

THE

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Dialogue with a Designer



Melissa Snow

Melissa Snow Designs | Houston, TX



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MWG INNOVATIONS - With a passion for designing and working with glass, Esvin Tista founded MWG Innovations in 2018 on the idea that offering custom bath glass and mirrors for new construction and remodeling projects should fall in the line of an exquisite art job. Esvin takes great pride in creating unique pieces of art designed to bring life to the ideas given to him by the builders, designers, and trades he partners with. His work includes intricate designs of fabricated unique custom metal, wood, and glass pieces for shower doors, vanities, mirrors, handrails, and more. MWG Innovations is committed to providing all clients with high-quality products and services in which yield outstanding customer satisfaction.

This month MWG INNOVATIONS speaks with MELISSA SNOW DESIGNS. Melissa Snow recognized a need to make consistent, timeless designs attainable for those who seek the services of a qualified professional that will work with clients' wants. Because of her unique background and expertise, Melissa can execute original distinctive, yet timeless designs while delivering solid, reliable service to her clients. The company strives to bring their client's vision into reality, giving their clients the highest quality in their design while providing the best return on their design

investment. All of the clients have a unique vision.

Melissa Snow Designs embraces each project individually, providing fresh, innovative ideas and creative concepts for all project types regardless of the project size or budget. We deliver a custom professional approach to meeting both commercial and residential interior design.

MWG INNOVATIONS: What motivated you to enter interior design?

Melissa Snow: I enjoy the creative challenge of walking into the space with a client, and they describe to me what they want, and then we make it a reality. I love several aspects of design, from various finishes to selecting the perfect accessory for a client. I enjoy rethinking the space with a client, whether choosing a new piece or knocking down a wall to open up a space. I enjoy the challenges and successes that occur from the space's new design.

MWG INNOVATIONS: How has the field of interior design changed since you graduated?

Melissa Snow: Trends like the colors and styles of the interior and exterior of homes have changed dramatically. The use of technology for our clients to visually see spaces we create in 2D and 3D perspective has been a great



tool in showing the final desired design for their spaces. Another change has been how we can interact with our clients locally and out of state through Zoom meetings, job site walks, and text and emails. The expectations and the overall knowledge of our clients have increased. We love when they come to us with many of the key concepts they want to integrate into the design of their home. They expect us to make their dream space come to life, and we accept and enjoy that challenge.

MWG INNOVATIONS: *How can an experienced interior designer help a custom home builder or a remodeling contractor with their building or remodeling projects?*

Melissa Snow: A custom home builder or remodeling contractor's partnership with the interior designer is key. We create a functional design space representing the beauty the client wants to see and work with the builder or remodeler to build the home or area for them. We can assist them in suggesting items to the client or builder that are within the budget allotted by the builder/remodeler. Also, an interior designer can keep the project on track to meet the set deadlines for the necessary selections. All of these are just the start of how an interior designer can assist them in a project.

MWG INNOVATIONS: *What sets you apart from other designers?*

Melissa Snow: Melissa Snow Designs is set apart from





other designers in many ways, but one key characteristic is our attention to the client. A key characteristic that sets good customer service apart is not just hearing but instead listening to what the client needs, wants, and desires for their space. It is essential to have a functional and beautiful space at the same time. The client should make the final decision since they will spend the most time in the designed space. The client indeed leads the process in the way we approach each aspect. Our company is very flexible in the process when working with a client. They may desire to work hand in hand with Melissa Snow Designs or allow our company to select and then bring options for them to view. Sometimes we completely design a space and then show the client the final design with 3D renderings. It is all

up to the client what they desire and prefer.

MWG INNOVATIONS: What has been your most challenging project and why?

Melissa Snow: We designed a 20,000 square-foot restaurant project that was a historical property; truthfully, that was the most challenging. As the design team onsite daily, the challenge was balancing what we could rehab compared to what needed to go in new – think mechanical, electrical, plumbing, and structural. In addition, to keep it within the historical landmark guidelines, this project took a lot of patience and required a lot of knowledge. As always, the most challenging things in life and in design end up being the thing that brings us the most joy. We face daily challenges, from the possibility of items not being installed correctly to a paint color that needs to be tweaked. Ultimately, how you handle your challenges tends to say volumes about you.

MWG INNOVATIONS: How do you begin the materials selection process when working with builders' and remodelers' clients?

Melissa Snow: The client and Melissa Snow Designs usually have an initial meeting to discuss their desires for a space and to share their inspirational photos (usually saved on Pinterest, Houzz, etc.). After formulating a priority of desires and a design plan, we will then set out to select the perfect design elements to complete the space. The builders and remodelers have many working relationships with vendors we use for the needed materials to design the space. The material selection process is dynamic, allowing our company to see the newest high-quality material or product. As the design process evolves and a similar pattern of choices emerges from the client, one can hone in on which of the specialized vendors will assist us in developing their design vision.

Melissa Snow Designs
7941 Katy Freeway #430
Houston, TX 77024
281-639-0039

Melissa @melissasnowdesigns.com
www.melissasnowdesigns.com



713.572.2284
bathsofamerica.com
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