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Traci A. Rhoads

PRINCIPAL DESIGNER AND OWNER, ALLIED ASIC

Company Traci Rhoads Interiors, LLC Address 640 Glen Iris Drive, No. 315, Atlanta, GA 30308 Phone 404.307.1235

Web trinteriors.net

Award-winning interior designer Traci Rhoads heads one of the Southeast's most successful and versatile full-service design firms offering outstanding personal service. Recognized for excellence by her diverse clientele for over 18 years, she has created gorgeous interiors worldwide for multi-million dollar luxury residences as well as prominent clubhouses and resorts. Traci's style is timeless and sophisticated with a keen personal signature. Her impeccable sense of color and ability to combine a variety of periods and styles leads to the creation of comfortable and inviting interiors. The most important aspect of her work is to seamlessly interpret her client's home into a vision that reflects their lifestyles and needs. Responsible for design conceptualization, planning, project management and procurement services, Traci and her team bring a comprehensive knowledge of interior architecture combined with decorative arts to the design project. Traci was recognized as "One To Watch" 2011 by the Atlanta Interior Design Community as well as a recent nomination for "Southeast Designer of the Year" 2012. She is an Allied Member of the American Society of Interior Designers (ASID) and the National Executive Women in Hospitality (NEWH) organization.