

Orange Design Team Launches On-Demand Kitchen & Bath Drafting for 2020 Design, Chief Architect, SketchUp, CAD

ODT connects cabinet dealers, manufacturers, design builders, rep firms and interior designers with vetted, independent North American kitchen & bath drafters.



BILLINGS, MT, UNITED STATES,

September 14, 2026 /EINPresswire.com/ -- The Orange Design Team (ODT) today announced the official launch of its drafting platform for the [Kitchen & Bath](#) industry, connecting cabinet dealers, manufacturers, design builders, rep firms and interior designers with a curated network of vetted, independent North American [drafters](#) available on demand. The platform, accessible

at [DesignedByOrange.com](#), gives Kitchen & Bath companies the drafting bench strength to take on more projects without adding headcount, and gives experienced Kitchen & Bath drafters a curated home for flexible, on-demand work.

“

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Kristy Ferguson, Co-Founder & CEO, Orange Design Team

ODT was founded by Kristy Ferguson and Ryan Brosseau, Kitchen & Bath design studio operators who built the platform to solve a problem they lived firsthand: Drafter turnover, sales designers stuck drafting instead of closing,

mounting design backlogs, and no reliable way to add capacity without adding payroll. After refining the model inside their own design studio vetting drafters, building a repeatable handoff process and proving out the results on real projects — the founders opened the Orange Design Team to the rest of the industry.

“The Orange Design Team was never supposed to be its own business, it started because I needed drafting help. Traditionally in this industry you need a unicorn: someone who is amazing with customers and can turn around and be amazing at drafting, too. When I finally found the relief of a partner I could hand a project to and trust it would come back done right, I realized every company I knew selling cabinetry or remodels had the exact same pain point and need. So we decided to share it.”— Kristy Ferguson, Co-Founder & CEO, Orange Design Team

The idea took hold when the founders went looking for outside drafting help and ran into the same wall other related companies hit every day: national freelance platforms with no industry vetting, drafters who advertised skills, and software licenses they didn't actually have, and no consistent accountability for quality or turnaround. So ODT built its own standard instead: every drafter is tested on a real Kitchen & Bath project before ever being matched with a client, rated on every job that follows, and required to carry genuine industry experience, not just software familiarity.

“We weren't trying to build a freelance marketplace, we were trying to build a team we could trust with our own client's kitchens. That's still the bar. Every drafter on the platform is vetted, tested and rated project by project, and companies work with them directly instead of routing everything through a middleman. The experience and accountability is what makes it work.”— Ryan Brosseau, Co-Founder & COO, Orange Design Team

How It Works

Kitchen & Bath companies select and work with independent drafters through ODT's Drafter Handoff platform, submitting project details, measurements, specs and deadlines through a consistent, repeatable format — and receiving completed floor plans, elevations, renderings, project documentation and countertop takeoffs in return, typically within as few as three business days for standard projects. Drafters on the platform bring hands-on Kitchen & Bath industry backgrounds and design in the software companies already use, including 2020 Design Flex, Chief Architect, SketchUp, Revit and more.

Every project is timed and rated on both sides — companies rate the drafter's work, and drafters rate the clarity and completeness of what they're given — creating a system of accountability the founders say is core to consistent quality at scale. Companies are encouraged to work with more than one drafter so vacation or a busy week never becomes a bottleneck.

Early Results

Ahead of today's public launch, ODT built and proved out its model with companies, including their own and vetted drafters across North America. The platform now includes:

- 20+ actively vetted North American drafters, averaging more than 15 years of hands-on Kitchen & Bath industry & drafting experience
- A growing roster of Kitchen & Bath companies running projects through the platform every week
- More than 300 completed drafting projects, with drafters averaging roughly 10–15 hours of drafting per company each week
- A faster, lower-risk alternative to hiring — no long training ramp, and owners get their selling time back

“Every hour a sales designer spends drafting is an hour they're not in front of a customer,” Brosseau said. “We built ODT so owners can work on their business instead of in it, and so the drafters who love this work, right here in the U.S. and Canada, finally have a platform built for

them.”

Built for a \$200 Billion Industry

The U.S. Kitchen & Bath market represents more than \$200 billion in annual sales across an estimated 20,000-plus cabinet dealerships, alongside manufacturers, rep firms, builders and independent designers, nearly all of whom depend on drafting and design documentation to move a sale from concept to order. ODT is built specifically for this industry rather than adapted from a general-purpose freelance platform, and every drafter in its network is North American, vetted for Kitchen & Bath-specific experience, and rated on real project performance.

Availability

Kitchen & Bath companies including dealers, manufacturers, design builders, rep firms and interior designers can learn more and book an onboarding call at DesignedByOrange.com. Experienced Kitchen & Bath drafters interested in joining the network as independent contractors can inquire through the site.

About Orange Design Team

The Orange Design Team (ODT) is a Kitchen & Bath drafting platform that connects Kitchen & Bath companies with vetted, independent North American drafters on demand. Founded by veteran Kitchen & Bath design studio operators and built specifically for the industry, ODT gives companies the drafting bench strength to take on more work without adding headcount, and gives experienced drafters a curated platform for flexible, project-based work. Learn more at DesignedByOrange.com.

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