



2025 Women in Construction: Farrah Désir, Creative Form Development, LLC

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Farrah Désir
Founder & CEO

What inspired you to start your firm, and how has your vision evolved over the years?

In 2014, I founded Creative Form Development (CFD) due to my passion for both architecture and construction. Having worked on both architectural designs and large-scale development projects, I saw an opportunity to bring a more hands-on, client-focused approach to construction management. Taking a leap of faith, I launched CFD with the goal of bridging the gap between design intent and execution. Over the years, our vision has expanded beyond residential projects to a full-service construction management, project management and general contracting firm, leading public and private projects that enhance communities. Today, CFD is not just about building structures — it's about building strong partnerships, delivering quality results, and creating meaningful impacts in the industry.

As a leader, what values or principles do you prioritize when guiding your team or making decisions?

Integrity, accountability, transparency and collaboration are the foundation of how I lead my team and manage projects. I believe in fostering an environment where my team feels empowered to innovate and problem-solve. These principles build trust with our clients, partners, and within our organization. I also prioritize a client-first approach, ensuring that every decision aligns with delivering value and quality. At CFD, we don't just focus on completing projects; we focus on exceeding expectations and building lasting relationships. By cultivating a culture of continuous learning and professional growth, we ensure that every team member has the opportunity to contribute meaningfully to our success.

What advice would you offer to women who aspire to lead and succeed in the A/E/C industry?

Confidence in your expertise is key — own your skills, trust your abilities, and never hesitate to take up space in the room. The AEC industry can be demanding, but persistence and resilience are essential. Seek mentorship from trusted industry leaders, continuously build your skill set, and cultivate a strong professional network. Relationships in this field are invaluable and supporting each other creates more opportunities for growth. I also believe in leaving the door open for others — helping the next generation of women in this industry is not just about mentorship, but about creating a stronger, more diverse future. Success in this field isn't just about what you build — it's about the impact you leave behind.

What's been the most rewarding part of your leadership journey, and how have you grown as a leader along the way?

The most rewarding part of my leadership journey has been seeing the tangible impact of our work — whether it's a completed project that transforms a space or the growth of my team members as

professionals. Leading CFD has taught me resilience, adaptability, and the power of trusting my team. In a fast-paced, ever-evolving industry, I've learned to navigate challenges with a solutions-driven mindset while remaining true to our core values. Watching CFD grow from a vision into a thriving firm that creates opportunities for others remains my greatest motivation. Leadership isn't just about driving success — it's about inspiring others to reach their full potential.

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