

Wendy Barnes

Landscape Designer

PERSONAL PROFILE

Creative **Landscape Designer** with 5+ years of experience and 25+ years in **sales, digital operations, and project management**. Skilled in producing **client-focused landscape plans, seasonal and mature-growth renderings, and clear documentation packages**. Known for translating vision into inspiring, buildable designs through collaboration, communication, and attention to detail. Experienced in guiding projects from concept through installation while fostering positive relationships with clients, contractors, and design teams.

CORE SKILLS

- Client-Focused Landscape Design & Documentation
- Seasonal & Mature Growth Renderings (visualizing long-term outcomes)
- Plant Biology & Soil Health Knowledge
- Hand Sketching & Digital Visualization
- Adobe Creative Suite | SketchUp | AI-assisted rendering tools
- Sales & Client Relations
- Digital Operations & Marketing Strategy
- Project Management & Team Collaboration

EDUCATION & CERTIFICATIONS

- **Master's Degree** – UMW
- **Bachelor of Science, (CIS)** – UMW
- **Landscape Design Certification** – New York Institute of Art & Design (NYIAD)

EXPERIENCE

Owner & Designer | Nature by Design ATL | 2022 – Present | Stockbridge, GA

- Lead designer for a family-owned business providing personalized consultation, design, and installation oversight.
- Produced renderings that showed clients exactly how their landscapes would evolve seasonally and at maturity.
- Managed full project delivery: client visioning, design plans, plant selection, crew coordination, and installation accuracy.
- Built brand presence and digital operations strategy to expand visibility and client engagement.

Landscape Designer | ServeScape (Freelance) | 2022 – Present | Atlanta, GA

- Designed residential landscapes with detailed planting plans and renderings showing seasonal change and mature growth.
- Collaborated with contractors and homeowners to ensure feasibility and alignment with client vision.
- Delivered documentation packages to support installations and approvals.

Founder & Principal | SMB Marketing Agency | 2014 – 2024 | Atlanta, GA

- Directed digital operations, sales strategy, and project management for SMB clients.
 - Developed brand identity and managed cross-platform campaigns with measurable results.
 - Strengthened leadership in project lifecycle management and client communications.
 - Earlier Career (Condensed)
 - Regional Digital Sales Director | Digital First Media (2012–2014)
 - Director of Internet Sales | GateHouse Media (2007–2012)
- Leadership roles focused on project management, client relations, and strategic communication.*

PHONE: 678-764-5158 EMAIL: wendybarnes@gmail.com

PORTFOLIO: naturebydesign.com/wendy