



STORIES & INSIGHTS

Meet Audrey Scheck

STORIES & INSIGHTS 3 DAYS AGO

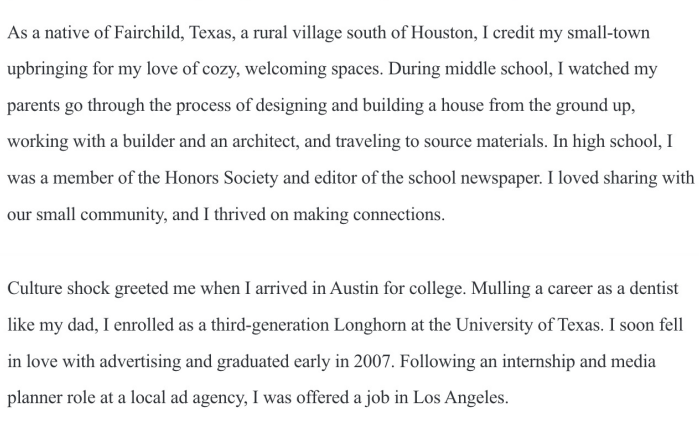
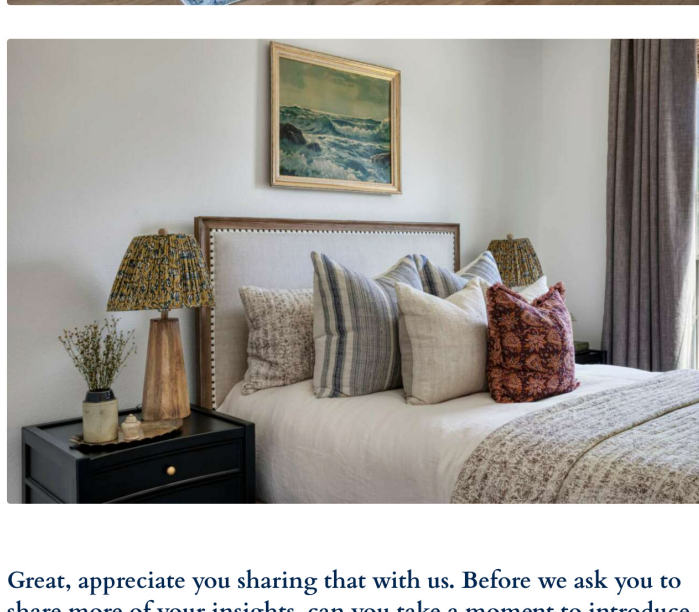
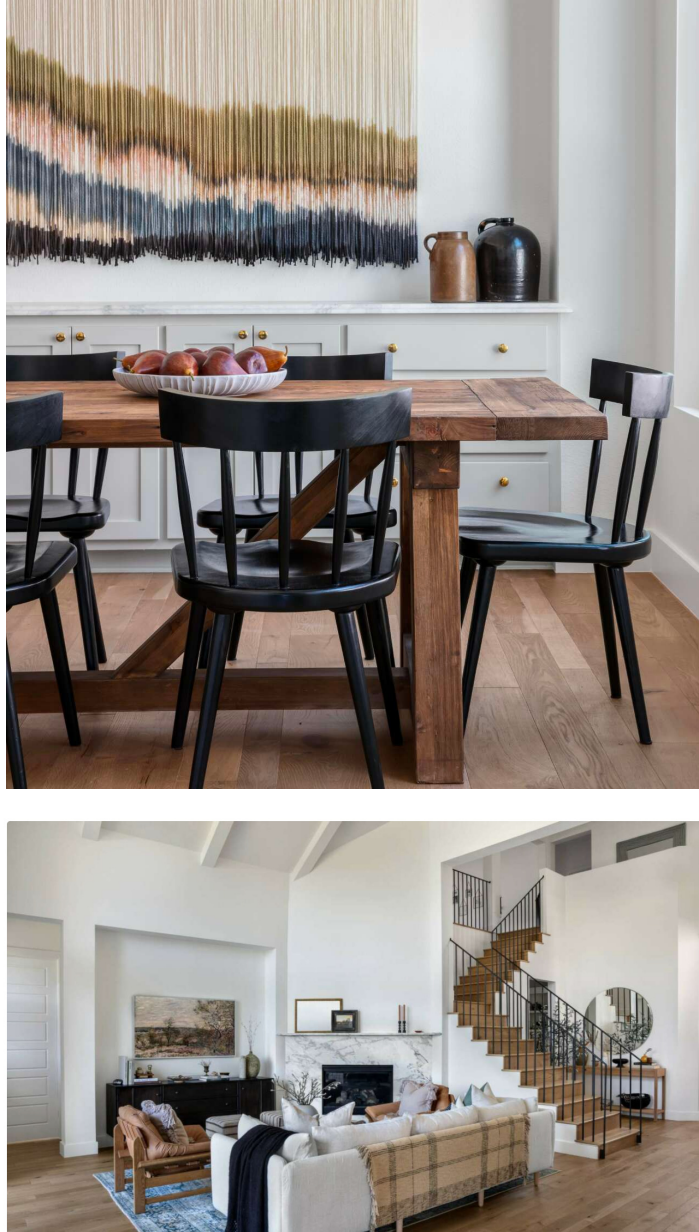
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We were lucky to catch up with Audrey Scheck recently and have shared our conversation below.

Alright, Audrey thanks for taking the time to share your stories and insights with us today. It's always helpful to hear about times when someone's had to take a risk – how did they think through the decision, why did they take the risk, and what ended up happening. We'd love to hear about a risk you've taken.

After spending a decade working in digital advertising sales, I began to explore my passion for home design. I spent several years sourcing and selling vintage goods while learning everything I could about home construction, design, and remodeling. I remodeled two of our own homes in Los Angeles and began sharing my entrepreneurial journey on social media. In 2018, I took a risk and decided to leave corporate America to pursue my passion for design. Two years later, in December 2020, we moved our family to Austin. We purchased and redesigned our home from afar without ever seeing it in person, which was another huge risk. During the height of COVID, we couldn't travel to see our new house, so I spent my days designing and project managing a full interior remodel of the home remotely. A few months after we moved into the house, I launched Audrey Scheck Design. Less than two years later, we're currently a team of eleven women servicing nearly fifty active projects across the country!



Great, appreciate you sharing that with us. Before we ask you to share more of your insights, can you take a moment to introduce yourself and how you got to where you are today to our readers

As a native of Fairchild, Texas, a rural village south of Houston, I credit my small-town upbringing for my love of cozy, welcoming spaces. During middle school, I watched my parents go through the process of designing and building a house from the ground up, working with a builder and an architect, and traveling to source materials. In high school, I was a member of the Honors Society and editor of the school newspaper. I loved sharing with our small community, and I thrived on making connections.

Culture shock greeted me when I arrived in Austin for college. Mulling a career as a dentist like my dad, I enrolled as a third-generation Longhorn at the University of Texas. I soon fell in love with advertising and graduated early in 2007. Following an internship and media planner role at a local ad agency, I was offered a job in Los Angeles.

After moving to Los Angeles, I spent over seven years working as the West Coast Digital Director for Us Weekly. During this time, I began to explore my passion for home design by sourcing and selling vintage goods during my free time. I was also starting to restoring and remodeling our own historical homes located in the heart of Los Angeles. I shared the journey on social media and loved connecting with others who were also passionate about design. In 2018, I took a risk and decided to leave corporate America to pursue that passion.

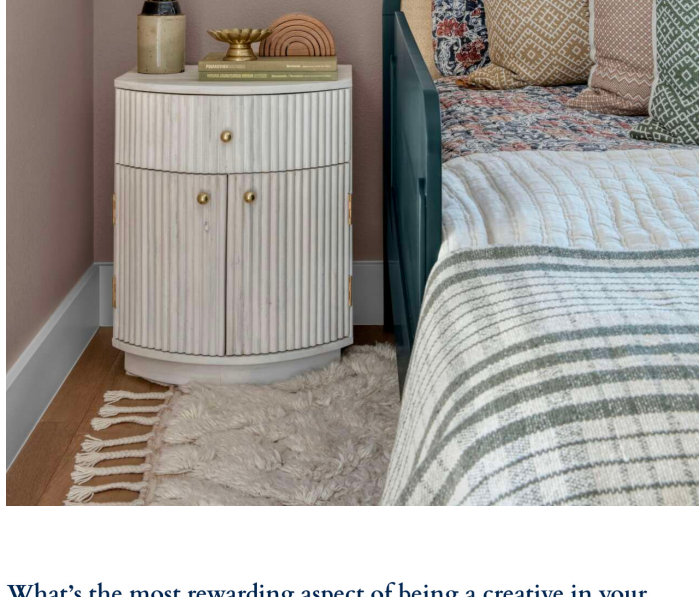
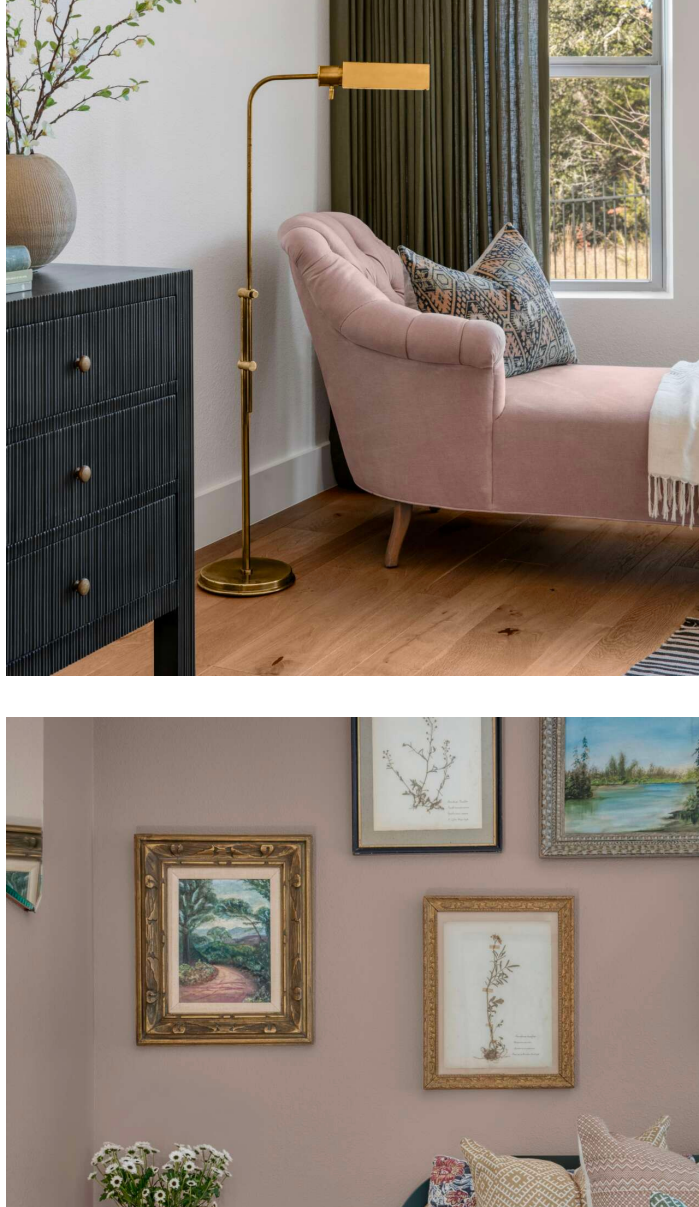
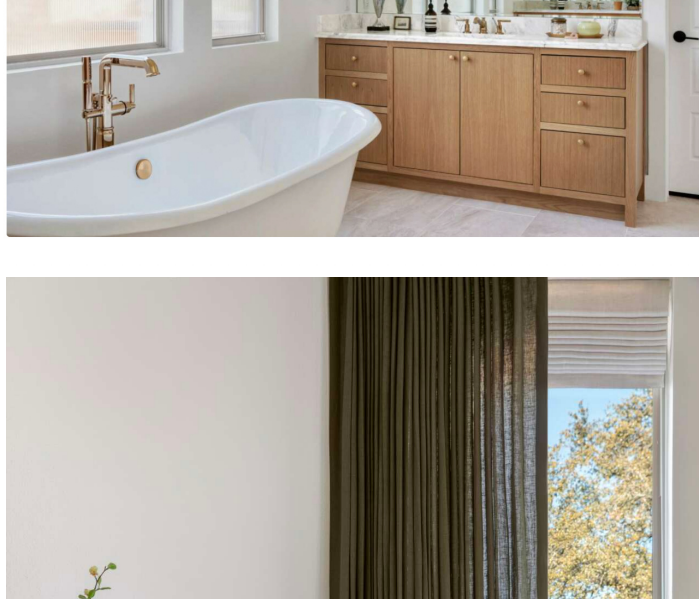
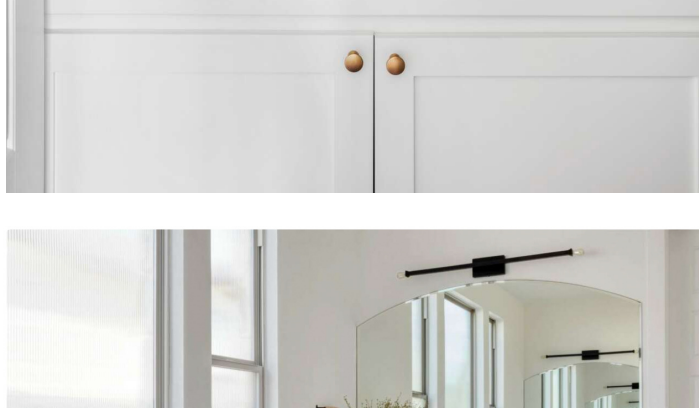
Coming full circle, I returned to Austin when my husband, a partner at a Los Angeles law firm, took the opportunity to work in Texas. In December 2020, after buying and redesigning our house from afar, we moved in and settled into our new life quickly. A few months later, I launched my design business.

Less than two years since launching, Audrey Scheck Design (ASD) is an award winning, full-service interior design firm with expertise in transforming both residential and office environments. With more than a half-dozen years of experience in remodels and renovations, we are passionate about working with our clients to realize their aesthetic visions across a range of projects and budgets.

Audrey Scheck Design offers comprehensive service to clients, not only imagining and realizing interior spaces, but guiding the process through project management. From initial design plans to hiring the best contractor to sourcing the perfect materials to decorating interior spaces and consulting on exterior landscaping and lighting, our team serves as a liaison between each client and the contractor, as well as architects, engineers and other specialists, throughout the process. Dealing with negotiations, estimates, and all other details, ASD gives clients the peace of mind to focus on creating spaces that are highly functional and a true reflection of their style.

What do you think is the goal or mission that drives your creative journey?

My goal has always been to help people make their home a place they love. I believe that the pandemic made everyone realize how imperative it is to love your surroundings, and our homes suddenly became a huge priority. It's no longer only about having an aesthetically pleasing surrounding. There is also a need for our homes to function in ways that they haven't ever had to in the past. The work that we do blends both of these together, and I love that we are able to help our clients feel more at home in their space. Our homes can be both beautiful and functional, and it's truly so motivating being able to help others bring that to life.



What's the most rewarding aspect of being a creative in your experience?

The most rewarding aspect of being in a creative industry is being able to have fun while also accomplishing personal and business goals. I love that every day is different and that we get to work on such a wide variety of projects. It keeps things interesting, and it pushes us to continue to dive deep into our passion for home design. I have never felt more energized and fulfilled in my career than I do right now at this very moment... and that feels so special!

Contact Info:

- Website: www.audreyscheckdesign.com
- Instagram: @AudreyScheckDesign
- LinkedIn: <https://www.linkedin.com/in/scheckaudrey/>

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