

# AGUSTIN GRANELL

SENIOR INTERIOR DESIGNER / DESIGN DIRECTOR

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## EDUCATION

Master's Degree  
INDUSTRIAL DESIGN  
CEU Cardenal Herrera Univ.  
Valencia. SPAIN  
1989 - 1992

Master's Degree  
INTERIOR DESIGN  
CEU Cardenal Herrera Univ.  
Valencia. SPAIN  
1990 - 1992

## EXPERTISE

Design process  
Space planning  
Lighting design  
Time-management skills  
Knowledge of design trends  
Practical field experience  
Sketch freehand drawings  
Adobe Photoshop

## PROFESSIONAL PROFILE

Resourceful, accomplished and dedicated Senior Interior Designer with 26 years of experience in conceptual design, space planning, interior design and client leadership with specialty in hospitality, retail and food & beverage areas in international environments.

A self-owned studio of architectural and interior design GSA&ID in Spain from 1993 to 2011, managing teams of architects, interior and graphic designers and project managers.

From 2011 to 2013 managed GG+Architects as co-partner, a guatemalan architectural & interior design studio developing projects in Central America and the Caribbean.

From 2013 to 2015 managed EATSIDE, a spanish architectural & interior design studio developing projects in Middle East.

Currently manage a self-owned studio IRID DESIGN INTL., an interior design studio specialized in hospitality and food & beverages projects in USA, Europe, Central America and the Caribbean.

## CORE COMPETENCIES

- Specialized in New Concept and Brand creation for new hotels and Restaurants business development.
- Highly Creative and take lead in conceptualizing residential and hospitality interior design, space planning and design process.
- Ability to lead and manage a team of designers and projects managers accustomed to teamwork.

## AWARDS

London Design Awards GOLD  
Intl. Retail Interior Design.  
Repsol ON  
*DRIVENxDESIGN*  
2018

*Media:* [https://drivenxdesign.com/LON18/project.asp?ID=17386&Category\\_ID=9009](https://drivenxdesign.com/LON18/project.asp?ID=17386&Category_ID=9009)

Intl. Design Award Finalist  
Retail Design. Repsol ON  
*Society British of Interior Design*  
2018

*Media:* [www.internationaldesignexcellenceawards.com/winners/2018](http://www.internationaldesignexcellenceawards.com/winners/2018)

Second Special Award  
Excellence in Design. Repsol ON  
*RETAIL DESIGN INSTITUTE USA*  
2018

*Media:* Retail Design Institute 47<sup>th</sup> Awards

Special Award Repsol ON  
Innovation & Sustainability  
*RETAIL DESIGN INSTITUTE USA*  
2018

*Media:* Retail Design Institute 47<sup>th</sup> Awards

Gold Award Convenience Store  
Innovative Design. Repsol ON  
*SHOP! USA*  
2018

*Media:* Shop! Enhancing Retail

International Convenience  
Retailer of the Year. Finalist.  
Repsol ON  
*NACS EUROPE ENGLAND*  
2018

*Media:* NACS London Europe

## CORE COMPETENCIES

- Strong ability to lead clients and consultants, achieving a level of synergy that results in outstanding performance and an unparalleled work quality.
- Strong drive to engage in evidence-based design and sustainable projects. Knowledge of LEED Certification requirements.
- Manage deliverable projects in terms of scope, time and budget with strong decisive ability to strategically prioritize.
- Prepared & managed budgets of up to \$ 2.5 million for major hotel and food & beverage corporations.
- Huge expertise in interior design process for main USA hotel corporations and experience with both new-construction and major renovation projects.
- Ability to sketch freehand illustrations, perspectives and technical solutions.
- Talent, creative flair and desire for continuous knowledge and learning to improve in future leadership performance
- High proficiency in Adobe Photoshop and working knowledge Illustrator and Adobe Sketch.
- Basic knowledge in Autocad, Indesign and Microsoft Office Package.

## PROFESSIONAL EXPERIENCE

PROFFETIONAL HOTEL DESIGN LLC | Miami | 2017 – Present  
*Design Director/ Senior Interior Designer/ Project Manager*

As outsourcing interior design studio I worked as Design Director, project developer and project manager of multiple projects in Florida, Central America and the Caribbean.

- Design Director AMR Resorts. Dreams Playa Macao. Dominican Republic.
- Design Director Marriott Residence Inn. Pacific Center. Panama.

## AWARDS

Best Hotel Spa  
Asia Gardens Resort & Spa  
*Hotel & Property Awards*  
2012

*Media: Hotel & Property Awards*

Best Luxury Hotel Spa in Europe  
Asia Gardens Resort & Spa  
*Condé Nast Traveller*  
2011

*Media: Condé Nast Traveller*

Finalist Gold List 2011  
Best Resort in Spain  
Asia Gardens Resort & Spa  
*Condé Nast Traveller*  
2011

*Media: Condé Nast Traveller*

Finalist Gold List 2010  
Best Resort in Spain  
Asia Gardens Resort & Spa  
*Condé Nast Traveller*  
2010

*Media: Condé Nast Traveller*

Best Interior Design Studio  
GSA&ID  
*HOT CONCEPTS AWARDS*  
2010

*Media: Restauration News Magazine*

Finalist Gold List 2009  
Best Resort in Spain  
Asia Gardens Resort & Spa  
*Condé Nast Traveller*  
2009

*Media: Condé Nast Traveller*

## PROFESSIONAL EXPERIENCE

- Design Director Revamp Ocean Club Residences & Spa to Luxury Collection Hotel. Dominican Republic.
- Concept Design Director. Pueblo Bonito Hotels in Mexico, Sagamore Hotel and Townhouse Hotel in Miami USA
- Design Director Revamp JW Marriott. Rio de Janeiro. Brasil.
- Project Manager ME Melia Hotels. Miami. USA

IRID DESIGN INTERNATIONAL LLC | Miami | 2015 – Present

*Design Director/ Senior Interior Designer/ Project Manager*

Self-owned and managed this interior design studio. I worked as a Design Director, project developer and project manager of multiple projects in international environments.

- Design Director Hotel Boutique Los Fiscos Revamp. Lanzarote Canary Islands. Spain.
- Design Director New Convenience Shop Concept Development. Repsol S.A. Madrid. Spain.
- Design Director Preciados Boutique Hotel Revamp. Madrid. Spain.
- Design Director Santa Justa Boutique Hotel Common Areas. Lisbon. Portugal.
- Architectural Design Director High End Residence. Puerto Cancun. Cancun. Mexico

EATSIDE Interior Design Studio | Madrid | 2013 – 2015

*Design Director/ Senior Interior Designer/ Project Manager*

Self-owned and managed this interior design studio. I worked as a Design Director, project developer and project manager of multiple projects in Middle East.

- Design Director Sheraton Hotel Common Areas and Restaurants Revamp. Doha. Qatar.
- Senior Interior Designer ALI BIN ALI GROUP QATAR. Food & Beverages Areas. Doha. Qatar.

## AWARDS

Chamber of Commerce Award  
Asia Gardens Resort & Spa  
*Official Chamber of Commerce,  
Industry and Navigation Alicante  
Spain  
2008*

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## LANGUAGES

*Spanish – Native*  
*French – Elementary*  
*English – Upper Intermediate*

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## INMIGRATION STATUS USA

*2014 – 2017 Visa O1/  
Extraordinary Abilities*  
*2017 Employment Authorization  
and Travel Permit*  
*2017 – Present  
Lawful Permanent Resident  
Greencard*

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## PROFESSIONAL EXPERIENCE

- Concept Design Director Mall of Qatar. Food Court & Leisure Areas. Doha. Qatar.

G+G Architects Design Studio | Guatemala | 2011 – 2013

*Design Director/ Senior Interior Designer/ Project Manager*

Self-owned and managed this interior design studio. I worked as a Design Director, project developer and project manager of multiple projects in Central America.

- Design Director Barista Coffee Restaurant Chain. Ciudad de Guatemala. Guatemala.
- Senior Interior Designer. Cemaco Mall. Common Areas Ciudad de Guatemala. Guatemala.
- Design Director and Project Developer Campero Restaurant Chain for Europe & Asia. Guatemala.
- Concept & Design Director Del Puente Restaurant Chain. Ciudad de Guatemala. Guatemala.

GSA&ID Interior Design Studio | Madrid | 1993 – 2011

*Design Director/ Senior Interior Designer/ Project Manager*

Self-owned and managed this interior design studio. I worked as a Design Director, project developer and project manager of multiple projects in Europe.

- Design Director Osborne Food Hall Areas in Harrods (London), Galleries La Fayette (Paris), KaDeVe (Berlin) and El Corte Ingles in Madrid. Spain.
- Design Director LaNicoletta Italian Restaurant Chain. Spain.
- Design Director and Project developer San Anton Street Market. Madrid. Spain
- Design Director Autogrill Spain Food & Beverages Areas. Madrid. Spain
- Design Director / Senior interior designer Grupo Vips. Multibrand Restaurants Chain. Spain.

## INTEREST

*Sustainability &  
Circular economy*

*Nature &  
Eco-Preservation Society*

*Eastern Cultures*

*Self-Improvement*

*Social Responsibility*

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## PROFESSIONAL EXPERIENCE

- Design Consultant Food & Beverages Areas for Potomac Thames LLC. Madrid. Spain.
- Design Director and project developer multiple independent Restaurants. Spain.
- Senior Interior Designer SPA & Leisure Areas Hotel Melia Villaitana. Alicante. Spain.
- Senior Interior Designer Hotel ALMA. Berlin. Germany.
- Interior Design Director Common Areas & Restaurants Hotel Asia Gardens. Alicante. Spain.
- Design Director SPRINT Convenience Stores REPSOL YPF. Multiple locations. Spain.
- Architectural Design Director multiple Free Standing Buildings for Restaurants Chain. Spain.
- Design Director and Senior interior designer multiple Retail areas. Spain.

## REFERENCES

Juan Carlos Henche  
*F&B General Manager Spain*  
OSBORNE |  
Madrid, Spain  
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*General Manager*  
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## REFERENCES

Bruna Barbieri  
*Senior Project Manager*  
Hill International Inc. | Rio de Janeiro, Brasil  
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Marisol Franco  
*Director Interior Design*  
*CALA Development Office*  
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Luis Yunta  
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*Design & Construction*  
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*Owner Hotel Santa Justa Lisbon*  
*Owner Hotel Preciados Madrid*  
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## PORTOFOLIO

To see Portfolio go to [www.agustingranell.com](http://www.agustingranell.com)

*Thank you !!*

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