

Central Florida Design Firm Bolsters Award-Winning Residential Design Operations

Masterpiece Design Group Promotes 3 Longtime Designers To Key Positions

WINTER PARK, FLORIDA (FL), UNITED STATES, November 1, 2016 /EINPresswire.com/ -- Winter Park-based [Masterpiece Design Group](https://masterpieceinteriors.com) (<https://masterpieceinteriors.com>), an award-winning, full-service design firm that has been serving the country's homebuilding industry for nearly two decades, has bolstered its design operations with three key staff promotions.

MDG President and COO Christy Scanlon says the personnel changes reflect the multi-faceted company's efforts to enhance its administrative and design capabilities, keep pace with changing industry demographics and better accommodate its fast-growing international clientele base. The appointments include:

- Marlene Steinfeld, Director of Residential Design;
- Jonathan Kenney, Senior Designer/Model Merchandising Division;
- Warren Haseltine, Senior Designer/Model

Merchandising Division.

"We will continue making the necessary changes that will allow us to improve the way we do business and better serve our increasing customer base," says Scanlon, whose company started in 1998 as a family business in a garage and now is recognized as one of the largest companies of its kind providing a host of specialized design and merchandising services for the housing industry.

Looking for the right combination of experience and expertise, Scanlon only needed to look within the company ranks. Steinfeld, Kenney and Haseltine combined have nearly 30 years of "superlative service" with the Winter Park firm and have made valuable contributions over that span.

Steinfeld, who joined MDG in 2005, was elevated from Senior Residential Designer to Director of Residential Design. She will be in charge of all residential designers and projects – from initial design conception and selection stages to the successful completion and installation of the job.

Kenney, who has been with Masterpiece since 2005, and Haseltine, who joined the company six years ago, have assumed new and expanded roles as Senior Designers within the company's rapidly growing Model Merchandising Division that is responsible for the design of homebuilder's model home



Masterpiece President/COO

centers, sales offices and community clubhouse and amenity centers.

They will be responsible for overseeing the complete design process of new home models to ensure merchandising and furnishings meet the builder's target demographics. They will work with their design assistants to coordinate concepts, make furnishing, finish and color selections, and determine the appropriate art and accessory selections.

"We believe the changes we've made so far will be instrumental in our growth and success as we move forward," notes Scanlon.

Since its inception in 1998, Masterpiece has become one of Florida's premier design companies, serving a diverse clientele in most of the state's major metro markets, including Orlando, Tampa, Sarasota-Bradenton, Jacksonville and south Florida, as well as key market areas in the Southeast.

Over the years the privately-owned company has provided professional design and model merchandising services for a long line of industry leaders, including Kolter Homes, MI Homes, Homes by WestBay, Silliman Homes, Royal Oak Homes, AV Homes, Lennar Homes, DR Horton Homes, Kolter Development Group, Greenergy Homes and Chicago-based Crown Development Group, and during that span has collected more than 50 major industry and professional awards for design excellence.

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