

MICAILA VAUGHN

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CREATIVE LEADERSHIP | BUSINESS STRATEGY | SPACES & EXPERIENCES

SUMMARY

I curate spaces and experiences around how people feel, move, and connect—bringing light, color, texture, sound, and hospitality into one cohesive story. Across more than 20 years in lighting, interiors, hospitality, and business ownership, I've brought design, art, music, and community together—pairing an instinct for atmosphere with the discipline to make it work. Trained in industrial design with a focus on lighting and furniture, my work spans founding a lighting agency and creating SparkLab—a gamified, trend-defying trade showcase that continues to thrive a decade later. With deep roots in Denver's design community, I bring experience launching brands, curating furnishings, mentoring teams, and building client partnerships—balancing creative vision with budgets, timelines, operations, and profitability.

CORE COMPETENCIES

- Creative Direction & Spatial Design
- Lighting, Atmosphere & Guest Experience
- Furniture & Décor Curation
- Cross-Functional Collaboration & Execution
- Project Management & Event Logistics
- Brand Launch, Business Growth & Scaling
- Budgets, Pricing & Profitability Reporting
- Vendor Relationships & Distribution Strategy
- Client Experience & Partnership Development
- Creative Team Leadership & Mentorship

PROFESSIONAL EXPERIENCE

TELORIC

Feb 2026 – Present

Founder | Denver, CO

- Built an AI strategy and workflow consultancy helping independent, design-driven businesses simplify operations and reduce administrative work.

CORONET

Aug 2021 – Feb 2026

Northwest Regional Sales Manager, Western U.S. + Canada | Denver, CO

- Grew regional sales from approximately \$3.5M to \$10.5M over four years across 10+ U.S. and Canadian territories, achieving 140% of a \$7.5M annual quota in 2025.
- Recruited and appointed rep agencies across the West, evaluating market coverage, specification influence, line-card fit, relationships, and growth potential; worked directly with agency principals to rebuild coverage across major markets.
- Designed and produced curated pop-up showcases, intimate dinners, and local events, replacing conventional sales calls with immersive brand experiences tied to \$1.5M–\$3M in identified project opportunities per showcase series.
- Managed complex, full-cycle lighting pursuits from initial specification and crossover through quotation, value engineering, pricing, submittals, negotiation, order, installation, and post-sales support—coordinating rep agencies, distributors, contractors, quotations, engineering, and manufacturing.
- Planned and hosted 5–7 curated client trips annually within a \$100K budget, selecting destinations, accommodations, dining, and activities to create cohesive guest experiences for architects and designers.

LUXXBOX

Jun 2019 – Jul 2021

Western Regional Sales Manager | Australian furniture and acoustic lighting brand, acquired by Panzeri in 2024

- Led Luxxbox's U.S. operations through COVID-19 disruption, delivering 35% revenue growth over two years.
- Built and managed the representative network through agency recruitment, contracts, onboarding, and training.
- Expanded furniture distribution into dealer channels, reaching customers beyond the lighting representative network.
- Managed Luxxbox's U.S. office in Denver, hiring staff across sales, quotations, and customer service.
- Designed an online representative portal to streamline sales operations and equip representatives with the tools and product resources to drive sales.

CALYX THEORY

Jan 2018 – Jun 2019

Founder | Denver, CO

- Advised design-driven manufacturers including Boyd Lighting, ALVA Lighting, and MakeWest on go-to-market strategy, brand positioning, specification engagement, and business development.
- Mapped operational bottlenecks at Vonmod across client acquisition, quoting, engineering, and production; helped implement a Trello-to-Innery ERP transition and establish repeatable operating processes.

VISUAL INTEREST

Feb 2011 – Dec 2017

Associate Sales + Marketing Director | Denver, CO

- Created, branded, and produced SparkLab, an interactive, gamified trade showcase that became profitable by year two and continues to draw an average of 200+ attendees per event a decade later, while supporting product sales.
- Directed event creative and production across branding, décor, space planning, interactive activities, and food and beverage.
- Led interior design for two commercial office build-outs, including space planning, furniture curation and specification, and custom desk design.

VISUAL INTEREST — continued

- Top-selling salesperson for six consecutive years; led outside sales and managed relationships with 100+ manufacturers and vendors.
- Launched and managed the decorative lighting portfolio, building partnerships with interior designers and commercial furniture studios.
- Co-led the company rebrand and an ongoing monthly gallery program, curating artists and displays to build visibility and client engagement.
- Rebranded the Brilliance Awards and designed event décor, including custom laser-cut pieces, tabletop displays, and a photo booth, for a celebration of architectural lighting benefiting local charities.
- Hired, trained, and supervised a marketing director; established a marketing playbook that remained in use two years after my departure.

PURE LIGHTING LLC

May 2007 – Dec 2010

Founder + Owner | Denver, CO

- Founded a boutique architectural lighting agency at 27, personally recruiting every manufacturer on the line card and building 200+ client accounts across architecture, interiors, and construction.
- Owned manufacturer agreements, pricing, commission structures, and profitability; managed a team from interns to salespeople and merged the agency with Visual Interest through a four-year buyout.

THE LIGHTING GROUP

Dec 2005 – May 2007

Showroom + Specification Sales | Denver, CO

- Partnered with architects, interior designers, and contractors to drive specification and showroom sales, translating design concepts into tailored lighting packages across residential and commercial projects.

HOSPITALITY + DESIGN VENTURES

- Own and manage short-term rentals in Denver and Taos, NM, curating furnishings and overseeing purchasing, pricing, profitability, and the guest experience.
- Co-created Chroma with Thrice Pop Up, managing event operations for a multisensory series spanning color-by-course dining, mixology, and chakra yoga, with immersive lighting and a three-DJ silent disco.
- Designed installations for Denver Design Week and themed décor for weddings and private events.
- Produced Rooftop Yoga Flow & Beats at Vonmod, building a community of 250+ members through rotating instructors and live music; gatherings drew 40+ attendees and created paid opportunities for yoga teachers.

EARLIER HOSPITALITY + GUEST EXPERIENCE

Bar Management

Rhino Room, Denver | *Head Bartender / Bar Manager* | 2000–2003

Coral Room, Denver | *Bar Manager* | 2004–2005

- Managed bar operations, hiring, training, purchasing, inventory, vendor relationships, liquor costs, and cash reconciliation; created original cocktail menus and weekly specials.

Additional Hospitality

- Bartended at Star Club in Ios, Greece during a three-month summer season in 2003 and at Josh's Back Alley Bar in Steamboat Springs in 2003–2004.
- Additional Denver experience included guest and relief bartending at Atomic Cowboy, Pete's, and Coral Room, plus work at Sugar Lounge.

Steamboat Ski Resort, Steamboat Springs | *Snowboard Instructor* | 2003–2004

- Taught snowboarding and earned Instructor of the Year recognition.

VOLUNTEER LEADERSHIP

Women in Lighting + Design (WILD), Denver Board Member

2021 – Present

- Help oversee four events annually, coordinating catering, furniture, and event setup.

WILD National Mentorship Program, Program Liaison

2024 – Present

- Scaled a national peer-to-peer mentorship program from 50 to 100+ participants in its second year by digitizing program operations and shared resources; mentored women across the lighting and construction industries to support their advancement into leadership.

EDUCATION + PROFESSIONAL DEVELOPMENT

Bachelor of Industrial Design — Lighting + Furniture Focus

Art Institute of Colorado | 2000 – 2003

Interior Design + Construction Management Studies

Colorado State University | 1999 – 2000

NLP Practitioner Certification — Neuro-Linguistic Programming

NLP Comprehensive, Evergreen | 1999

AI Business Strategy + Implementation — Continuing Education

DESIGN + BUSINESS TOOLS

Canva • PowerPoint • Adobe Creative Suite • Figma • Miro • Microsoft 365 • Google Workspace
HubSpot • Salesforce • Trello • Notion • ChatGPT • Claude • Gemini • Perplexity