow (same shade as all text)
 - White



**IDR. MALEN
GOMEZ-GARCIA**

Creative Director

With almost twenty years of invaluable experience in the interior design industry & a sincere passion to understand each client's behavior, needs & wants, *Malen* has designed hundreds of projects that her clients have called home. Her natural eye & style coupled with the right balance of form & function has molded the distinct character of an *IdeaForma* home.



**NINA
GOMEZ-
CAMACHO**

General Manager

Nina, with her love for learning proven by achieving two master's degrees, one in *Business Management*, and another in *Entrepreneurship*, plus significant brand & marketing experience in other industries, has grown the business from a one-man team to a fully functional interior design & project management firm. With *Nina's* crystal clear focus on *IdeaForma's* mission &



**RICO
GOMEZ**

Asst. General Manager

Having handled multiple projects of different styles, paces & clients all through out his five years in the firm, *Rico* has perfected the smoothest implementation of the unique *IdeaForma* design process & over-all management. With almost a hundred projects under his sleeve, his project management, finance & administrative skills are truly quite remarkable.



**LISA
GOMEZ**

Marketing Head

With customer experience in this highly competitive service industry as her main priority, *Lisa* has recently introduced significant & personal touches in the whole *IdeaForma* experience. This marketing expert's decade-long experience with one of the country's most successful high-end developers, *Rockwell Land Inc.*, has infused her with the greatest attention to detail, knowing that it's the small things that truly matter.



**ERICA
GOMEZ**

Marketing Associate

With her fair share of outside experience in the client-servicing industry, particularly as a senior account manager of *Nuworks Interactive Labs Inc.*, a young & vibrant advertising agency, *Erica* is now this design firm's key to moving the *IdeaForma* service experience closer to perfection. Each project is unique and handled in the most personal manner but she ensures that every client recognizes those service trademarks

- Can we place all of the positions on the same line? So that all of descriptions will start on the same line as well.
- Can we update Lisa's name to Lisa Gomez-Quirante please.



RACHEL TANADA
Sr. Design Associate



DEBBIE RAMOS
Finance & Administrative
Supervisor



**ANGELICA
JAURIGUE**
Jr. Interior Designer



RENECA ABUSO
Jr. Interior Designer



ALLY ASPREC
Technical Designer



MIKE UMBAO
Administrative Staff

- Same with Core team members' names, let's put the first names on the first line and last names on the second line

OUR SERVICES



INTERIOR DESIGN

Aesthetic and function are put together in *detailed drawings* with corresponding *material specifications*. These elements are carefully developed to complete the interior design blue print of the project.



PROJECT MANAGEMENT

A meticulous process that monitors *budget* and *timeline* is implemented for cost-efficient and timely turnovers.



HOME MANAGEMENT

Coming Soon!

- Please input this description under Home Management:
 - Whether you've just moved into your first house, or you've been staying in it for the longest time, we know you're always itching to improve your home sweet home! We specialize in carpentry, painting, plumbing, electrical and mechanical works and all other minor and major home improvement & maintenance concerns.

FEATURED PROJECTS



2-Bedroom Condominium Unit, Avida Towers Vita

- Please change “View Project” to “View Photos”
- Please add total SQM for the labels
 - Buhain : 55 SQM
 - Lavides : 103SQM
 - Phua : 75SQM
- Location of property should be on the second line