

VALERIE FAITHORN

Ms. Faithorn specializes in the creation and implementation of storytelling graphics, exhibits, environments and experiences. Her approach is human-centered and values-driven. Her passion for design, her attention to process, research and detail, and her commitment to quality, consistently lead to highly successful design outcomes. She excels at translating complex stakeholder visions into simple, beautiful design that is easy for everyone to understand. She has collaborated with multi-disciplinary teams on design ventures of all sizes and scopes, that targeted a variety of audiences, for clients ranging from small non-profits to large corporations. She works directly with institutions and businesses, as well as lending her expertise to larger design and development organizations. Her projects span industries including education, brand visibility and entertainment. Since 2004, Ms. Faithorn has operated her own design consultancy, Storyspace Design, Inc. This model has allowed her to grow as a design leader, a female entrepreneur and a team player. She is a LEED accredited professional.

EXPERTISE

Creative. Human-centered design. Informational, environmental, presentation and digital graphic design. Typography. Art direction. Brand strategy and implementation. Exhibit design. Wayfinding design. Materials and color. Concept and design development.

R&D. Design research. Content and visual narrative development. Image and storytelling resource curation. Prototyping.

Management. Design management. Production, fabrication and installation management. Budget management.

Presentation. Powerpoint & Keynote Slide Displays. For-print and for-screen artwork. Design and fabrication drawing packages.

EDUCATION

Art Center College of Design. B.S. Environmental Design, with focus on environmental graphics. Honors.

The University of California at Berkeley. B.A. History.

COMPUTER

Mac Based. Adobe Illustrator, InDesign, Photoshop, After Effects, Acrobat. Microsoft PowerPoint, Word, Excel. Keynote. Sketch-Up.

LANGUAGES

English, French

EXPERIENCE

Art direction, design and management consultant. March 2004 - Present.

Selected Projects:

Information and environmental graphic design lead and manager. Materials and color.

Sun Premiere Village/Primavera Resort. A 345,000 sq. ft. themed destination in An Thoi, Vietnam. Opening 2021.

October 2018 - December 2019, intermittent.

For Steadman Studio, a 15 person multi-disciplinary design team working from concept through design development.

- Crafted visual design directions and materials and color palettes based on research of regional typography and aesthetics.
- Co-developed branded storylines and a graphics system for streetscapes, hotels, food & beverage and entertainment venues.
- Managed and art directed team of six visual designers to co-create design illustrations, client presentations & drawing packages.

Spacial narrative developer. Information, environmental, digital and wayfinding graphic design lead and manager.

Indigenous Peoples Experience. A 35,000 sq. ft. Visitors Center & Discovery Pathways in Fort Edmonton, Canada. Opening 2021.

October 2017 - October 2018, intermittent.

For John King Creative/Nfusion Nassal, a 12 person multi-disciplinary design team working from concept to design development.

- Collaborated with creative team to craft a visitor experience narrative that would tell a complex story with clarity and beauty.
- Researched regional history & indigenous iconography to inspire compelling visual solutions designed to touch the human spirit.
- Art directed designers to co-create design illustrations, establish brand and graphic standards and generate documentation.

For Walt Disney Imagineering. Information, environmental, digital & wayfinding graphic designer. Materials and color.

Tomorrowland, Shanghai Disney; Star Tours II & Space Mountain vehicle, Disneyland Paris; Incredicoaster, Disney CA Adventure.

April 2013 - May 2018, intermittent.

Worked with large international and multi-disciplinary design teams on schematic, conceptual and design development.

- Co-collaborated to apply new and existing intellectual property brand identities within lands, rides, retail and food and beverage.
- Co-developed brand systems. Built clear creative guidelines for implementation of IP brand standards.
- Co-designed visual identity families that included marquees, murals, screen graphics, operational & life safety signage, architectural graphics, vehicle graphics and wayfinding systems. Executed designs were materials-based, printed and digital.

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EXPERIENCE CONT...

Information and environmental graphic design lead and manager. Materials and color consultant.

DreamWorks Theater at Universal Studios Hollywood.

January 2017 - October 2017, intermittent.

For Themespace, a 10 person multi-disciplinary design team that worked on schematic through design development.

- Collaborated to develop a graphic system and materials/colors branding by combining references to the attraction's "Golden Era of Hollywood" mission revival architecture and the "DreamWorks" intellectual property's standards and iconography.

Storyline developer for Cannabition Museum, a 7,500 sq. ft. immersive experience in Las Vegas, Nevada.

February 2018 - May 2018, intermittent.

- Strategized with creative lead to both craft a positive brand story about cannabis that spoke of the promise and potential of this ancient plant, and conceptualize an educational spacial journey of instagrammable moments and sponsorship opportunities.

Wayfinding and operational signage design lead for the MNC Theme Park, Indonesia.

July 2017 - September 2017.

For Opak Creative, a 20 person multi-disciplinary design team that worked on concept through design development.

- Created six branded signage systems to compliment the unique aesthetic character of each themed land.

Interface and touchscreen graphic design lead for the Atturaif Museum, Saudi Arabia.

October 2016 - January 2017, intermittent.

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

- Referenced the rich design motifs, patterns, lettering and cultural iconography of Saudi Arabia to inform visual solutions.

Exhibit design developer and manager.

Papalote Museo del Nino, Mexico City. "Mi Cuerpo" and "Mi Ciudad" exhibits.

August 2014 - June 2015, intermittent.

For Weldon Exhibits & IQMagic, a 20 person international, multi-disciplinary team, working through design development.

- Collaborated to translate complex subject matters into simple, fun interactive exhibits for a target audience of eight year olds.
- Managed a team of six visual designers to generate design solutions, illustrations, client presentations & drawing packages.

Content manager. Environmental graphic/exhibit designer and manager. Fabrication and Installation manager.

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

September 2010 - April 2011, intermittent.

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

- Worked with content experts to weave story through space, elegantly distributing a huge amount of imagery and information.
- Co-created a stunning visitor experience with 150 artifacts, multimedia presentations and all types of 2-d and 3-d graphics.
- Managed fabrication and installation of exhibit and graphic elements, ensuring tight deadlines were met with the quality intended.

Environmental graphic design lead and manager. Production and fabrication manager.

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

April 2009 - April 2010, intermittent.

For BRC Imagination Arts, as part of an international, multi-disciplinary design team working from concept through fabrication.

- Co-created the graphics scope of a moving visual narrative targeted to reach people from all countries and cultures.
- Design solutions were meant to touch humans and create a lasting emotional connection to the brand.
- Managed design team to create environmental graphics and for-print artwork. Managed Chinese fabricators and printers.

Content developer. Environmental, informational and interactive graphic design lead. Fabrication and installation manager.

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

April 2007 - January 2009, intermittent.

For BRC Imagination Arts, as part of an international multi-disciplinary team that took design from concept through opening day.

- Collaborated with brand stakeholders, creative leads and design and fabrication staff to generate story-driven design solutions for 31 compelling spacial experiences that collectively, through multiple types of media, told the story of the Heineken brand.
- Tastefully used color, materiality, dimensionality and identity standards to express the quality and stature of the Heineken Brand.
- Worked with archivists at Heineken to curate images, artifacts and content that would populate exhibit and graphic designs.

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EXPERIENCE CONT...

Content developer. Exhibit and graphic design lead. Fabrication and installation manager.

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

August 2008 - October 2009, intermittent.

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

- Collaborated with local historians and writers to develop a spacial storyline and curate images and artifacts.
- Managed a design team to co-create exhibit and graphic designs, for-print artwork and fabrication documents.
- Managed a team of fabricators and printers to finalize and build design elements. Managed on-site installation team.

Exhibit graphic design lead and manager.

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

March 2007 - February 2009, intermittent.

For The Henley Company, as part of a three person exhibit design team.

- Designed a graphic facelift to rebrand and modernize an existing architectural space. The vibrant system of 2-d and 3-d elements included back-lit window graphics, column-hugging title graphics, angled theme panels, flip books and banners.

Created two 4000 sq. ft temporary retrospective exhibits for fine artists Dewey Crumpler and Artis Lane.

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

May 2007 - November 2008, intermittent.

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

Co-created "The Art of Being Tuareg," a 5400 sq. ft. temporary and traveling exhibit.

The Fowler Museum at UCLA, Los Angeles, California.

July 2006 - November 2006, intermittent.

- Collaborated with museum's team of curators and exhibit designers and managed outside fabrication team to develop and realize an artifact-heavy display showcasing the rich cultural traditions of the Tuareg tribes of Northern Africa.

Created "Wrapped in Pride: Ghanaian Kente & African American Identity," a 2000 sq. ft. traveling exhibit.

Mid-America Arts Alliance/Exhibits USA. Funded by the National Endowment for the Humanities.

February 2005 - June 2005.

In 2015, The National Endowment for the Humanities featured "Wrapped in Pride" as one of 50 highlighted projects that exemplify the best of NEH's 50-year history.

- Created exhibit to tour the United States for two years, targeting audiences in smaller cities and towns.
- Designed and managed fabrication of a flexible wood exhibit system to contrast with the colorful Kente cloths on display. The system featured stylized Kente design motifs carved into fabric mounts and silkscreened onto graphic panels.
- Created a comprehensive installation guide explaining how to upack, set up and repack the exhibit for shipping.

Exhibit and graphic designer. Design manager.

The Autry National Center. The Southwest Museum. The Museum of the American West.

August 2004 - June 2006, intermittent.

- Worked on mutiple projects including the 2200 sq. ft. permanent exhibit "The People of California Hall" and the temporary exhibits "The History of the Southwest Museum," "Gene Autry: The Christmas Cowboy" and "David Dortort."
- Collaborated with museum's curatorial, exhibit and fabrication/installation staff to organize exhibit content, generate exhibit and graphic design and insure quality in implementation from the beginning of each project through its opening day.

Staff Designer.

IQ Magic, Santa Monica, California.

February 1999 - January 2004, full-time.

- Received training through mentorship on all phases of spacial storytelling including content, design, graphics and fabrication.
- Created designs in team collaborations with clients, scholars, subject matter experts, architects, designers and builders.
- Worked on projects for the Hollywood Bowl Museum, the Los Angeles Zoo, the Chicago Historical Society, the Agua Caliente Cultural Center, The Huntington Library, El Pueblo de Los Angeles Historical Monument and the Getty Conservation Institute.