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JSA Design hires Smith and Morse

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Portsmouth, NH JSA Design has added two new staff members: Heidi Smith NCIDQ, LEED AP, as interior designer and Karen Morse as accounting and office manager.

“We’re delighted to welcome Heidi and Karen on board,” said JSA CEO North Sturtevant. “Heidi adds depth and talent to our senior living and healthcare interiors team and Karen’s experience in business administration supports and strengthens our business.”

A resident of Maine, Smith has extensive healthcare design experience as a former interior designer and construction administration coordinator with Cannon Design in Boston, MA, where she worked on such projects as Fletcher Allen Hospital in Burlington, VT, King Faisal Specialist Hospital and Research Center in Riyadh, Saudi Arabia, and Elliot Hospital in Manchester, NH. As a design coordinator for Add Inc. in Boston, she renovated University Hall at Westfield State University in Westfield, MA. “I enjoy the puzzles and problem solving within all of design, but healthcare pushes me to find the balance between designing functional spaces for my clients, while keeping in mind the occupation of the space by patients and families and the need to design something that is both comfortable and comforting,” Smith said. Smith is NCIDQ certified and received a bachelor’s degree in interior design from Boston Architectural College.

Morse comes to JSA after working in administrative positions in the senior living industry. Most recently she was business office director for Windsor Place of Wilmington, an independent/assisted living and memory care community in Wilmington, MA; prior to that, she was director of administration at Cadbury Commons at Cambridge, an independent/assisted living and memory care community in Cambridge, MA. A resident of New Hampshire, Morse received a bachelor’s degree in business administration from Southern New Hampshire University.

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