

# HOW TO USE PINTEREST LIKE AN **INTERIOR DESIGNER**



## DO INTERIOR DESIGNERS REALLY USE PINTEREST?

### OH YES, WE DO!

Pinterest is absolutely bursting with interior design inspiration. Whenever I start working with clients, we'll create a shared Pinterest board and ask the whole family to "pin" their favorite rooms and spaces.

It's a quick and easy way for us all to see what they like, what they envision for their future space, and if needed, decide how to balance their different styles.

**Fun Fact:** I've worked with many blended families with children from two marriages coming together under one roof. Incorporating each of their unique personalities and style preferences into the design is essential to helping everyone feel they belong!

You can follow my 3-step process below to begin your style journey, plan a room, or prepare for a successful project with your favorite design pro.

HAPPY TRAILS!  
Jessica Duce

# STEP 1: CREATE YOUR PINTEREST BOARD

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Sounds simple, right? Not so fast! When we work with clients, it is more than okay for them to create a board and add a zillion pins. We'll be able to get the information we need regardless of the design medley going on in there. However...

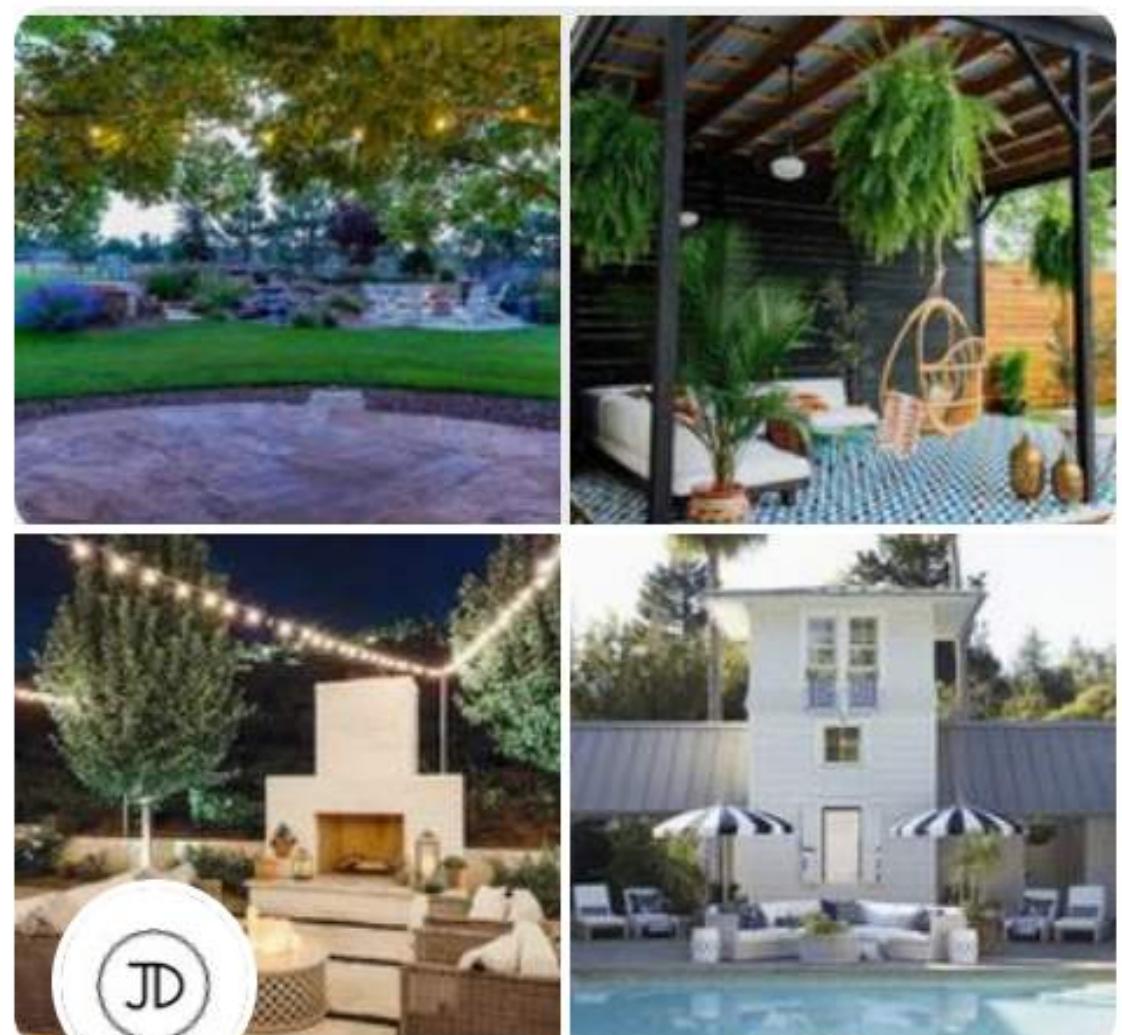
If you're doing this exercise on your own, FOCUSED boards will make this process easier. I suggest creating boards by room or by color. Why?

In many cases, the style you want for a master bedroom (hello, soothing retreat) differs from what you might want in a living room (cue laughter and family memories).

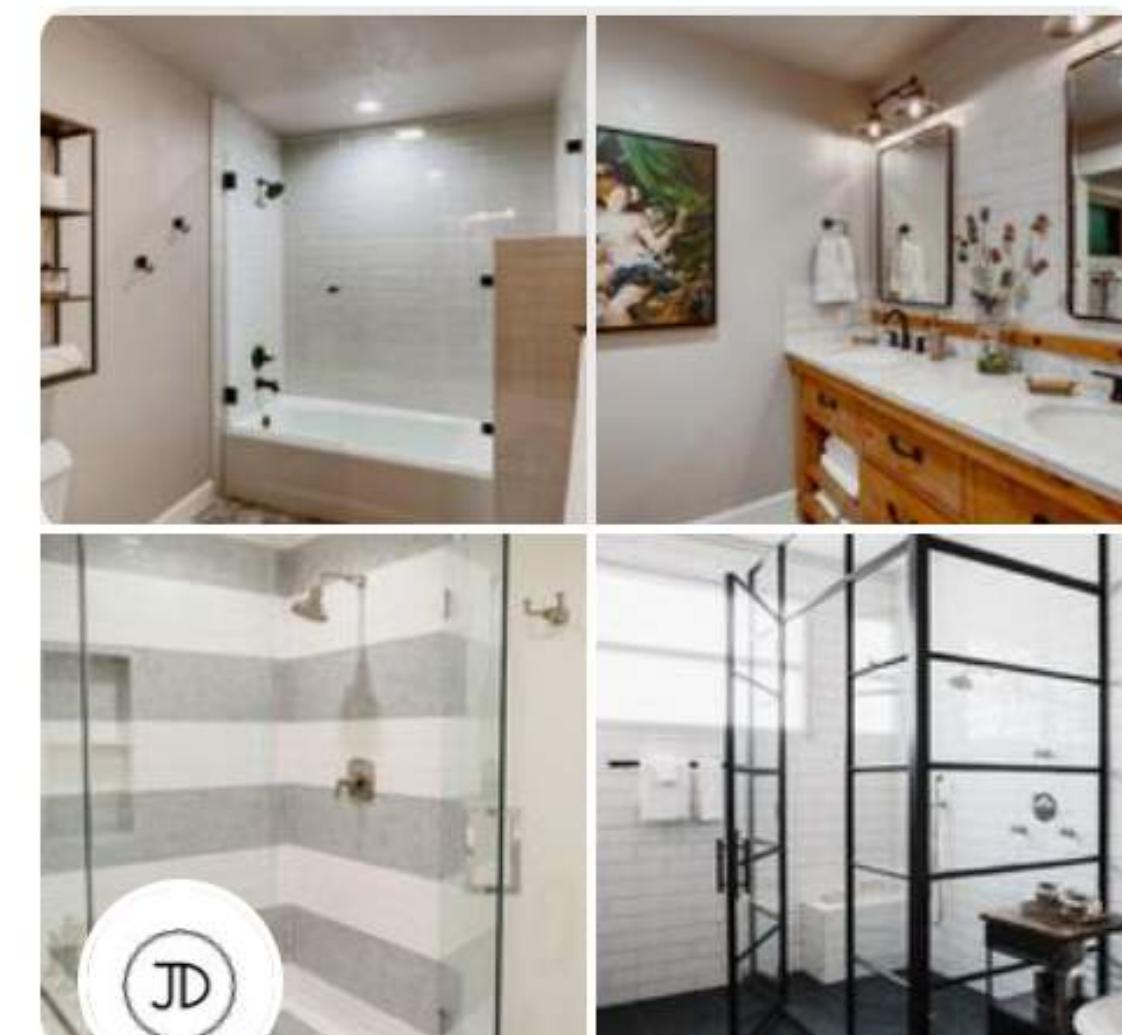
So, think about the spaces you want to design or renovate. Create boards for them. THEN pin away, my friend!

**Pro Tip:** Use Google's search function to find what you're looking for on Pinterest!

## BOARDS BY SPACE

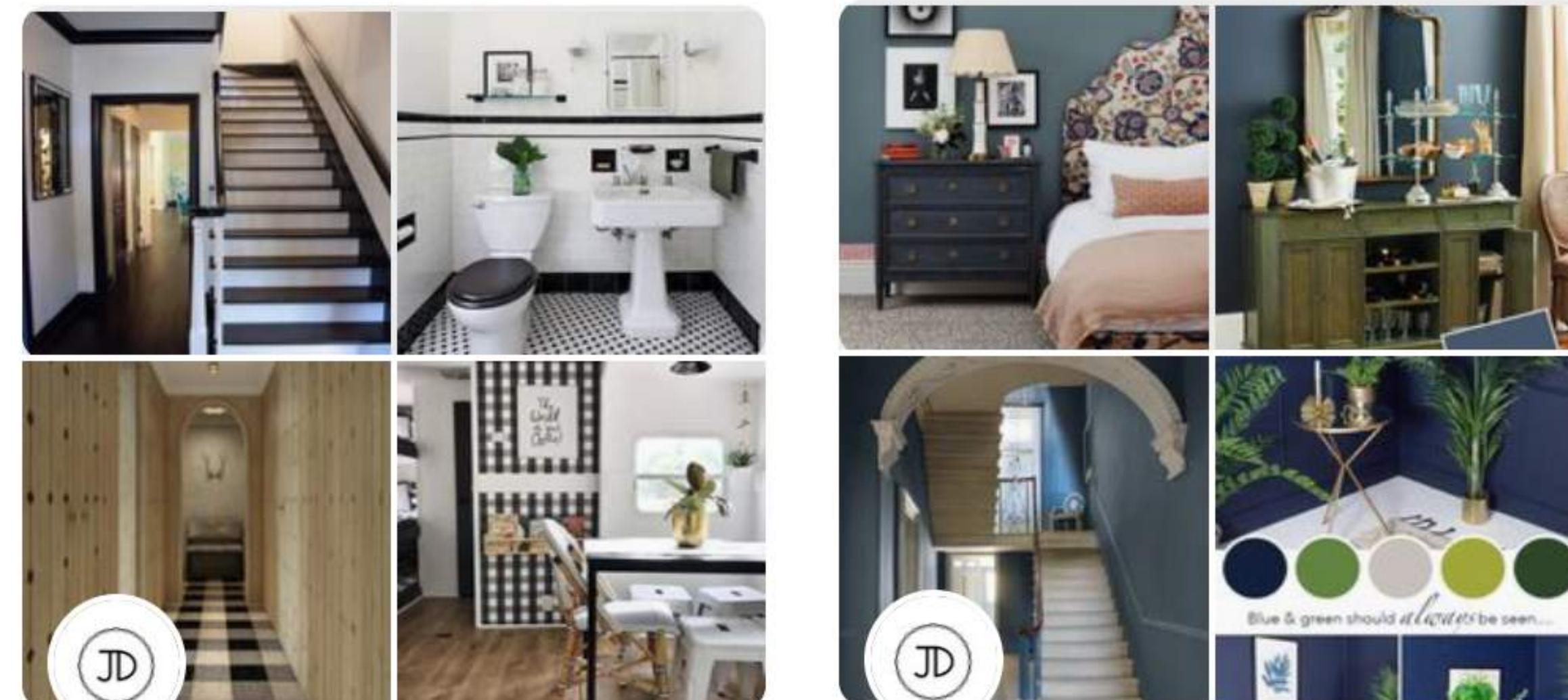


**Backyard Oasis Love**  
JDuce Design • 11 Pins



**Bathroom Beauty**  
JDuce Design • 50 Pins

## BOARDS BY COLOR



**Black/white Obsession**  
JDuce Design • 22 Pins

**Blue walls**  
JDuce Design • 18 Pins

## STEP 2: IDENTIFY DESIGN THEMES

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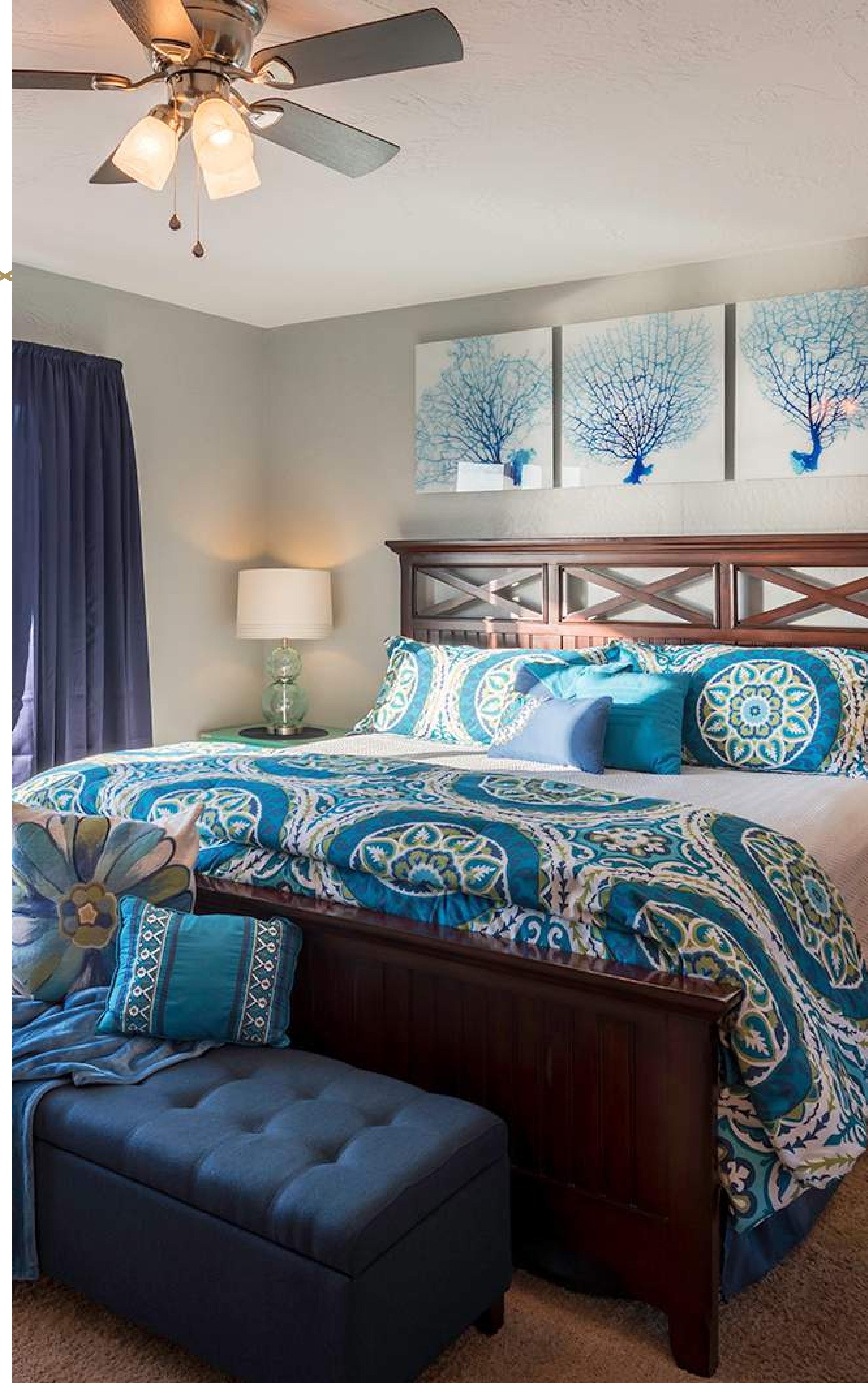
The next step is identifying the design themes you see consistently within your Pinterest board. If you're working with me, I'll be able to help you do this. My team and I are experts at spotting themes and getting to the heart of your style!

If you're doing this on your own, it may take a little time, but I have confidence in you. Go through your images and look for patterns in your selections. Once you think that you've spotted what you love (you'll feel that it's right), take note!

Here are some ideas for what to look for:

- Do you see any themes in the color palette? Do you gravitate toward bold colors or soft neutrals?
- Are you drawn toward bright, fresh spaces? Ones full of dramatic contrast?
- What types of materials do you see and love? Mixed metals? Wood and wicker? Natural stone? Glass or lucite?
- What is the overall feeling in the spaces you've pinned? Is the room comfortably filled for coziness? Is it open and airy?
- What about the lighting or the features of the room, like built-ins or window styles? The decor?

Once you're confident in your list, you're ready for Step 3!



# EXAMPLE: EXPLORING DESIGN THEMES

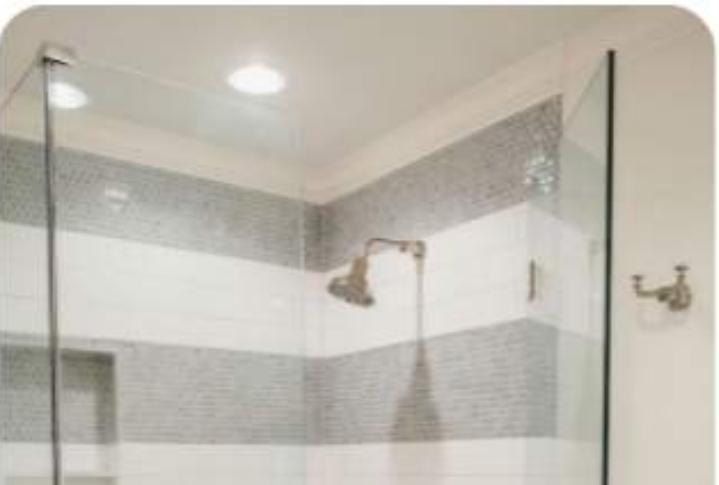
- soft, neutral palettes
- warm vs. cool?



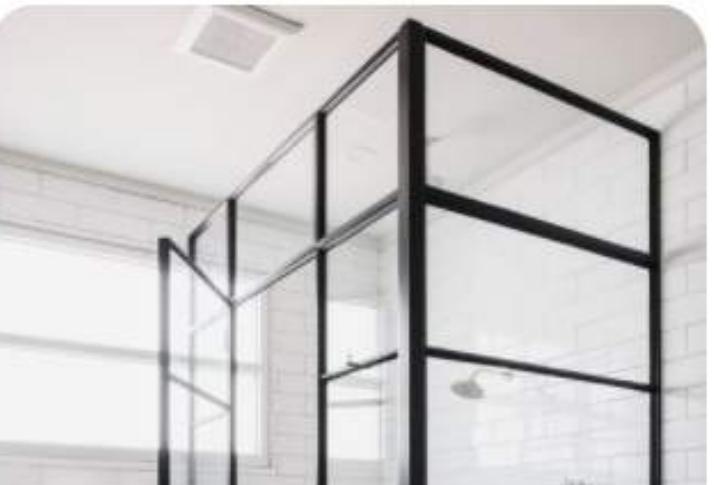
Warm Farmhouse Bathroom update



Double sink farmhouse bathroom with style



Home - The Curated House



These Showers are the New Big Thing in Bathrooms



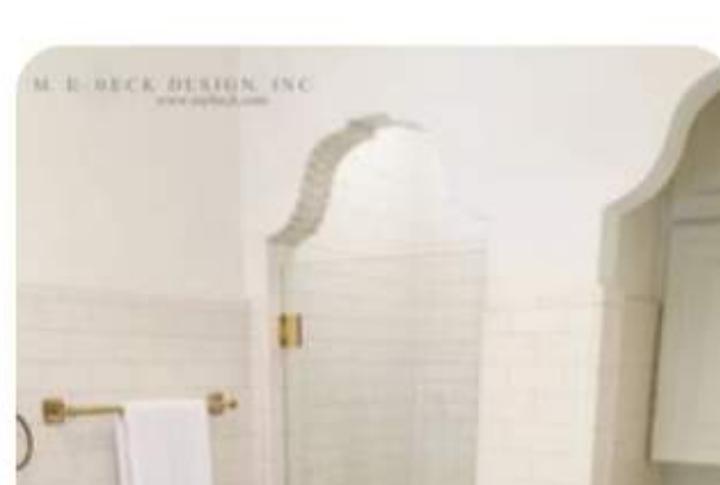
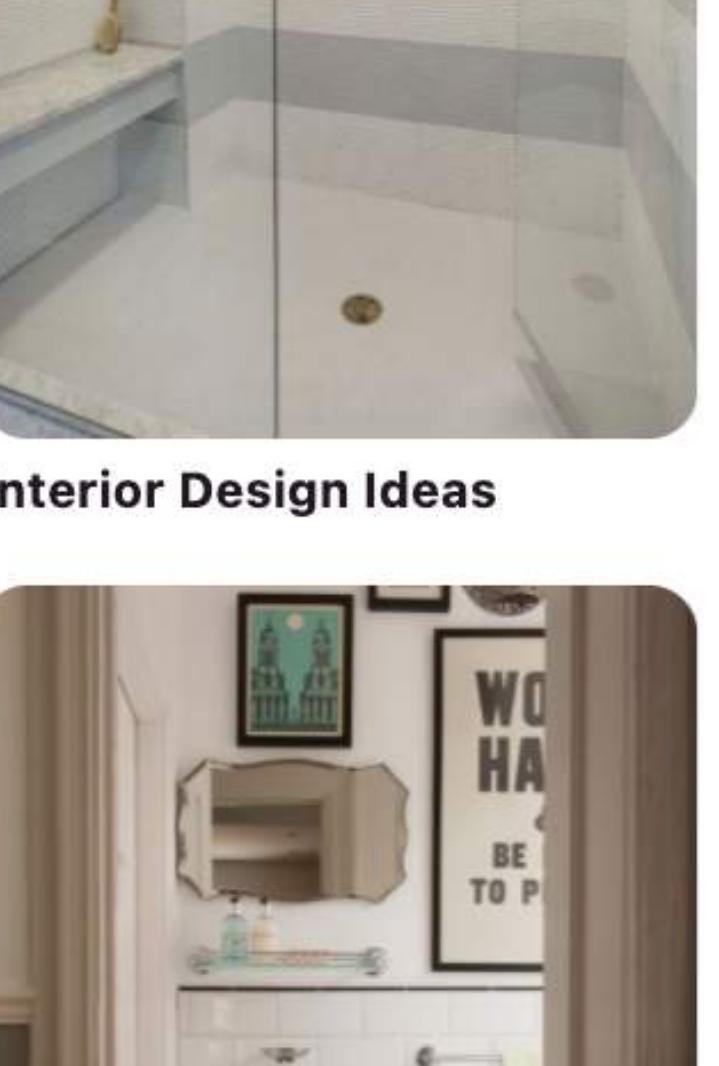
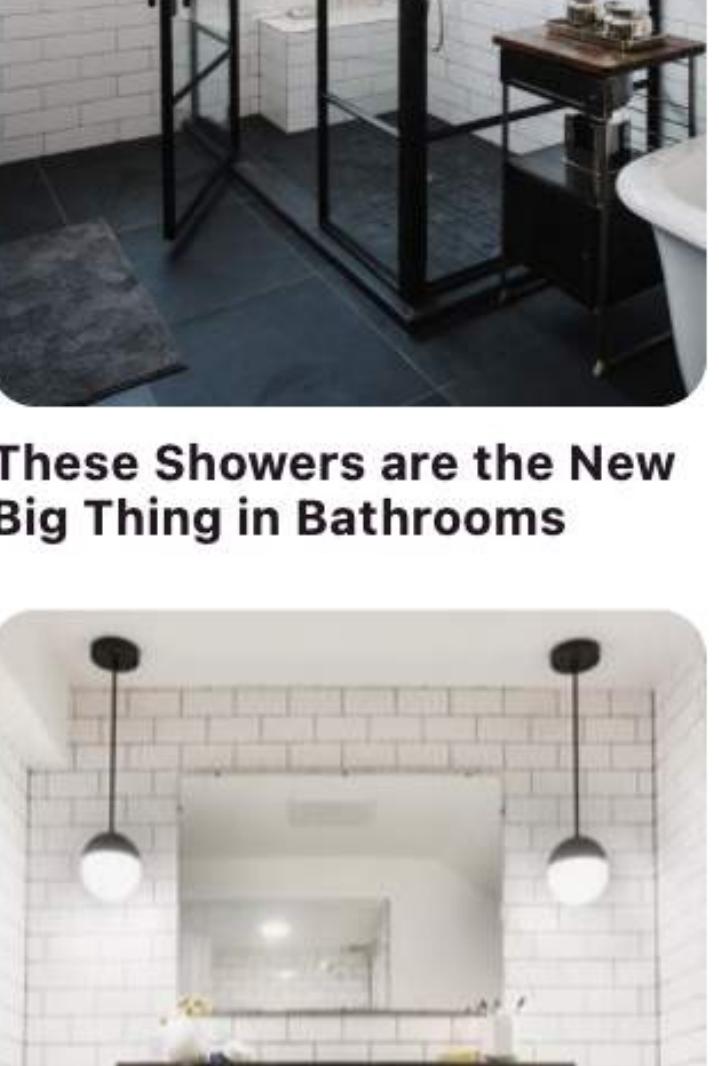
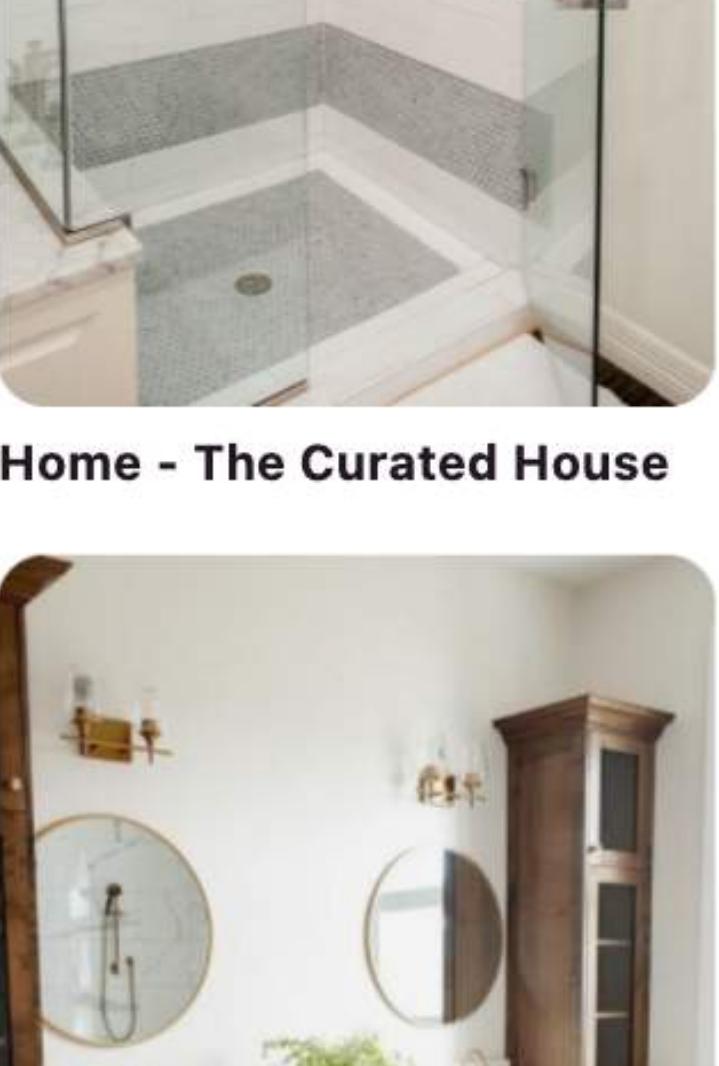
Interior Design Ideas



domino.com



7 Small Bathroom Remodels That Totally Wowed Us

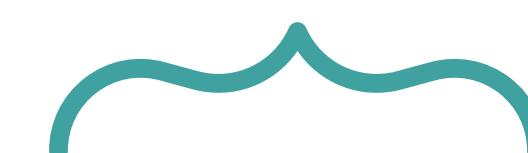


Touches of color:

sea-inspired blues or soft coral



design theme: stripes



design theme: subway tile!





## STEP 3: EDIT & REFINING YOUR PINTEREST BOARD

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Once we've identified the elements you like, we'll create a refined Pinterest board for the space (or whole home) that we will be designing. This means deleting or archiving what we don't need from the shared board(s) and sticking to a specific direction and focus.

If you're doing this exercise on your own, it may require you to give yourself some "tough love." If you love a certain image, but you know that it won't influence the design of your own room or home, you should give it the boot. (But go ahead and save it to another board for future inspiration!)

Once you're done, scan the whole board again and look for any outliers that may have snuck in there. If it's good to go, you have your final board.

Congrats – clink!

## BONUS: LET YOUR BOARD INSPIRE CREATIVITY

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If you're working with us, your Pinterest board will inspire the next step of our process: creating a fully-fledged design concept for your home, from renovation plans, to suggested fixed features, to furnishings selections.

Your Pinterest board (and our preliminary conversations) are the foundation that will help us suggest the best design for your lifestyle and goals.

Just remember — whether you're working with a designer or DIY'ing it, hiccups, changes, or new opportunities always arise during the process. Your final Pinterest board can help keep your vision on track, but it's still inspiration. It may not be translated literally... but you don't want a copycat of someone else's home anyway, right?!

Your home should be 100% you. That's beauty.



# ABOUT JDUCE DESIGN



Hi, I'm Jessica! I'm a down-to-earth Interior Designer with a knack for a challenge... such as designing homes across both coasts (and everywhere in between), specializing in design for blended families (with so many options, who can agree these days?), and crafting vacation rentals for maximum profit.

These past 15+ years have taught me that the best interior designs care for people.

Home is the feeling of comfort, belonging, family, and pride. If you feel that your home is missing something (or you're tired of buying the same stuff and not loving it), there's a happier future waiting for you.

Together, we can design the home that fits you, your family, and your lifestyle. Are you ready?

[LET'S CHAT](#)





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