



Big Dreams

These Short Hills entrepreneurs
have made their ideal jobs a reality –
right in their own back yards

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AMY YIN, PRINCIPAL DESIGNER AND OWNER OF AMY YIN INTERIORS

LIFE CHANGE

Amy Yin had built a thriving career for herself in corporate America, but in 2001 a series of events made her stop and re-evaluate her life. The September 11 tragedy occurred, there were a series of deaths in her family and her father became very ill. "It's clichéd but true; it made me really stop and think," she says. Yin wanted to make a change in her career and find something creative and entrepreneurial – and meaningful. The question was, what?

Yin's mother reminded her that as a child she often cut up *Better Homes & Gardens* magazines and made floor plans out of graph paper. Yin realized, "I've always been drawn to decorating and design but never really allowed myself to do it."

So in 2002 Yin signed up for classes at Parsons The New School for Design in New York. Soon, she was decorating for friends and family and founded Amy Yin Interiors. Today the company includes an administrative assistant and freelance designer. Amy prides herself on using local artists and local craftsmen, to create "meaningful part-time work in the community." And perhaps most striking, all of the company profits go to charity, a model that was inspired by Newman's Own and a philanthropic organization called Bolder Giving.

The beneficiaries of Yin's largess are several local charities including Home First, an affordable housing non-profit organization based in Union county. She also donates to two grief support programs, one called Imagine New Jersey, which is based in Westfield, and another called Good Grief in Morristown. To date, she has given away \$60,000. Her goal: to hit six figures. In the meantime, Yin has garnered prestigious industry awards, earning National Designer of the Year awards from The Interior Design Society in 2011 and 2012.