



# San Diego

the professional  
association for design

Please research the 2018 Reviewers below before logging in to make your selection. Reviewers are selected on a first-come-first-served basis. We encourage you to have up to 5 reviewers selected prior to May 9, 2018 at 9:00 a.m.

The registration link can be found on the Portfolio Review 2018 event page at [sandiego.aiga.org](http://sandiego.aiga.org). Registration for Participating Students will be open from Wednesday, May 9, 2018 at 9:00 a.m. – Sunday, May 13, 2018 at 9:00 p.m.

The categories listed under each name are the Reviewers' top choice to review. The teal-colored category is their judging category. If you are not paired with a Reviewer in your category please do not panic. The process will still be very beneficial for you. Reviewers have the opportunity to see all the tables and judge in the Overall category.

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## **RYAN ALLEN**

**ADVERTISING/TYPOGRAPHY/HAND-CRAFTED**

I am an SDSU graduate and portfolio review awardee. I have worked primarily in action sports for the last 10 years, from marketing, design, advertising and photography to creative and visual direction for brands in skateboarding, art, music, sports and youth culture.

## **SAM ALLEN**

**BRANDING/PACKAGING/TYPOGRAPHY**

Creative Director / Principal  
Wedge & Lever

## **JEREMY BACKO**

**BRANDING/ADVERTISING/PACKAGING**

Associate Creative Director  
LESS+MORE

Jeremy Backo is a creative leader focused on strategy, design, art direction, and branding. He has a passion for leading creative teams, projects, and company culture. Jeremy has worked in NYC as an in-house graphic designer for the global boxing brand Everlast. He worked in North County San Diego as a graphic designer and project lead for the sports marketing agency Wasserman Media Group. He spent several years working on design and art direction contracts as an independent creative consultant. Currently, he enjoys San Diego and working with some amazing people at the brand and design studio LESS+MORE.

## **SEAN BACON**

**TYPOGRAPHY/PUBLICATION/BRANDING**

Professor  
San Diego City College

Teaches portfolio and other advanced graphic design courses at San Diego City College. After graduating from SDSU and City he worked for Jonathan Segal Architect and then Parallax before focusing his energy on freelance and teaching at City. Specializing in page-layout and typography, his work usually involves multiple pages and modified typography.

**JOHN BALL****PACKAGING/BRANDING**

partner/creative director  
MiresBall

John brings more than thirty years of experience and a passion for simplicity and clarity to his work every day—directing a brand revitalization for legendary American microphone maker Shure, transforming Creative Nail Design into all-encompassing professional beauty brand CND, and leading high-profile initiatives ranging from ExxonMobil's corporate citizenship communications to an educational poster series for the Smithsonian. In addition, John has served on the board of directors for the Lux Art Institute since its inception in 1998, helping to build the arts organization's identity system and award-winning communications program. Besides industry recognition from organizations such as AIGA, Communication Arts and Graphis, John's work was selected for inclusion in the 2005 California Design Biennial at the Pasadena Museum of Art.

**PAM BROWN****BRANDING/PACKAGING**

Brand Image Stylist  
Joie Luxe Design

Pam Brown is the owner and designer behind Joie Luxe Design, a graphic design studio dedicated to making brands shine. Pam specializes in creating the whole brand design experience for lifestyle businesses in the areas of hotels, restaurants, cafes, consumer goods, retail, home life, beauty, and well-being. Her studio hums with joyful passion because she loves being creative, working with clients directly, and being a she-preneur.

Over the decades, Pam has successfully contributed to high-level brands such as Ritz-Carlton Rancho Mirage, Royal Caribbean International Cruises, Celebrity Cruise Lines, United Airlines, Fry's Electronics, Kohl's Department Stores, Gaia Day Spa, TrendSource, Plow & Harvest Restaurant, and Schuman Cheese, Inc to name a few. Currently she is working on dream projects: branding a luxury boutique resort in Belize, a Caprese cheese salad packaging, a brand campaign for a personal chef, and menu designs for a new restaurant opening in Hollywood.

The typical kind of projects Pam works on are logo identity, brand guidelines, marketing materials, informational brochures, website design and development, package design, social media graphics, infographics, presentations, conference materials, illustration, and much more if you ask nicely.

**BOBBY BUCHANAN****BRANDING/DESIGN FOR GOOD/DESIGNER FOR ENTREPRENEUR**

Creative Director  
Buchanan Brand + Design

As Founder and Creative Director of Buchanan Brand + Design, Bobby has dedicated his professional career to provide engaging, creative solutions that add value to the companies he serves. Since 1995, he has been doing exactly that, caring deeply about design and the clients he is privileged to work beside.

Bobby has worked with local and national clients across multiple industries, including healthcare, telecommunications and wireless, hospitality, legal, fitness, and service industries. With a variety of national design awards and work published in leading national and international publications, Bobby continues to provide award-winning creative and strategic thinking for his clients.

Bobby is a native San Diegan, and graduated from San Diego State University with a Bachelor of Arts degree in graphic design. He is past president of AIGA San Diego.

Bobby believes in social responsibility and giving back to the community. He is the Founder and Executive Director of the nonprofit Orange Tree Project. Their mission is to help nonprofit organizations by providing professional design services to those unable to afford it by partnering them with a leading design agency.

**CHRIS CHASE****BRANDING/ADVERTISING/TYPOGRAPHY**

Creator & CEO  
Chase Design

Chris Chase is a graduate of San Diego State University where he received his BA degree in graphic design. After graduating, Chris established his own San Diego based design firm, Chase Design, Inc. As CEO and Creative Director of the company, Chris brings over 20 years of graphic design and industry experience.

Chase Design, Inc. specializes in branding consulting for businesses throughout the United States. The firm has built an impressive reputation for producing effective design and has received several awards for excellence in the industry. Chase Design, Inc. has worked for small and large startup firms as well as more established ones. Some of their more prominent clients have included Callaway Golf, Ashworth Golf, The Los Angeles Triathlon, The Nation's Triathlon, Scripps Hospital and Palomar Health. Projects range from advertisements, catalogs, brochures, corporate identity, publication design, product illustrations, 3D design, motion graphics, SEO, web design and development.

Chase Design, Inc. currently employs a team of 5 staff along with several contractors who encompass a wide range of design and programming skills.

**MIN CHOI****HAND-CRAFTED/DESIGN FOR GOOD/DESIGNER AS ENTREPRENEUR**

Designer + Educator  
Min Choi Design

Min Choi is a passionate designer & educator. Leveraging over 16 years of brand identity, corporate communications, design for entertaining, environmental, infographics, packaging to interactive design, she has won numerous design awards, and owns Min Choi Design. Min imparts her knowledge and love of design to the next generation of designers by teaching at SDSU, City, MiraCosta College and abroad. She has served AIGA SD as an Education Director, Vice President, and a faculty advisor for San Diego City College's AIGA student group. Min is currently pursuing her MFA in Graphic Design at Vermont College of Fine Arts.

**RANDALL CHRISTOPHER****ILLUSTRATION/DESIGNER AS ENTREPRENEUR/HAND-CRAFTED**

Artist / Filmmaker  
Randall Christopher

Randall Christopher is an award-winning filmmaker and artist best known for his cartoon project Kleeman and Mike, and the experimental YouTube animation series "Skate Sketch." His newest film, The Driver Is Red, was selected for the 2018 Sundance Film Festival and was hailed as "an artistic triumph" by The Independent. In addition to his animated film projects, Christopher has been a college professor of art in his hometown of San Diego since 2005.

**DAVID CONOVER****BRANDING/DESIGN FOR GOOD/ENVIRONMENTAL**

minion  
studioConover

Unbeknownst to him at the time, David Conover nurtured his design career as a youngster drawing The 007 logo along with heavily-outlined dropshadow typographic renderings of his girlfriend's name. Even then he never quite grasped the power of design when a rendering of an inappropriate propaganda mark was confiscated by his middle school principal. At the time he had yet to connect the dots, both figuratively and literally. Many rock band logos and tshirts later, he earned his BFA in graphic design at Arizona State University; an academic institution whose motto he had believed was: "You gotta fight for your right to party". After years of setting type on typesetters, rubbing down transfer type for ad headlines, developing film in darkrooms, pasting up page numbers in publications and designing video game spaceships with 5 pixels, David —and his infinitely more disciplined wife Celia — opened their design studio together. Since 1985, David and Celia have been able to keep the doors open, create work alongside many respected coworkers, raise a family and — most importantly — express gratitude for opportunity every day. What more could you ask for?

**JEREMY DAHL****PACKAGING/BRANDING/DESIGN FOR GOOD**

Partner/Creative Director  
BEXBRANDS

An idea is just an idea, until it's an accomplishment.

I grew up in Texas, and moved to San Diego to work in photography. I soon found myself magnetized by graphic design, which let me get as exact as I wanted with everything I created. I was in town for about a decade before forming BEXBRANDS with my wife Becky. Our initial goal was to help our clients' brand jump off the shelf, visually, for customers who resonate with their vibes and values. Every day it's exciting to use our teamed-up perspectives to make that happen, and to know that the better we do, the more it will matter.

**HARRY DECKER****BRANDING/INTERACTIVE/ADVERTISING**

Creative Director  
DoubleDeckerDesign

Harry is an independent Creative Director and Copywriter with over 20 years' experience in the design industry. His sweet spots are brand strategy, brand development and brand expression—developing strategic and creative branding solutions.

**CHELSEA FLAMING****BRANDING/INTERACTIVE/ADVERTISING**

ECD and Founder  
Oui Will

Chelsea Flaming is a Colorado native with a background in design and brand strategy. She has spent the last seven years in southern California, developing identity systems and rolling out brand platforms and campaigns for tech start-ups and B2C brands. Five years ago, Chelsea founded Oui Will, a creative agency headquartered in Paris and San Diego that has been awarded 20+ awards in the last year and has been nominated twice for agency of the year in 2018. Chelsea is also an elected juror for the Art Directors Club of Denver Awards Show.

**CHRIS FORD****INTERACTIVE/DESIGNER AS ENTREPRENEUR/DESIGN FOR GOOD**

Project Manager  
Reaktiv Studios

Chris graduated from San Diego City College in 1996 with a shiny, high-tech CD-ROM portfolio. While she's worked in industries from skateboarding to scrapbooking, she's always focused on bringing forward-thinking design ideas together with high-level developer execution to create new possibilities.

She is currently a project manager at Reaktiv Studios, where she works with a team of talented WordPress VIP developers, orchestrating complex API integrations and custom WordPress solutions with their design partners.

**LEE FUHR****INTERACTIVE/DESIGNER AS ENTREPRENEUR/BRANDING**

President  
Cozy

Been doing IA/UX since 1998. Worked at big agencies, startups, enterprise, and for the last 10 years for myself. Been running a great little shop called Cozy for the last few years, working with a bunch of City kids.

## **SHARON GONZALES**

### **ILLUSTRATION/DESIGN FOR GOOD/ENVIRONMENTAL**

Graphic Designer | Illustrator  
San Diego International Airport

Sharon is a previous San Diego AIGA board member. For four years she was the Living Principles Chair and then the Design for Good Chair. She presently works for San Diego International Airport in the Marketing Department as a Graphic Designer and Illustrator. In this position she has illustrated children's books, illustrated and designed exhibit spaces for the Airport Arts Program, designed the branding for the different Rotating Arts Exhibits Programs, and designed numerous Annual and Financial Reports, along with other printed business material.

Sharon originates from England and went to college at Cambridge College of Art to become an illustrator. In the past she has worked both as a fine artist, illustrator and as a graphic designer.

Sharon's passions are people, art, color, music and nature.

## **DONALD GOULD**

### **ILLUSTRATION/BRANDING/DESIGN FOR GOOD**

Adjunct Instructor / Designer  
San Diego City College

Donald Gould is a designer specializing in print design, illustration and branding. He was raised in Chula Vista and Imperial Beach and received his degree from San Diego State University with an emphasis in Graphic Design. After living up and down the California coast over the years working in the action sports and fashion industry, he has settled back in San Diego and is currently an Instructor in Graphic Design at San Diego City College as well as a graduate student obtaining his Master's Degree. Donald has always enjoyed working with his hands, whether it be classic motorcycles and cars or home projects, he seamlessly brings a hands-on approach to his design with his unique styling. When he's not watching kitsch movies for personal amusement, he's working to expand his creative range by experimenting with old-world trades and alternative forms of communication.

## **ANGELA HILL**

### **BRANDING/DESIGNER FOR ENTREPRENEUR/TYPOGRAPHY**

CEO  
Incitrio | a branding & marketing agency

After 25+ years in the Branding & Marketing industry, I bring my clients a background of Fortune 500 clients like: Hallmark, Energizer, Williams-Sonoma, Mars Candy, Ford, Anheuser Busch, Visa, Sun Microsystems, PG&E, Maersk, Foster Farms, Pepsi, Sega, Jabra, and more.

I bring to Incitrio my large agency background from Saint Louis, San Francisco, and San Diego to help my clients navigate the challenges of modern marketing to ensure they are extracting maximum ROI from their marketing budgets with campaigns and teams optimized to perform.

Today, Incitrio works with clients in one of three ways: 1. As a fractional CMO to help them address their marketing challenges and get sales back into alignment to move out of plateau and back into hockey stick growth, 2. As an outsourced marketing team to support ongoing marketing efforts when there isn't enough budget for those same full-time hires to keep the marketing and sales engine moving forward, or 3. As a project-based, clean up and foundation crew that will rebrand a company with a clean slate to get them back on track with their branding, marketing, and messaging.

## **PETRA IVES**

### **BRANDING/TYPOGRAPHY/DESIGNER FOR ENTREPRENEUR**

brand specialist · solo creative  
lime1 Design Inc.

16 years ago LOVE brought me to this beautiful corner of the world, transplanting me from the orderly, punctual, and rainy home turf of Germany to laid-back, easy-living San Diego. I embraced it wholeheartedly and picked up hiking, the

taste for sushi, and the American dream, by starting my own design studio, lime1 Design, Inc. I provide strategic branding and thoughtful design with wit and freshness for companies, ranging from mom-and-pop shops to large corporations, both in the United States and Germany. I went back to school to expand my design education and to learn proper American English at SDSU and I joined AIGA to network and extend my creative family. My roots here go deep now and I consider myself a San Diegan... with a German accent.

**SEAN KELLEY**

**BRANDING/PACKAGING/TYPOGRAPHY**

Creative Director  
Mother Sponge

Mother Sponge is a brand development and design studio based in San Diego. We specialize in helping food & beverage businesses find their voice, connect with their patrons, and build their brand's reputation. We believe a successful brand is built through an authentic story, brought to life by working with our diverse network of collaborators -- from designers and illustrators to artists and craftsmen. Mother Sponge has emerged as a leader in Southern California's craft beer and spirits industry, having consulted for multiple startups, as well as the San Diego Brewers Guild, the largest guild in the nation.

**AMY LEVINE**

**ENVIRONMENTAL/TYPOGRAPHY/HAND-CRAFTED**

Partner/ Principal/Design Director  
Visual Asylum

Thirty years' experience including art direction, design and production of two-and three-dimensional graphic communication pieces. We are a communications design firm. We collaborate with companies and institutions to create dynamic, effective communications which might include; a branded identity, a strategic environmental signage program or a hot new product package. Our clients include major casinos and restaurant owners, educational institutions and many start-up businesses. We are strong strategic partners for our client's in helping them reach their customers in a way that brings brand identification and loyalty, we get our client.

Specialties: Brand identity, environmental graphic design, product packaging.

Professional Member of AIGA /San Diego Chapter, 14 years on the Board of AIGA | former president, & Y Conference Chair

Before joining Visual Asylum, worked with several well established design firms in San Diego and Denver where she worked with clients including: Davidson Communities, Oliver McMillan, Blanchard Training and Development, Lomas Group, Plains Petroleum and Daniels Cable Television. Holds a Bachelor of Fine Arts degree from the Kansas City Art Institute, Missouri.

**MAELIN LEVINE**

**ENVIRONMENTAL/BRANDING/DESIGNER AS ENTREPRENEUR**

Partner/Designer  
Visual Asylum

MaeLin Levine is the Partner and Creative Director of Visual Asylum. Her work has been nationally recognized by multiple organizations. She was also awarded the prestigious AIGA Fellow Award in 2008. Originally from Leadville, Colorado, Levine holds a BFA in Graphic Communications Design from the University of Denver and participated in the AIGA professional program at Harvard Business School.

MaeLin served on the board of the San Diego Chapter of AIGA – the professional association of Graphic Artists – for sixteen years and was president for four years. In that role she was part of the team that envisioned and launched the Y Conference, now in it's 20th year, and developed the first ever international chapter of the organization.

More recently Levine has turned her attention toward a new passion project as President of the Board of Trustees of the Urban Discovery Academy (UDA) – a highly successful K-8 charter school. This unique learning environment integrates the creative DNA of Visual Asylum into its curriculum and character development programs. Levine is also a design instructor at San Diego City College, where she has served as an adjunct faculty member for nearly twenty years.

Levine's hallmark style incorporates bold use of color and whimsical touches, and she is inspired by Alexander Girard, Charles & Ray Eames, Edith Head, folk art, toys, dolls, fabric and paper. Collaborative by nature, MaeLin appreciates working with clients who challenge the status quo and value the big picture.

### **BRIAN LISCHER**

#### **BRANDING/INTERACTIVE/DESIGNER AS ENTREPRENEUR**

Founder & CEO

Ignyte

Brian Lischer is Founder and CEO of Ignyte, an award-winning branding agency specializing in brand strategy, identity, and storytelling. With over a decade of experience in branding, digital marketing, and design, Brian has worked with brands in the industries of healthcare, life sciences, technology, financial services, and more. His work has been featured in major publications including Forbes, Entrepreneur, Huffington Post, and Brand Quarterly. Inc. Magazine named him one of the top branding experts in the country.

### **CANDICE LOPEZ**

#### **CROSS CULTURAL DESIGN/PACKAGING/DESIGN FOR GOOD**

Professor, AIGA Fellow

San Diego City College Graphic Design

Candice is an AIGA National Design fellow and has taught graphic design for 25 years. She is a founder of the Urban Art Trail project which is the subject of an award winning children's picture book called Maybe Something Beautiful. She has worked professionally as a graphic designer, advertising art director and creative director.

### **LUISA LOPEZ**

#### **BRANDING/ADVERTISING/TYPOGRAPHY**

Creative Director / brand manager

Qualcomm

Creativity, expertise and passion for design and collaboration wrapped in more than a decade working on my own or with highly talented designers and marketing gurus.

Design stats: After completing San Diego City College's Graphic Design program under the tutelage of amazing educators, a couple of internships and a summer at Art Center, I landed my first job at Buchanan Design. A few years later, Qualcomm's in-house design group was the destination. Currently I manage Qualcomm's brand visual strategy under the global corporate marketing team. Things that keep me busy and excited: visual strategy and brand integration, internal and external advertising campaigns, print collateral, environmental and trade show graphics, experiential activations, interactive and social media, and brand governance.

### **COURTNEY MAYER**

#### **BRANDING/TYPOGRAPHY/PUBLICATION**

Associate Professor of Graphic Design

Point Loma Nazarene University

Courtney Mayer is a practicing designer and educator. She has collaborated with businesses, institutions, and organizations to produce strategic design and branding systems across media. Her work focuses on distinguishing, positioning, and raising profiles that build brand loyalty to positively influence perceptions and emotions, leading to desired outcomes. Mayer is particularly interested in multidisciplinary collaborations where she guides students in real-world "Design for Good" projects using Human-Centered Design research methods and collaborative teams. She is currently designing a book that combines her interests in faith, social justice, and sustainability. Before coming to PLNU, Mayer was an art director and designer at the University of San Diego, where she produced recruitment communications for Public Affairs, Admissions, the College of Arts and Sciences, and the professional schools. Prior to that, she founded Seabright Studio, a strategic design and branding firm. Her work has served corporate clients, nonprofit arts organizations, and higher education.

**JESSE MELON****BRANDING/ADVERTISING/PUBLICATION**

Creative Director  
digitalstyle

Creative director/Graphic/UI designer with 20 years experience in online and offline marketing platforms, programs, and campaigns for biotech, entertainment and big data clients

**MONICA MOON****BRANDING/INTERACTIVE/ADVERTISING**

Creative Director  
Elevated.com

Hi, I'm Monica Moon the Creative Director at Elevated, a digital marketing agency.

I'm happy to give you transparent answers from real world experiences. From website design and user experience strategy to branding and packaging, I geek out over creativity. Some of my favorite projects to make and also review include websites, branding, logos, graphic designs, product packaging, ads and conceptual visuals that tell a story.

Over the last 10+ years my work includes diverse industries such as fashion apparel, healthcare, hospitality and tourism, technology, and consumer products. I've been honored to work on over 100 websites in both sides of the industry at agencies, and also in-house hiring agencies.

But most importantly, I can't wait to see your work! :)

**BECKY NELSON-DAHL****PACKAGING/BRANDING/DESIGN FOR GOOD**

Partner  
BexBrands

Bex Brands provides branding and graphic design services based in San Diego, California. We help express the unique attributes and attitudes of brands in a relevant and engaging way. We specialize in (but are not limited to) the following industries: health & nutrition, beauty, sports, hospitality, restaurant and fashion.

**ANGELO OUTLAW****HAND-CRAFTED/TYPOGRAPHY/INTERACTIVE**

Senior Interactive Designer and Developer  
Verimatrix

San Diego native Angelo Outlaw began school as an aspiring engineer and left with a degree in graphic design. This experience left him with a unique blend of technical ability and creative sensibility as well as an appreciation for the process of building what we design. In-house designer and developer by day, he spends his free time working in an eclectic mix of side hustles including letterpress printing, calligraphy and hand lettering, freshwater aquariums, woodworking and classic cars. His work was recently featured in GDUSA's American In-house Design Awards.

**RON PADUA****ILLUSTRATION/INTERACTIVE/CROSS CULTURAL DESIGN**

concept artist / illustrator  
Ron Padua Designs / [www.paduadesigns.com](http://www.paduadesigns.com)

Ron Padua resides in San Diego, CA. and has been a professional artist for over 20 years. He studied Illustration and Entertainment Design at the Art Center College of Design and began freelancing as a concept designer and storyboard artist for clientele such as The Aspect Ratio, RG/LA, J. Walter Thompson, Blind Visual Propaganda and New Wave Entertainment. He then landed a lead designer position at the Los Angeles based broadcast production company



TZLA where he created network ID's, brands, on-air promos and main titles for companies such as the Sci-fi Channel, Discovery Channel, HBO, ABC, FX channel and Hollywood Squares just to name a few. From 2000 to 2011 he worked at Sony Computer Entertainment of America as the Art Director and Lead Concept Artist for Sony's Visual Arts Service group in San Diego, developing cinematics for 1st party PlayStation Video games and is now currently working as a freelance artist and creative consultant for various industries.

### **ROBERT PALMER**

#### **CROSS CULTURAL DESIGN/PACKAGING/DESIGN FOR GOOD**

Professor, AIGA Fellow

San Diego City College Graphic Design

Robert Palmer is a digital problem solver in San Diego, California. After a decade of in-house and agency work for the creators of newspapers, magazines, television, hardware, software, sporting equipment, industrial products, and tract housing, he started Honest Code -- his own web development and graphic design company, in 2007. He has hand-crafted websites, WordPress themes, applications, identities, and technical illustrations for startups and Fortune 50 companies alike. Temporarily blind and unable to walk after surviving a stroke in June 2012, he managed to keep his business running, and shared his recovery experience in a feature story in The Magazine. He lives with his amazing wife Michelle, and works from home with their two cats, who are only occasionally helpful.

### **BRADFORD PRAIRIE**

#### **BRANDING/TYPOGRAPHY/PUBLICATION**

Creative Director

Ignyte

Bradford Prairie is an educator, graphic designer, digital artist, and brand strategist. For over seven years, he has applied his keen eye for detail and aesthetics to a wide variety of digital and print projects. A product of startup culture, his embedded curiosity and spirit of innovation has helped realize the vision of early-stage growth companies. He is currently the Creative Director at Ignyte, where his concept-driven process helps create authentic and emotionally-engaging brands. Open-minded and infinitely curious, thinking is at the heart of everything he does. Bradford is an alumni of San Diego City College and the University of California, Irvine.

### **ADAM ROWE**

#### **BRANDING/PUBLICATION/TYPOGRAPHY**

Founder and Creative Director

erowe design

erowe is a strategically aligned design firm specializing in marketing communications, brand initiatives and launches for our clientele. We focus on B2B and B2C brand strategies and launches, web site design, deployment and analytics, as well as interactive media campaigns, consumer packaging, corporate presentation materials, trade show graphics and environments, retail displays and environmental design.

### **MORGAN SMAIL**

#### **BRANDING/ADVERTISING/PUBLICATION**

Independent Designer / Consultant

Morgan Smail Design & Branding

For Morgan, design and communication has been a life-long passion. A childhood fascination with drawing logos and creating storybooks grew naturally into the study of design in college and well into his professional life where his work has garnered attention from sources like NPR and a feature in the book Just Design.

In addition to the time spent helping his own clients carve out a niche for themselves, Morgan's worked on teams at Character, Liquid Agency, and Duarte for brands such as HP, Google, Intel, PlayStation, Accenture, NetApp, Hitachi, McAfee and more.

### **CHRIS TOOMBS**

#### **DESIGN FOR GOOD/HAND-CRAFTED/INTERACTIVE**

Art Director

FreshForm

Hi, I'm Chris, I'm the Art Director at FreshForm. My background in print production, fabrication, and advertising gives me a unique perspective on FreshForm's research-driven, people-centered design philosophy. I regularly have the opportunity to design, prototype, test and iterate on a wide range of projects from full branding systems to designing

interactive kiosks.

**ABE VISCARRA**

**BRANDING/DESIGNER FOR ENTREPRENEUR/CROSS CULTURAL DESIGN**

Creative Director / Founder

Talent Shown

Abe Vizcarra is an art director, brand designer, design consultant and creative entrepreneur based in Los Angeles, California. He has worked with clients including: Apple, Nike, The North Face, Coca Cola, James Perse, Nixon, Dollar Shave Club, Lexus, The Academy Awards / The Oscars. Agency partners include R/GA, Sid Lee, Phenomenon, Vitro, Carousel, Saatchi LA, Anomaly, TBWA\Media Arts Lab and Stink Studios. Currently he is lead brand designer for Super Deluxe by night and building Talent Show by night.

**PHIL WINDYK**

**BRANDING/INTERACTIVE/TYPOGRAPHY**

Creative Director

NewRocket

Currently Creative Director at NewRocket, an enterprise software development agency located in Vista. My previous roles were both on the client side and at an agency. I have had the privilege to work with a huge range of clients for both print and interactive projects.

**ROGER WONG**

**DESIGNER AS ENTREPRENEUR/INTERACTIVE/ADVERTISING**

Creative Director

Wong.Digital

With over 20 years of experience as a designer and creative director, Roger has created marketing and product experiences for more than 30 Fortune 500 companies. His client list includes Apple, Samsung, Microsoft, Netflix, and Nike. He has cofounded two startups, one that made an "App of the Week" for iPad, and another that brought virtual reality to real estate. Roger most recently started his own digital agency, Wong.Digital, where he's helping startups with branding and user experiences.

**SCOTT WYSS**

**HAND-CRAFTED/DESIGN FOR GOOD/DESIGNER AS ENTREPRENEUR**

Adjunct Lecturer

San Diego State University

Scott Wyss has an extensive typographic and graphic design background from the East Coast with a strong Yale and Basel influence which has given him skills to analyze essential messages quickly. Studying color, patterns, gestalt principles and typography, formed his beginning foundations for a very different perspective in graphic design problem solving. His interests in printmaking, serigraphs, fine arts and crafts gives him additional tools for surface and material experimentation to accomplish these tasks in areas of two and three dimensional design.