



AJ  DESIGN

INTERIOR DESIGN STUDIO

About Us
2026



Hi. I'm Alex!

Founder and
Principal Designer

Alexandra Jacob

I'm Alex, the Founder and Principal Designer behind AJ Design. I live in Northern Virginia with my husband, our three little boys, and our dog, Moose—and much of my approach to design is inspired by the beautiful, busy reality of everyday life.

Growing up as a contractor's daughter, I was surrounded by renovations and construction from an early age. That foundation gave me an appreciation for not only how a home looks, but how it comes together and functions for the people who live there.

Before finding my way to interior design, I began my career as a nurse, an experience that shaped the way I listen, connect, and care for the people I work with. Today, I bring that same thoughtful approach to each project, taking the time to understand not only what my clients love, but how they truly want to live in their homes.

I believe the most beautiful spaces are the ones that feel personal, collected, and effortless. My work blends timeless design with warmth and character, creating homes that feel elevated without ever feeling untouchable.

At AJ Design, good design is about more than creating a beautiful home—it's about creating one that supports real life and feels unmistakably yours.

BEFORE YOU BECOME A CLIENT WITH AJ DESIGN

20 Min Discovery Call

Complimentary

During this complimentary 20-minute discovery video call, we'll chat about your project, your goals, and what you're hoping to achieve in your home. I'll also walk you through the AJ Design process and answer any initial questions you may have.

If we both feel like it's a great fit, we'll talk through the next steps and how we can work together!

Consultation

\$499 90min in home

Not applicable to virtual design clients

Our in-person consultation is typically the next step for furnishing only projects. During this meeting, we'll walk through your home together, discuss your goals for each space, and take a closer look at your style, needs, existing pieces, and overall vision.

This time together allows us to thoughtfully define the scope of your project and establish a realistic furnishings investment based on what we hope to accomplish. From there, we'll have a clear understanding of your project and what it will take to bring your vision to life.



BEFORE YOU BECOME A CLIENT WITH AJ DESIGN

Proposal & Design Agreement

Following your consultation, we'll prepare a customized Design Proposal based on the size, complexity, and overall scope of your project. This gives you a clear understanding of what's included and the investment required before we officially begin.

Following the Proposal, you'll receive your customized Design Agreement outlining the details of our services, project expectations, policies, and responsibilities throughout our time together.

Your signed agreement and initial design payment officially secure your project on our calendar. Once both are received, your project is officially booked and we can begin the exciting part—bringing your project to life!





ONCE YOU BECOME A CLIENT AT AJ DESIGN

Once your agreement is signed and initial design payment is received, your project is officially underway!

You'll receive a Welcome Email with everything you need to know as we begin, along with details for scheduling your Design Starter Meeting.

During this meeting, we'll walk through the project together, gather measurements and existing-condition details, take photos, and discuss any final information needed before design begins. For our renovations and new construction projects, this may be our first time seeing the space in person, making it an important opportunity to understand the home, its surroundings, and the overall vision for the project.

From here, we'll have everything we need to officially dive into the design process.

OUR DESIGN PROCESS BY PHASES

01. Concept/Discovery Development

Included in Design Fee

This is where we establish the foundation for your project. Through our Design Kickoff Meeting, client questionnaire, inspiration meeting, and investment discussions, we'll get to know how you want to live and what you envision for your home.

We'll develop the design direction with inspiration imagery, ensuring we're aligned on the overall look, feel, and function before moving into Phase 2.

02. Design Presentation and Approval

Included in Design Fee

Once the concept direction is approved, we'll bring your design to life through detailed selections, drawings, renderings, and thoughtfully curated materials. Your complete design will be presented in person, allowing you to see and experience how each element works together.

Two rounds of revisions are included, with a 7-day review period following each round, before finalizing your design and moving into Phase 3.

03. Construction, Procurement, and Installation

Billed Separately

Once your design is approved, we move into bringing it all to life. AJ Design manages the purchasing of specified hard finishes and furnishings, along with freight, receiving, inspection, delivery coordination, and any necessary damage claims or replacements.

Throughout construction, we remain involved with milestone site visits to review progress, answer design-related questions, and help ensure the final result reflects the approved design. Once construction is complete and furnishings have arrived, we'll coordinate installation and the final layers that bring your home together.

TESTIMONIALS FROM PAST CLIENTS

“

I can't recommend Alex enough! I was in the middle of a major remodel with a super tight timeline — and to add even more stress, the house was going to be featured on HGTV. I was totally overwhelmed, but Alex stepped in and made the process so much easier. Despite the time crunch, she managed to design the entire house in just a few weeks — and every bit of the 3000 square feet looked amazing! Alex is incredibly talented, personable, and knows how to get things done under pressure. If you need a top notch designer who delivers, she's the one!

-Shannon L

”

“

I am absolutely obsessed with everything AJ Design creates. The entire process, from concept to completion, was professional, exciting, and truly personalized to reflect my style and needs. AJ Design has an incredible talent for transforming spaces into something both beautiful and deeply personal. I am overwhelmingly happy with everything she has designed for me and will continue to trust her with all of my future projects!

-Ashley C

”



HOW WE STAY IN TOUCH

Clear communication is an important part of our process. Email is our primary form of communication, and throughout the project, you'll receive biweekly updates outlining progress, outstanding items, and upcoming decisions.

Calls and meetings are scheduled in advance, and we kindly ask that project communication remain over email rather than text.

AJ Design communicates during regular business hours, Monday–Friday. Messages received after hours, on weekends, or while we are out of office will be addressed upon our return.

Email

alexandra@alexandrajacobdesign.com

Work Hours

M-Th 9A-4P ET

F 9A-1P ET

No weekend availability

INVESTMENT

HOW WE PRICE

Our design fees are customized based on the size, scope, and complexity of each project. We use a hybrid pricing approach, with a flat fee for the creative design process and hourly billing for procurement, construction support, and site visits.

This allows us to clearly define the investment for the design of your home upfront, while giving your project the flexibility it needs as we move through purchasing and construction.

DESIGN FEES

Furnishing Projects (2-3 room minimum) — Design fees typically starting at \$10,000

Large Scale Renovations — Design fees typically starting at \$15,000

New Construction — Custom proposal

Hourly Billing for procurement, construction support, site visits — \$175/hr

Thank you!

We're so grateful you're considering AJ Design for your home. We hope this guide gives you a better understanding of our approach, process, and what you can expect when working together.

Creating a home that feels beautiful, personal, and supportive of the way you live is at the heart of everything we do—and we would be honored to be part of yours.

We'll be in touch to learn more about your project and explore whether we're the right fit to bring your vision to life. We can't wait to connect!

With love,

AJ  DESIGN

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