

THE GOAL:

Build relationships.
 Frame conversation.
 Elevate the story.
 Find solutions.

SPECIALTIES:

Messaging, user research & strategy, systems & design thinking, facilitation, Human-centered Design implementation, typography, long form layout, corporate ID and branding.

VALUES: Partnership, Curiosity, Collaborative Development, "Yes/And," Leadership, Co-creation, Stewardship, Civic Engagement.

CURRENT VOLUNTEER WORK:

Columbia Votes!, #WeavingCommunity, Design for America Crit Volunteer, Design Justice Network Member

EDUCATION:

Columbia College, Masters: Civic Media
 Visual Thinking Strategies Program
 Leadership Detroit cohort 49
 University of Michigan, BFA/BGS; Minors: French, Art History

References available upon request.

THE WORK:

06.20–Present
 07.16–11.16
 07.08–11.10
 DC

The Pivot Group/MSHC Partners (Senior Graphic Designer)
 Design strategic campaign and GOTV materials for progressive causes and candidates. Develop proposals, mentor junior staff on quality and work flow assisted in workflow standards. Engage departments in brainstorming sessions. *Pollie Award Winner 2011: Best in Show: Double Up Food Bucks.*

11.19–Present
 Chicago

Convergence Design Lab (Designer & Strategy)
 Visualize and develop content for connected learning experiences by implementing inclusive Human-centered Design practices, working closely with clients on internal process and goals and creating tools and kits that help them communicate better.

01.17–09.19
 Detroit

EarlyWorks, llc (Designer & Strategy)
 Develop strategic communications/materials for community and civic impact initiatives through relationship-building and design thinking facilitation in order to strengthen neighborhood and regional infrastructure. *Awards and work at earlyworksllc.com*

01.17–01.19
 Detroit

College for Creative Studies (Adjunct Professor)
 Taught fundamental courses and research methodologies in Communication Design; engaging students in the process of deconstructing how we see and navigate our environment and culture, and how to interpret information visually in order to create intentional communication pathways.

10.17–10.19
 Detroit

Type A Creative (Owner, Principal Designer)
 Strategically-designed materials and facilitations for organizations communicating their work/mission. Used Human-centered design and research methodology to connect unique histories to larger shared experiences, creating a social dialogue platform and stronger relationships with audiences.

10.13–07.16
 Detroit

Detroit Institute of Arts (Graphic Designer)
 Created multi-platform content that strengthened museum brand recognition. Developed design procedures, guiding colleagues through those standards. Expanded extensively on agency concepts for large-scale exhibitions.

09.11–07.13
 Detroit

Goodby, Silverstein & Partners/Commonwealth (Design-Focused Art Director)
 Produced multi-format print and digital material for nonprofits and Chevrolet, and large-scale materials for Chevy Racing. Concepted and implemented Chevy rebrand and guidelines. *D Show Award 2012 winner: Chevy Corvette C7 Times Square takeover (outdoor media); Alternatives For Girls: Best political/PSA*

04.06–07.08
 Detroit

lovio george communication + design
 Collaborated with Creative Director and account executives on non-profit, regional policy and state government clients on multi-format print materials. Worked directly with printers. Managed multiple accounts at varying creative stages.

06.03–10.05
 Ann Arbor

Q+M (Graphic Designer)
 Developed/maintained initial identity system, artistic direction, quality of brand. Designed packaging/layout for educational videos and a book. Wrote copy, created artwork for supporting materials. *Telly Awards winner: SAT Vocabulary videos*