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Designing my dream

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*This story has been developed within the project
"SkillsXcellerate: Empowering youth on their path to independence through entrepreneurship"
This material was developed as part of WP2 A2 Best practices*

SkillsXcellerate



HOW AND WHEN AGNE STARTED HER BUSINESS

Agne finished her bachelor's studies when she was 22. She had lost her motivation to find a job after searching for several months after her graduation because it is really hard to find a designer job in Lithuania (none of her fellow students work as interior designers today). She was feeling pretty bad after realizing she had finished her studies in a field that was not so promising and with few job opportunities. Her friend suggested she should try doing it as a self-employed freelancer and motivated her by saying that it would be worse not to try at all. She tried it and never regretted it ever since.

Making this choice was easy because she always had a vision of becoming an interior designer, which is why she studied this field. Even though she was inexperienced and only had theoretical knowledge from her bachelor studies, she was motivated. It was like a hobby to her; she has been interested in interior design since she was a child (she remembers advising her parents on how to rebuild their house). Initially, she had only motivational advice from her friend, but that was enough. Now, she would give the same advice that her friend gave her, to the ones that have doubts about starting a business.

HOW AGNE DEVELOPED HER BUSINESS

Even though she had no experience of starting a business before, she realised that being self-employed was the only way she could do what she likes the most and express her creativity.

In the beginning, she had no designs to show which made it hard to attract the clients. Thus, she decided to develop some designs for her relatives and friends' houses and show them on her website to reveal what she was capable of. In such a way, she started attracting new clients.

She now translates what she has learned during her studies to creating beauty in real interiors, for real people. She works with them – helping them express and clarify their desires, she then adds a little bit of imagination to their ideas and comes up with a great interior idea. She does consultations, drawings, 3d visualisations of interiors, and helps to choose appropriate elements for individual houses and commercial places. She has a webpage, a Facebook profile, and she also added her profile as an interior designer to a Lithuanian webpage for freelancers. In the beginning, most of her clients visited her webpage thanks to Google AdWords, but now a large number of new visitors come thanks to recommendations from satisfied customers. So, it has become easier for her to get new clients, but it is all about hard and quality work. It is like a hobby for her, an activity that gives her joy and gives value to her clients.

WHAT ARE AGNE'S PLANS FOR THE FUTURE

Agne is still working on her own as an interior designer and she has no employees. She has started selling pillows on Facebook, because she saw that there is a niche in the market. She has a vision of expansion by providing some creative, artistic furniture to sell online. She has made some individual projects for furniture market for previous clients, but her vision is to make them available for mass production, using e-commerce. To realize these plans all she needs is time and some technical assistance – partners for web development and the ones who will produce it according to her projects.

She thinks that the economic situation for expanding business in Lithuania is definitely positive as economy is growing. She saw that many new competitors appeared on the labour market and that people are building more and more houses and that means more work for designers.

In general, talking about the expansion of her business, she has never imagined herself working as a boss for another designer, as it is her own work that she likes to do, but she thinks creating something new to sell is important for your own growth.

She also has a vision of totally different business in a field outside of design, which is something entirely new for her, but time will show if it will work out or not.

WHAT ARE AGNE'S SUGGESTIONS FOR YOUNG PEOPLE WILLING TO START THEIR BUSINESS

For a start you have to be brave and just do it, everything will somehow work out. It is what happened to her; at the beginning she only had a vision of what her business should look like.

She would go for it again and recommend it to others, because doing her own business changed her life completely. She was holding her diploma and it felt like she had nowhere to go with it but now she is the one that students send their CV for internships. Her final words would be - try to do it and it will work out, just try once and you will never regret it.





Image source: all pictures used in this story are from Agne's personal archive.

We wish good luck to **AGNE!**

If you are interested in learning more about AGNE'S business or to get in touch with her, you can contact her by

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