

# Meet Carli Beckman

The creative mind behind Carli Ann Design and her client-centric approach to design

This month, we're excited to shine the spotlight on Carli Beckman, the founder of *Carli Ann Design*, an interior design studio that blends personal style, functionality, and beauty. Whether working in person or remotely, Carli's mission is simple: to transform spaces into homes that her clients will love and feel truly connected to.

## CARLI'S JOURNEY TO DESIGN

Carli's journey to becoming an interior designer is anything but conventional. Born and raised in Manhattan Beach, she moved to Irvine in middle school and has called Coto de Caza home for six years. Together with her husband, John, an 8th-grade history teacher in Irvine, and their two daughters, Goldie (4) and Abigayle (6), Carli has built a life full of warmth, creativity, and inspiration.

Carli's diverse background only enriches her design work. After studying education at Concordia University in Irvine—where she also played tennis—Carli initially entered the world of teaching. She taught kindergarten for two years before transitioning into sales and management with Houzz, the popular home remodeling and design platform. From there, Carli had the incredible opportunity to work with HGTV star Jasmine Roth on her show *HELP! I Wrecked My House*. Carli's work involved everything from design and purchasing to managing e-commerce and vendor relations.

It was through these experiences that Carli began to realize her passion for design was more than just a hobby—it was a calling. Over time, she decided to take the plunge and start her own business. That's when *Carli Ann Design* was born, and her dream of helping people create spaces they truly love came to life.

## WHAT MAKES CARLI ANN DESIGN UNIQUE?

Carli's approach to interior design is centered around the idea that every home should reflect the personality and needs of its inhabitants. Her firm's core philosophy is clear: clean, functional, and timeless interiors that elevate daily life.

What makes Carli Ann Design unique is her client-centric approach. Carli only takes on a limited number of projects at a time to ensure that each client receives the personal, hands-on attention they deserve. This boutique style of service sets her apart from larger firms.

"I like to get to know my clients and truly understand how they use their spaces," says Carli.



"It's not just about aesthetics—it's about functionality, comfort, and ensuring the space works for them. I'm hands-on with every project from start to finish and here every step of the way."

A distinctive feature of Carli's designs is her love for incorporating live plants and trees into her projects. She believes that nature brings an organic, calming element to any space and can transform the feel of a room. "I love adding greenery into homes—it's a simple way to bring life and energy into a space," she says. Whether it's a towering indoor tree or a curated collection of plants, Carli's designs feel fresh and vibrant, much like the California landscape she loves.

## ADVICE FOR ASPIRING DESIGNERS AND HOMEOWNERS

For homeowners looking to make their spaces feel more personal and functional, Carli offers a few pieces of advice:

**Less is More:** Avoid overcrowding your space with unnecessary decor. Instead, focus on pieces that truly enhance your home and its functionality.

**Create Flow:** Stick with a limited color palette to create a seamless flow throughout your home. This doesn't mean everything has to match, but a cohesive color scheme will make your space feel balanced and inviting.

**Pop of Color:** Don't be afraid to add a small pop of color—whether it's through pillows, artwork, or small accessories. Carli's go-to is green, a nod to her love of plants and nature.

**Design with Purpose:** Every piece in your home should serve a purpose. From furniture to decor, make sure everything is thoughtfully chosen to enhance your lifestyle.

## CONNECT WITH CARLI ANN DESIGN

If you're ready to transform your space or simply want to learn more about Carli's work, visit [www.carliannndesign.com](http://www.carliannndesign.com) or follow her on Instagram [@carliannndesign](https://www.instagram.com/carliannndesign) for daily design inspiration. Let Carli show you how interior design can enhance your life and make your home truly special!

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