

CANDIDATE INFORMATION FORM



INSTRUCTIONS: To be completed by nominees and/or selected candidates. Information should appear here exactly as you would like it to appear on the ballot. Do not exceed the number of entries provided under each category. Choose the most recent or most impactful experience under each category.

Name & Appellation	Amanda Friend, Principle Designer of Amanda Friend Interior Design
Chapter	Pennsylvania East
Board Position + Term date	President-elect, President / FY 2023-FY2025 10/1/23-9/30/25

Education	Washington College BA Art and design
	Temple University Certificate in Interior Design
	University of Texas ID MBA Masters in Interior Design Business Administration
Employment	Saff Tech Arts 1997-1999 - silkscreening with Roy Lichtenstein and Rob Rauschenberg
	Viking Yachts 1999-2005 - lead designer of yacht interiors
	Amanda Friend Interiors 2006-present - principle designer and owner
ASID Involvement	
Other Professional Affiliations	
Honors, Awards & Publications	Published - 2018 Voted Best Designed Hotel in DE by House Beautiful magazine
	Published - 2022 Top 100 Designers for DE, MD, DC & VA by Home and Design
	Published - 2023 Winner of Home Excellence Awards from What's Up Magazine
	Published - 2021 Project chosen as a feature story for Chesapeake Views Magazine

PUBLISHED - 2020 PROJECT FEATURED IN PHILADELPHIA MAGAZINE

CANDIDATE STATEMENT: In 300 words or less, state why the role is of interest to you, what you hope to bring to the design community through a position on the chapter board.

My passion and love for design has been a part of me my entire life. Great design is around us all the time and I seek it out daily - from the smallest detail to large structures and spaces. I strive to never miss an opportunity to capture an element of great design. This passion is why I am interested in the role of President-elect/President of ASID. With ASID being an organization that supports and promotes design, I would be thrilled to have the opportunity to learn and create more ways to support the role and importance of design and those of us who design in hopes of making the world a better place to live. Most people think design is stagnant - something is designed, it is created and then it is that way from that point on. This could not be further from the truth. Design is ever-changing and it is important for us as designers to take note of that, to do our part in making everyone else aware of it and to continue to find solutions for issues that present themselves. It is the element of design that dictates how a space is utilized, enjoyed and loved. ASID is a wonderful organization that gathers like-minded individuals to create a unified force that brings awareness of the importance of great design, the technicalities that are a part of great design, educating its members on how to achieve great design, and providing resources for every element. Through this position with ASID, I would hope to implement opportunities that inspire creativity and thought-provoking design to its members. I would like to reach out to individuals who may not be designers but who create on a daily basis and showcase their skills in educational workshops. Knowing that a network of resources is invaluable, I would also like to work on providing a platform of sharing resources among the ASID members to make us stronger better designers.