



Becoming an
**INTERIOR
DESIGNER**

**KICKSTARTING
YOUR CAREER IN INTERIOR DESIGN
WITHOUT A FORMAL DEGREE!**

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HEY, I'M SONIKA

With 13+ years of experience in the Interior Design Industry, I have designed many happy homes! With designing being my biggest passion, I now love to share all that I know about designing homes through social media!

This ebook is for anyone passionate and keen to learn Interior Design in the most simple & honest manner! With hands-on experience of sites and after experiencing this field for the past few years in the most raw manner, I am here to share my knowledge, journey & stories to thrive in the field of Interior Design.

LET'S DO IT!



**I COULDNT REALLY FIND A PLACE
WHERE I COULD FIT IN,
SO I**

*Carved My
Own Niche!*



CHAPTER 01

INTRODUCTION

INTRODUCTION

**Welcome to "Unleashing Your Inner Designer:
Kickstarting Your Career in Interior Design
Without a Formal Degree."**

If you have a passion for design, creativity, and transforming spaces, you're in the right place. This eBook is designed to guide and inspire aspiring interior designers who are eager to pursue their dreams and build a successful career in the dynamic world of interior design, even without a formal degree.

The Interior Design Industry: A World of Opportunities

The interior design industry is a vibrant and diverse field that offers a multitude of opportunities for creative individuals. From residential and commercial design to staging, styling, and more, there are countless avenues to explore and specialize in. With the increasing demand for personalized, functional, and aesthetically pleasing spaces & tailor-made homes, the role of an interior designer has become more crucial than ever before.

Despite the common misconception that a formal degree is essential to succeed in the interior design industry, many talented and successful designers have proven that passion, creativity, self-motivation, and a strong work ethic are equally, if not more, important. Whether you're redesigning a client's home, transforming a commercial space, or styling a home, the impact of your work is tangible, rewarding, and long-lasting.



My Story

I have always been a creative person. While growing up, I always picked up paintbrushes over drumsticks or would spend hours splashing colors on a canvas rather than going outdoors to play. Every time we renovated our home, I would sit with my father with shade cards and visit furniture stores and feel super fascinated. Not only this, but always stood and stared at labor working, mixing plaster of paris, applying cement, etc.

I remember, there was a book fair in my school when I was in ninth grade, and while taking the aptitude test in a career book, the answer came as "Architect or Interior Designer".

*I just set that as my goal and honestly never thought of Plan B. After school, there were very few colleges in Delhi offering Architecture back in 2008. Being the eldest in my family, I did not have any guidance. My father refused to send me outside of Delhi. I did get admission in an architecture college, but societal pressure made my father push me to pursue a regular BA degree from Delhi University as that was more "girly". I never lost hope, I always thought my passion for design would take me there. I couldn't find a good diploma after exploring a lot and ended up looking at the curriculum of top Interior Design Universities. **I made my own notes, researched a lot, read books, watched videos, and taught myself the basic concepts of design.***

The good part was, our family owns a Sanitaryware & Tiles showroom. So while my friends bunked college to hang out, I would choose every window possible between & after classes to sit in the showroom and learn. I met many designers, architects, and builders and began to do sales at the showroom.

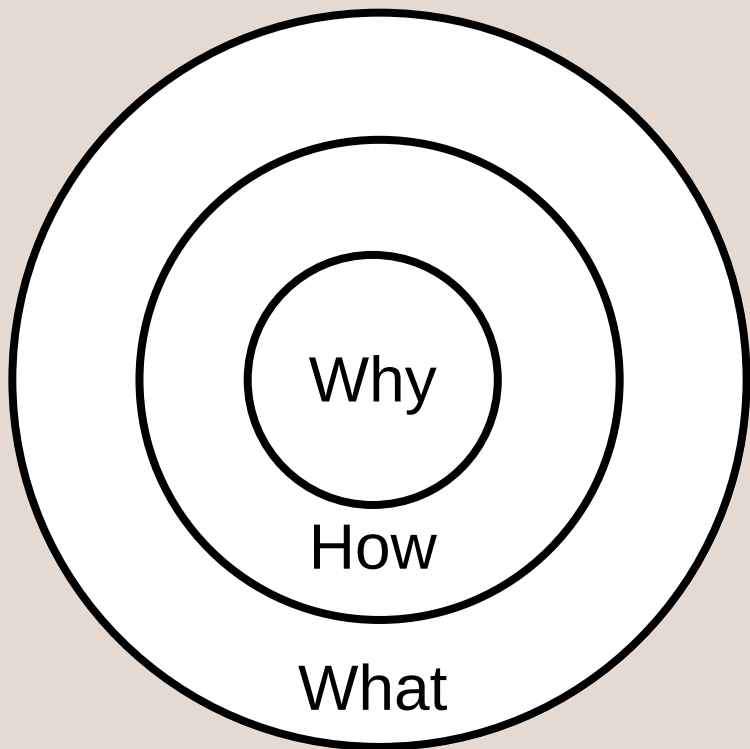
I learned 3D software by watching YouTube videos and began designing bathrooms. One day someone asked me to design a kitchen, the next day a bedroom, and very soon on the last day of college, I got my first design project, a 3BHK.

I learned on sites with every project, through contractors, laborers & vendors. Every time a client asked for something I didn't know, I went back researched & got back!

The skills, the software, techniques, client handling, labor dealing, everything!

Rest is history!

THE GOLDEN CIRCLE



WHAT

Every organization on the planet knows **WHAT** they do. These are either products or services they sell.

HOW

Some organizations know **HOW** they do it. This makes them special or sets them apart from others.

WHY

Very few organizations know **WHY** they do what they do. Why is not about making money. That's a result. Why is a purpose, cause or belief. It's the very belief why your organization exists.

While deciding any career or forming a new organization, it's very important to reflect inside and understand the real reasons of WHY you want to do something. Trust me, there are many instances during your journey which pull you down and that is when your WHY helps you to bounce back.

For me, the idea of designing a space for a family, visualising them enjoying their little moments, to be able to elevate their lifestyle and basically give life to their thoughts has always felt very soul filling. It's not just the colors, textures, materials which fascinate me, it's how I use them to create a space that reflects the home owner's personality. My WHY will always be to design "Happy Homes". So before you embark on this journey, sit down and ask yourself certain questions, write down your "WHY'S". It will always help you through this journey.

**SINEK'S GOLDEN CIRCLE
MODEL EXPLAINS HOW
LEADERS INSPIRE
COOPERATION, TRUST AND
CHANGE IF THEY 'START
WITH WHY' VALUE
PROPOSITION AS A
THEORY**

[Link to video- Click here to learn more about golden circle](#)

INSPIRATION

LET'S DESIGN

*Happy
Homes*



My "Why"

While I knew this very early, that I was passionate about designing spaces, specifically homes, my "WHY" has evolved over the years. While I still design happy homes for my clients right from making sure they enjoy the difficult process to settling into their new homes, I feel it should be a fulfilling process. My content creation journey gave me a new "WHY".

I have seen the struggles of common people while making their most sacred place "home" the most dreadful experience. There is minimum design literacy, the entire process has become commercialized. Not knowing what one wants to making wrong decisions in material selection due to a lack of knowledge of vendors, labor, and contractors fooling common people for their benefit has always triggered me. I can vouch for being the most honest and authentic designer. While there are many ways to make extra money in this field, right for some and wrong for others, I have always listened to my heart and done things in the right interest of my clients. When I started content creation, I didn't even know influencer marketing existed or you could monetize this so well. My only agenda was to create awareness and help people with the small details. As I dug deeper into this field, I realized there was a huge need for this and my unbelievable growth on social media in a span of 2 years is a result of it. I always questioned it though as it was unbelievable and felt like a fluke, but clearly, I was doing something right. And of course, when the fruits of it come, you enjoy it, I did monetize my content and made an extra income source but I was an "accidental influencer".

So anyone who wants to become an influencer today and feels it's easy & quick, let me break your myth, It's not the 2 years of consistent posting that got me here, it's the experience of more than 13 years which was being reflected in 2 years. And sharing & creating content seems easy as it is a byproduct of my main work which is Interior Design. So yes, social media is extremely important in your journey of Interior Design but finding your WHY will always stay the essence of your career.

For me, imagining a family living their sweetest moments in a space and being able to provide for them gives me immense happiness. All the roughness one goes through doesn't matter in the end when you see a Space come to life. You need to dig deeper and be more empathetic if you have decided to start this journey as you will not just be designing spaces for someone, but a life they will be living in every single day!

Why **INTERIOR DESIGN?**



CREATIVITY & DESIGN PASSION

Interior design allows you to express your creativity through space planning, color schemes, furniture selection, and decor. It offers a platform for artistic expression and innovation.



LOVE FOR SPACES

Each space is a blank canvas and can tell a story, and you can be its storyteller. The idea of working in unique spaces with its own set of challenges & opportunities may excite you and transform them into whatever you can imagine!



PROBLEM SOLVING

Designing a space involves solving complex problems related to functionality, aesthetics, and budget constraints. For those who enjoy analytical thinking and finding creative solutions, interior design can be very rewarding.



BRING IT ALL TOGETHER

In the end, the most soul-filling thing is to bring it all together from dust to sparkles! The journey of a project is very empowering in many ways and brick by brick, you get to be involved in the process and to be able to put everything & bring it all together is the most rewarding.



SETTING EXPECTATIONS AND UNDERSTANDING THE COMMITMENT REQUIRED

While the journey from a passion for design to a successful career in interior design is undoubtedly exciting and rewarding, it's essential to set realistic expectations and understand the commitment required to make a successful transition.

THINK ABOUT YOUR “WHY”

Building a successful design career takes time, patience, perseverance, and continuous learning.

You'll need to invest in acquiring new skills, building a portfolio, networking, and promoting your services to attract clients and establish your reputation in the industry. You'll also need to navigate the business side of interior design, including pricing, contracts, client relations, and legal considerations.

Interior design is a highly rewarding profession that allows you to turn your passion for design and creativity into a lucrative and fulfilling career. As an interior designer, you'll have the opportunity to transform spaces, enhance the quality of life for your clients, and leave a lasting impact through your work.

Moreover, interior design offers a perfect blend of artistic expression and practical problem-solving. You'll have the chance to work on diverse projects, collaborate with clients and other professionals, and continuously explore and experiment with new trends, styles, and technologies.

Conclusion

Embarking on the journey to kickstart a career in interior design without a formal degree is an exciting and transformative experience. It's a chance to pursue your passion, unleash your creativity, and build a rewarding and fulfilling career doing what you love. This eBook is here to guide and support you every step of the way, providing you with practical advice, insights, and resources to help you successfully navigate the transition and build a successful career in interior design.

In the following chapters, we'll delve deeper into the essential steps and strategies for building a successful design career without a formal degree, including understanding the basics of interior design, building your design portfolio, networking and building industry connections, marketing yourself and your services, navigating the business side of interior design, building and managing client relationships, continuous learning, and professional development, and overcoming challenges and staying resilient.

So, are you ready to embark on this exciting journey and unleash your inner designer? Let's get started!

