

JENNIFER ADAMS

JENNIFER ADAMS DESIGN GROUP LLC

Owner/principal designer

Age: 33.

Home town: Gales Creek.

What led to your present career? Even as a little girl, I always had a fascination for good design. Every few weeks I would find a new way to arrange my bedroom. I found myself fascinated with homes and scouring any publication that had to do with good design. It just seemed natural as I completed my education to head for a field I had such passion for.



As a young designer in Portland, I was fortunate to have a client, Ted Millar of Westwood Development, who took a chance when I was brand new and hired me to design his airplane hangar, and we have since completed nine projects together. That really gave me confidence and the portfolio I needed to receive recognition from some significant clients who have all catapulted my career far beyond what I imagined at such an early age.

Most significant issue your organization faces: Getting the message across that the word “Group” in our company name is actually more important than “Jennifer.” I couldn’t do this without my entire team. I am surrounded by passionate, brilliant designers and a very dedicated office team that supports all of us so that we can do what we love — design!

Hot topic in your field: Going green. People are much more environmentally savvy these days, and it is reflecting itself in their design choices. I’m also seeing a lot of bold, dramatic pieces of furniture and accessories that make a statement, which I personally love — long gone are the days of small furniture and wimpy accessories.

A difficult decision: That would have to be the decision to expand our business into Southern California. I love Portland and it is the core of our client base. However, we were capturing significant contracts in Southern California, Mexico and several Southwestern U.S. states.

The logistics of having a presence near these communities seemed resoundingly clear. It’s interesting how you can labor over such a decision, but once it was made the confirmations have not stopped pouring in. It’s been one of the best decisions we have made.

How do you relax? I have a new love — cycling. I also frequently hike and listen to books on my iPod, it allows my brain to quiet down, briefly! Also, I must admit, a glass of wine with friends at the end of the day doesn’t hurt things.

Charitable or political cause: I have a strong affinity toward Self Enhancement Inc. I grew up with very few economic advantages and I love knowing that I am giving back to less-than-privileged children and showing them that their current circumstances can be tossed aside and they can achieve whatever they want.

I am also on the board of Young Audiences. Executive Director Gail Davis’s enthusiasm is contagious, so you can’t help but love the organization.

Most embarrassing CD: I’m a huge fan of country music — friends kid me all the time — so I’d have to say Kenny Chesney.

A personal indulgence: I really like artwork; it’s my one material indulgence that I can’t deny.

Favorite local restaurant: Portland City Grill.

For weekend escapes: San Diego. Since we recently opened up an office in nearby Del Mar, I find myself spending a lot of weekends there hiking, biking and hanging out with my family.

For travel: Tuscany.