

CARLI BECKMAN

Carli Ann Design
Owner

carlianndesign.com | @carlianndesign
carli@carlianndesign.com | 714.697.9605

What unique skills or expertise set you apart in your industry?

I design for how people truly live. By listening deeply and noting every detail—routines, family dynamics, daily rhythms—I create spaces that reflect my clients' lives. It's never just about aesthetics; it's about connection, comfort and functionality. I aim for each home to become a place where real memories unfold.

How do you define power in your field?

Authenticity is everything. Not everyone will connect with your style—and that's okay. Staying true to who I am allows me to attract the right clients and design meaningful spaces. Power, to me, lies in embracing your voice and trusting that the right opportunities will align with your unique energy.

Who's an influential industry figure from whom you derive inspiration?

I'm inspired by so many women who lead with intention, but my deepest gratitude goes to my mentors and the Growth Collective. Their wisdom and support have shaped how I run my business, live my life and stay rooted in purpose while growing with clarity and confidence.

Is there business advice you impart to future Power Players?

Lead with who you genuinely are. Don't chase trends—stay true to your core. If you pour your heart into your work, focusing on what makes you different, and show up every day with integrity and grit, success will follow.

Where do you go in your area to recharge from the workweek?

The barn is my happy place. One of my daughters rides horses and watching her is so grounding. It's peaceful, humbling and filled with natural beauty. One day, I'd love to build a modern barn-style home—complete with a stable, Spanish flair and colorful tilework. Dreamy, right?

How do you balance the pursuit of professional and personal fulfillment?

I love what I do. However, balancing the roles of business owner, wife and mom is a delicate dance. I wake up early and often work late to give both my clients and family the best of me. The key is being present wherever I am—at work or at home—so I can fully honor each moment.



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“Cozy is the new luxury—create the space, then the moments.”