



Tracee
MURPHY
THE DESIGN BIZ THERAPIST



TRACEE MURPHY

LEADING VOICE IN DESIGN & PSYCHOLOGY
DYNAMIC SPEAKER & WORKSHOP FACILITATOR | TRUSTED BY TOP DESIGN BRANDS
RESPECTED MEDIA CONTRIBUTOR | 25 YEARS LEADING A THRIVING DESIGN FIRM

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ABOUT TRACEE MURPHY

Tracee Murphy, known as The Design Biz Therapist, is a licensed interior designer and recognized thought leader on the psychology of design. With degrees in both psychology and interior design and more than 25 years leading a multi-million-dollar design firm, Trade Mark Interiors, Tracee bridges the emotional and strategic sides of the business – helping designers, brands, and manufacturers understand how psychology shapes client relationships, buying decisions, and creative fulfillment.

As founder of The Designer Launch, she delivers accredited continuing-education courses, keynotes, and workshops on design psychology, color theory, luxury client communication, conflict management, and other topics. Her programs are trusted by designers, associations, and industry partners across the home and furnishings world for their interactive, practical, and transformative approach – tailored to each audience and designed to elevate confidence, client experience, and profitability.

Whether on stage or in the studio, Tracee's message resonates across every aspect of the design industry: *Design impacts emotion – and emotion drives every decision.*

I cannot think of anyone better to learn from than Tracee. She's passionate and knowledgeable about the psychology of interior design, and I've had her on several panels. She is the ultimate professional, and not only that, she's a wonderful and kind human being.

- MICHAEL BAUER | DIRECTOR OF TRADE RELATIONS, FEIZY RUGS

You might recognize her from:





AREAS OF EXPERTISE

Tracee's expertise sits at the intersection of psychology and design, and includes:

- ▶ The home as an emotional ecosystem – how color, layout, and environment influence wellbeing, productivity, and decision-making
- ▶ Biophilic and mindful design principles
- ▶ How psychology helps designers become more profitable, fulfilled, and effective
- ▶ Emotional intelligence as a competitive advantage in the design industry
- ▶ How to use psychology to sell luxury design without “selling”
- ▶ The psychology of luxury and the evolution of client expectations
- ▶ The psychology behind why clients buy, resist, and react emotionally
- ▶ Conflict management & repair in high-stakes design projects
- ▶ Using psychology to prevent burnout and building emotional resilience as a creative
- ▶ The importance of relationships with the vendor, realtor, and builders
- ▶ Money conversations that build trust
- ▶ The Human + The Machine: psychology & AI in design futures



SIGNATURE TOPICS



Available as keynote presentations, curated panels and workshops, showroom experiences, leadership retreats, brand education sessions, and CEU-accredited training, delivered in person or virtual, with content customized to fit context and culture.

- ▶ Why Beauty is Not the Point of Design: The Psychology of Identity and Human Connection
- ▶ The Psychology of Interior Design: Designing for the Mind, Not Just the Eye
- ▶ The Psychology of Selling Luxury: Emotion is the New Currency
- ▶ Make the Phone Ring: Marketing 101 for Interior Designers
- ▶ The Psychology of Color: The Emotional Language of Design
- ▶ The Psychology of Conflict Management: Turning Tension into Trust



Tracee's Quotes:

Design is therapy through environment.

Design impacts emotion, and emotion drives decisions.

Luxury is about emotion, not objects.

Designers manage change, & change is always psychological before it's visual. is about emotion, not objects.

Color isn't just a design choice – it's an emotional language.

Empathy is a business strategy.

SIGNATURE CASE STUDIES

Tracee blends interior design with evidence-based psychology to create spaces that support wellbeing, clarity, and comfort in daily life. These case studies show how her approach transforms homes through intentional material choices, layouts, and sensory details.

PALM BAY

Perched above Sarasota Bay, this Palm Bay condo was completely transformed to blend sophisticated modern design with the calming influence of its waterfront views. Tracee grounded the home in layered luxe neutrals that reduce cognitive load, creating an immediate sense of serenity while allowing curated pops of color and artisan details to shine. These strategic accents provide controlled energy, activating positive emotion without overwhelming the senses.

Every space was reimagined to support intuitive, stress-free living. Custom lounge built-ins, sculptural focal walls – including a reeded wood installation in the primary suite and an LED-illuminated entry feature – and a handcrafted hallway niche system add both architectural depth and sensory comfort. Thoughtful storage and functional built-ins create visual order, proven to boost mental clarity and reduce daily friction.

Soft textures, warm woods, and organic finishes soothe the nervous system, while coastal tones and open bay views strengthen biophilic connection, lowering stress and enhancing overall well-being. The result is a refined yet emotionally dynamic home – relaxing, uplifting, and deeply attuned to the homeowner’s lifestyle through intentional, psychology-informed design.





featured in
FLORIDA DESIGN

BAYSIDE BLISS

Designed as a Modern Minimalist retreat along the bay, this new-build residence blends relaxed luxury with effortless entertaining. A soft neutral palette moves seamlessly from indoors to out, supported by durable, low-maintenance materials that suit the pace of an active, social household. The aesthetic is sleek yet natural – quietly refined, richly layered, and deeply connected to its waterfront setting.

Inside, tailored design moments ground each space: a sculptural waterfall-edge island anchors the custom kitchen, spa-inspired suites evoke sanctuary, and expansive glass doors draw the eye toward multi-level outdoor living areas designed for gathering year-round. Thoughtful storage solutions and curated furnishings balance beauty with everyday livability, enhancing both comfort and clarity.

Tracee's psychology-informed approach guides the home's emotional rhythm. Clean lines and a pared-back palette reduce visual noise, regulating the nervous system and reinforcing calm. Natural textures, organic materials, and biophilic elements deepen wellness by strengthening connection to nature, while soft lighting and warm neutrals in private spaces cue relaxation and retreat. Multi-zone indoor and outdoor gathering areas amplify social connection, and quiet luxury is expressed through thoughtful restraint – proving that sophistication, serenity, and high-end living can beautifully coexist.





RESOURCES AND CONTACT INFORMATION

To request an interview or discuss a speaking engagement, contact:



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