

EXPERIENCE SELECTED PROJECTS

World Food Experience, a 35,000 sq. ft. Visitors Center in Ede, The Netherlands.

Graphic Design Lead and Manager - Environmental, wayfinding, exhibit and informational scope of work. Co-content development.

For BRC Imagination Arts, as part of a 10 person multidisciplinary team working from programming through design development.

- Co-created storytelling & design solutions intended to teach a diversity of visitors how to end poverty & sustainably feed the World.
- Worked with content specialists and a visual design team to tell complex stories graphically in simple, highly engaging ways.
- Collaborated across 2-D, 3-D and A/V design disciplines to create layered, accessible & seamlessly integrated environments.
- Created a “kit of parts” wayfinding system, including a custom alphabet and icons, that could be combined in multiple ways.

Indigenous Peoples Experience, A 35,000 sq. ft. Visitors Center & Discovery Pathways in Fort Edmonton, Canada.

Graphic Design Lead and Manager - Environmental, exhibit, digital and wayfinding scope of work. Co-content development.

For John King Creative/Nfusion Nassal, a 12 person multidisciplinary design team working from concept through design development.

- Co-developed a beautiful immersive spatial narrative to tell the rich story of the First Nations & Métis peoples of Western Canada.
- Researched regional history & indigenous iconography to inspire compelling, culturally inclusive indoor and outdoor design solutions.
- Led a design team to create a vast content & graphics document that would serve as an implementation road map. This included inspiration, research, content diagrams explaining visual hierarchy & delivery systems and design, material, color & type standards.

Walt Disney Imagineering. Graphic Designer and Manager - Information, environmental, digital & wayfinding scope of work.

Tomorrowland, Shanghai Disney Collaborated on graphics that worked with a holistic design approach to this entire themed land.

Star Tours II, Disneyland Paris Led, managed and co-created the graphic design solutions for this 4-D Theater Attraction.

Space Mountain vehicle, Disneyland Paris Co-designed the rebranding of this dark ride train car’s vehicle graphics.

Incredicoaster, Disney California Adventure Supported graphics effort on varied designs for this roller coaster attraction.

Worked with large international/multidisciplinary design teams on schematic, conceptual, design development & production art.

- Contributed to the delivery of massive multi-tiered projects. Operated within a complex organization, in both lead and support capacities on multiple diverse teams. Cultivated and projected an attitude of supportive co-creation and respectful dynamics.
- Co-developed branded signage systems by understanding visitor needs and aiming to improve visitor experience and satisfaction.
- Collaborated to scope and design extensive visual identity families that included marquees, murals, screen graphics, operational and life safety signage, architectural & vehicle graphics and wayfinding systems. Designs were printed, materials-based & digital.

Sun Premiere Village/Primavera Resort, A 345,000 sq. ft. themed destination in An Thoi, Vietnam.

Graphic Design Lead and Manager - Information, environmental & signage scope of work. Content Developer.

For Steadman Studio, with a 12 person multidisciplinary design team working from concept through design development/intent.

- Co-crafted themed architectural graphics, blade signs, merchant markers, story, prop, awning and window graphics as well as wayfinding based on research that referenced Italy’s rich typographic & visual traditions in both historic & modern iterations.
- Co-strategized to develop branded storylines and graphics systems for streetscapes, hotels, food & beverage and leisure venues.
- Led a team of designers to create illustrations, diagrams & information graphics, to package research and to document intent.

DreamWorks Theater at Universal Studios Hollywood

Graphic Design Lead and Manager - Information, environmental and wayfinding scope of work. Materials and color consultant.

For Themespace, a 10 person multidisciplinary design team that worked on schematic through design development.

- Scoped & developed a complex graphics program in collaboration with Universal staff and in-team creatives, on tight deadlines.
- Created beautiful, fresh graphic system branding by combining historical references related to the attraction’s California mission revival facade and Los Angeles’ art deco signage & marquee traditions along with the “DreamWorks” intellectual property’s colors and iconography. Designs included marquees, architectural graphics, concept murals & operational, life safety & directional signage.

Papalote Museo del Nino, “Mi Cuerpo/My Body” and “Mi Ciudad/My City” exhibits, Mexico City, Mexico

Exhibit and Graphic Design Intent Developer and Manager. Co-content development.

For Weldon Exhibits & IQMagic, a 20 person international, multidisciplinary team, working through design intent phase.

- Collaborated with museum personnel, subject matter experts and creatives in researching, scoping & developing two unique exhibits.
- Co-translated complex topics into simple, fun, interactive learning opportunities for a target audience of eight-year olds.
- Managed a team of six writers, illustrators and designers to generate design intent presentations explaining research and inspiration, graphic standards, discovery/tactile interactives, cartoon based storytelling, informational & 2-D/3-D environmental graphics.

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LA Starts Here!, a 5,000 sq. ft. exhibit at La Plaza de Cultura y Artes, El Pueblo de Los Angeles Historical Monument.

Content manager. Graphic Design Lead and Manager - Environmental and exhibits. Fabrication and Installation manager.

For IQMagic, a 12 person multidisciplinary design team that took the exhibit from concept through opening day.

- Worked with curators to weave story through space, elegantly distributing large amounts of artifacts, visuals and information.
- Co-created a stunning human-centered experience intended to connect visitors to the story of Latinos in Los Angeles.
- Managed fabrication and installation of exhibit and graphic elements, ensuring tight deadlines were met with the quality intended.

World Expo 2010. Information and Communications Pavilion, Shanghai, China

Graphic Design Lead, Production and Fabrication Manager - Environmental and informational scope of work.

For BRC Imagination Arts, as part of a large international/multidisciplinary design team working from concept through fabrication.

- Co-developed a universally accessible 2-D, 3-D, A/V Experience, intended to reach people from all countries and cultures.
- Realized the client's wish to tell its story in a poetic, soul touching way, hence creating a lasting emotional bond with their brand.
- Through multiple phases, managed designers to create designs and for-print artwork. Managed Chinese fabricators and printers.

The Heineken Experience Visitors Center, a 30,000 sq. ft. brand attraction in Amsterdam, The Netherlands.

Graphic Design Lead, Fabrication and Installation Manager - Environmental, information and interactive SOW. Co-content developer.

For BRC Imagination Arts, as part of a large international/multidisciplinary team that took design from concept through opening day.

- Collaborated to create 31 compelling spacial experiences that collectively, through multiple types of media, told Heineken's story.
- Tastefully used color, materiality, dimensionality and identity standards to express the quality and stature of the Heineken Brand.
- Worked with subject matter experts at Heineken to research & curate images, artifacts & written content that would populate designs.

The Atturaif Museum, Saudi Arabia

Conceptual Graphic Design Lead and Manager - Digital interface and touchscreen scope of work.

For Red Road Media, a five person design team creating concepts for human-centered interactive experiences.

- Executed historical research into the design motifs, patterns, lettering and iconography of Saudi Arabia, so as to develop a beautiful, culturally inclusive visual system for interactives. Communicated research, inspiration and concept design solutions in a visual deck.

Louisiana's Old State Capitol Visitors Center, Baton Rouge.

Graphic Design Lead, Fabrication and Installation Manager - Environmental, exhibits and wayfinding. Co-content developer.

For BRC Imagination Arts, as part of a multidisciplinary design team that worked from concept through installation.

- Led collaborative research effort with subject matter experts, historians & writers to develop a spacial storyline and curate content.
- Managed graphics team to create designs, for-print art & fabrication documents. Managed fabricators, printers & installation team.

The California African American Museum, Exposition Park, Los Angeles, California.

For CAAM. Co-created two 4000 sq. ft temporary retrospective exhibits for fine artists Dewey Crumpler and Artis Lane.

- Collaborated with museum curators and fabrication staff and managed a team of three designers to create and bring to life two exhibits, each uniquely stunning with its own content-specific spatial design and brand identity. Managed fabrication and installation.

The Channel Islands National Park Visitors Center, Ventura, California.

Exhibit Graphic Design Lead and Manager.

For The Henley Company, as part of a three person exhibit design team, working from, design development through production.

- In a multi-phase process, co-collaborated to design a graphic face lift that re-branded & modernized an existing architectural space.

"The Art of Being Tuareg" at The Fowler Museum at UCLA, Los Angeles, California.

Co-created this 5400 sq. ft. temporary and traveling exhibit.

- Collaborated with museum staff and managed an outside fabrication team to strategize, develop, design and build a compelling human-centered display that showcased the stunning artifacts and rich cultural traditions of the Tuareg tribes of North Africa.

"Wrapped in Pride: Ghanaian Kente & African American Identity" for Mid-America Arts Alliance/Exhibits USA.

Co-created this 2000 sq. ft. traveling exhibit, that toured the US for two years, targeting audiences in smaller cities and towns.

- Collaborated to design and bring to life a flexible and sturdy wood exhibit system that had to aesthetically work with the colorful Kente cloths on display, as well as being able to fit into many different spaces and stand up to a fast-paced traveling schedule.
- Created a traveling guidelines document, explaining how to safely and efficiently unpack, install and repack the exhibit.