



# San Diego

the professional  
association **for design**

## 2019 PORTFOLIO REVIEW WHAT YOU SHOULD KNOW:

REVIEWER'S ARE SELECTED FIRST-COME-FIRST SERVED.

ONLINE REGISTRATION FOR PARTICIPATING STUDENTS WILL BE OPEN FROM  
**WEDNESDAY, APRIL 24, AT 9:00 A.M. – SATURDAY, APRIL 27 AT 9:00 P.M.**

BE PREPARED TO NOT GET ONE OF YOUR TOP 5 CHOICES.

MAKE A LIST OF YOUR TOP CHOICES FOR REVIEWERS.

HAVE YOUR LIST WITH YOU WHEN YOU REGISTER ONLINE.

THE CATEGORIES LISTED UNDER EACH PROFESSIONAL'S NAME ARE THE  
THEIR TOP 3 CATEGORIES TO REVIEW AND JUDGE.

**REGISTRATION LINK:** <http://www.eiseverywhere.com/portfolioreview2019>

EVENT PAGE LINK:

## MY TOP CHOICES:

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**CLAUDIA ALBRIZIO****PACKAGING/BRANDING/CROSS CULTURAL DESIGN**

Principal  
Izzio Design

Consulting practice for branding and packaging development for consumer packaged goods in the natural and food products industry.

**RYAN ALLEN****TYPOGRAPHY/ADVERTISING/HAND-CRAFTED**

Senior Designer, Art Director  
Haro Bikes, Masi Bikes

I often joke that I draw skulls and boobs on things for a living, and while that's not exactly true, it's not exactly false either. I'm an Art Director, Designer, Photographer, Purveyor of bad humor and Creator of questionable ideas. I've been able to work with brands such as Spy Optic, O'Neill, Schwinn, Lurkville, Red Mountain Resorts, Cinepolis Cinemas, Haro Bikes and Masi Bicycles. I currently run a small art department for a stable of bicycle brands where I oversee everything from 3d design and fit of our bikes to color, graphics, packaging, softgoods, photo and video direction and marketing. And every once in awhile I still get asked to put something inappropriate on a skateboard or in an ad.

**SEAN BACON****TYPOGRAPHY/PUBLICATION/PACKAGING**

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****BRANDING/PACKAGING/TYPOGRAPHY**

Principal, Creative Director  
MiresBall

With over thirty years of design experience, John is known for work that balances strategic, practical thinking with an intuitive creative approach.

He has led high-profile projects for Fortune 100 brands, helped innovative startups get off the ground, and directed a brand revitalization for legendary American audio icon Shure. He also served as director for the Lux Art Institute, overseeing its branding and communication efforts for fifteen years.

His work has been recognized by organizations including Communication Arts, AIGA, Graphis, ReBrand, and The American Association of Museums.

**PAM BROWN****BRANDING/PUBLICATION/ILLUSTRATION**

Designer/Owner  
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, travel, and well-being.

In her years of agency and studio experience, 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, Spoonfed LA, and Schuman Cheese, Inc to name a few.

The range 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 more.

While not designing, Pam enjoys the outdoors from the mountains to the coast where inspiration is all around, plus a commitment to yoga practice to keep her centered. AIGA has been a meaningful part of her life since 2004, with serving on the board for 11 years that has provided leadership skills, lasting friendships and a sense of community.

### **BOBBY BUCHANAN**

#### **BRANDING/DESIGN FOR GOOD/TYPOGRAPHY**

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. He cares 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.” services to those unable to afford it by partnering them with a leading design agency.

### **CHRIS CHASE**

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

Creator & CEO

Chase Design, Inc.

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 4 staff along with several contractors who encompass a wide range of design and programming skills.

### **MIN CHOI**

#### **DESIGN FOR GOOD/PACKAGING/DESIGNER AS ENTREPRENEUR**

Designer + Educator

Min Choi Design

Min is a passionate designer & educator. Leveraging over 17 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 San Diego State University (SDSU), San Diego City College, MiraCosta College and abroad. She has served AIGA San Diego as a Vice President, Education Director, and a current faculty advisor for City College student group. Min received an MFA in Graphic Design from Vermont College of Fine Arts, BA in Art with an emphasis in Graphic Design from SDSU, while simultaneously taking design courses at San Diego City College.

#### **RANDALL CHRISTOPHER**

##### **ILLUSTRATION/DESIGNER AS ENTREPRENEUR/BRANDING**

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**

##### **PACKAGING/TYPOGRAPHY/ADVERTISING**

Chief Cook and Bottle Washer

StudioConover

David Conover, along with his wife Celia, are co-owners of StudioConover, a cross-discipline design firm specializing in Marketing Communication and Architectural Exterior Consultation for the built environment. He is Past-President of AIGA San Diego and is also a board member of San Diego's Design Forward Alliance.

#### **JEREMY DAHL**

##### **PACKAGING/BRANDING/DESIGNER FOR ENTREPRENEUR**

Partner/Creative Director

BEXBRANDS

I started in photography, but transitioned in graphic design before founding BEXBRANDS in 2010 with my wife Becky. We are a 7 person branding team with an emphasis in brand ID & packaging for food and beauty.

#### **CHERLY DINE**

##### **DESIGN FOR GOOD/DESIGNER FOR ENTREPRENEUR/PUBLICATION**

Founder/Brand Strategy

Design Perspective

Cheryl Dine brings 25+ years of applied experience in developing visual communications for technology, non-profit, civic, educational organizations and women-owned businesses that improve our communities and the world.

#### **STACEY EDELSTEIN**

##### **DESIGN FOR GOOD/INTERACTIVE/DESIGNER AS ENTREPRENEUR**

Co-founder & Design Director

Raygun

Stacey Edelstein is a designer and co-founder of Raygun, a creative studio in San Diego that helps organizations shape the ideas, services, and experiences that strengthen communities. Clients include the Mingei International Museum, Carnegie Foundation for the Advancement of Teaching, and UCSD Center for Community Health. Stacey is also the San Diego chapter leader of Tech Ladies, where she creates inspiring live events to support and advance women in technology.

#### **CHRIS FORD**

##### **INTERACTIVE/DESIGNER AS ENTREPRENEUR/HAND CRAFTED**

Project Manager

Reaktiv Studios

Chris graduated from City College in 1996 with the first interactive portfolio seen at one of these reviews (it was on CR-ROM, locked down second place, and landed her a job designing websites for a skateboard brand). That led to a 20 year career as an agency and freelance visual, web and UX designer. Two years ago she had the opportunity to start using design thinking skills to design a project management process for Reaktiv Studios, a WordPress VIP partner, where she works closely with some of the top in house design teams and outside agencies to bring ou clients's biggest ideas to light.

#### **DAVID FRIED**

##### **ADVERTISING/INTERACTIVE/BRANDING**

Creative Director

Experiences For Mankind

A believer in the power of storytelling to create change, David brings over a decade of agency experience to EFM, building brands and developing campaigns for clients in technology, consumer packaged goods, hospitality, health & beauty, food & beverage, and gaming. David unearths valuable insights and transforms them into effective strategies and executions, combining his specialties—brand identity, content strategy, and user experience—to tell distinctive brand stories that yield long-lasting results. He has worked with brands such as Intel, Ballast Point, Kaiser Permanente, Sony, and Microsoft, among others.

#### **LEE FUHR**

##### **INTERACTIVE/DESIGNER AS ENTREPRENEUR/ADVERTISING**

Founder & Creative Director

Cozy

I've been a UX designer since around 1998. Started as an Information Architect, actually. Worked at big global agencies, small startups, in-house, and then eventually on my own and eventually expanded (a bit) into a small local digital design shop.

#### **SHARON GONZALES**

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

Graphic Designer & Illustrator

San Diego International Airport

Sharon is a previous AIGA board member. For three years she was the Living Principles Chair and then one year as the Design for Good Chair. She presently works for San Diego International Airport in the Marketing Department as a Marketing Specialist, Graphic Designer, and Illustrator. In her position she has illustrated children's books, illustrated and designed exhibit spaces for the Airport Arts Program, designed the branding for the Rotating Arts Exhibits and designed numerous Annual and Financial Reports along with other printed business collateral. She also works with her team to explore new ideas to improve the airport's brand.

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 an Illustrator and as a Graphic Designer.

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

#### **DONALD GOULD**

##### **ILLUSTRATION/BRANDING/HAND CRAFTED**

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 and is currently in the Graduate program at Savannah College of Art and 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 of Graphic Design at San Diego City College as well as running his own freelance business. Throughout his career, he has worked with brands such as Pepsi, Hasbro, Santa Cruz Skateboards, Fifa, Pacifico, AG Jeans, Green Flash, Hasbro and more... Donald has always enjoyed working with his hands, rather it is classic motorcycles and cars or home projects and seamlessly brings a hands-on approach to his design with his unique styling. When he's not hanging out with the family or 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.

**MIKE GREEN****BRANDING/ADVERTISING/DESIGN FOR GOOD**

Creative Director

\*us[creative]types

I'm a creative director, design thinker and brand strategist. Storyteller, pixel pusher and music geek. Equal parts teacher and student, leader and listener. In nearly twenty years I've had the pleasure of working with talented teams in fortune 500's and non-profits from all over the globe. From brand identity to broadcast, graphic design to strategic planning, I've collected a wide range of relevant tools for an ever-evolving media landscape.

My passion is to guide companies along their journey of brand discovery. Finding their core audience, effectively communicating their brand story and generating real, quantifiable results.

**KRISTEN HAAS****INTERACTIVE/BRANDING/ADVERTISING**

Principal Visual Product Designer

Intuit

After attaining her BA in Graphic Design from San Diego State University, Kristen started her career working for several design & advertising agencies. She's also a past board member of AIGA San Diego. At Intuit, Kristen currently works on the consumer group (TurboTax, Turbo, Mint) marketing design team focused on creating thoughtful experiences and design systems with the goal of educating and converting prospects into loyal customers..

**ANGELA HILL****BRANDING/DESIGNER FOR ENTREPRENEUR/DESIGN FOR GOOD**

CEO & Chief Creative Officer

Incitrio | a branding & marketing agency

27 yrs experience // first 12 yrs - design work for Fortune 500 brands, big agency, small agency, in-house // last 15 yrs - founded own agency, Incitrio, branding, print/web design, online marketing for local & global brands // taught at SDSU & USD // local, national, & international awards

**JAVIER INIGUEZ****ADVERTISING/DESIGNER AS ENTREPRENEUR/BRANDING**

President & Chief Creative

Experiences For Mankind

Javier Iniguez is a seasoned leader in the creative, branding, digital, technology, and marketing communications space. For two decades, he's been creating purpose-driven experiences, services, and products that move ideas, people, and business into action. With experience and thought leadership that spans a variety of B-to-B and B-to-C industries he's developed strong instincts for creating experiences that transform business goals into clear, strategic initiatives without losing their human element for small businesses, non-profits and fortune 100 corporations like Siemens Healthcare, Kaiser Permanente, Johnson and Johnson, General Electric, Resmed, Statlock, Microsoft, Sony, Qualcomm and MGM Resorts International to name a few.

**SEAN KELLEY****BRANDING/PACKAGING/ILLUSTRATION**

Creative Director

Mother Sponge, Inc.

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 KRONE****PACKAGING/BRANDING/ILLUSTRATION**

Art Director  
Modern Times Beer

Amy Krone is the Director of Art at Modern Times Beer and is one of the company's earliest employees. Amy oversees all art and design for the company, including label designs, tasting room interiors, web graphics, merchandise, and more. She studied Graphic Design at San Diego State University, and has worked as a graphic designer for over a decade.

**GILBERTO LAZCANO****PUBLICATION/ILLUSTRATION/DESIGN FOR GOOD**

Sr. Designer  
Idea and Design Works, LLC.

I've got a background in Bioengineering, but a passion for design and illustration. I work as a Senior Designer for one of the "premiere" comic book publishers where I focus mainly on book design, though I do have a history of web/app designs from the UI side. On any given day, I work with top illustrators and writers to create something that people want to collect.

**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 and AIGA Fellow.

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 24th 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.

**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.

**KATE MCCARTHY**

**CROSS CULTURAL DESIGN/ENVIRONMENTAL/DESIGN FOR GOOD**

Creative Director  
Studio M Visual Design

Kate founded Studio M - a multimedia design firm, and creates smart print, web and environmental design for clients both across the nation and around the corner. Her previous professional experience was as an animator for San Francisco and Austin studios and as art director for two TV stations. Kate has a passion for all things designed, projects that make a positive impact, and cultivating human connections.

**TRACY MEINERS**

**BRANDING/PACKAGING/TYPOGRAPHY/**

Creative Director /Freelancer  
StudioTM

Tracy Meiners is a Creative Director/Designer passionate about collaborating and creating unique and meaningful brand experiences, with an eye for detail and the little things that help craft something memorable. Over the past 20 years, she has designed a wide range of projects, from branding to packaging to environmental environments and beyond for large corporations, non-profits, and fresh new startups. She has worked for prominent design studios all across the country, including Miriello Grafico, VM+A, and Selbert Perkins Design. She currently works client-direct, as well as collaborates with top design and branding agencies in San Diego.

**EDISON MICLAT**

**DESIGN FOR GOOD/CROSS CULTURAL/PUBLICATION**

Design Director  
thinkPARALLAX

With more than ten years of experience at his back, Edison leads thinkPARALLAX's design team with the pursuit of cultivating a group of agile and bold artists that create high-quality work. As Design Director, Edison conceptualizes and facilitates client needs, objectives, and projects that exceed expectation and push the creative needle forward. His expertise and forward-thinking mindset aids in the planning of a project through to fruition, all while applying creative solutions to any obstacles. Edison lives, breathes, and exudes art and design. He is an avid photographer and enjoys traveling and attending concerts, as well as hopes to swim with whale sharks one day.

**MONICA MOON**

**INTERACTIVE/BRANDING/DESIGNER AS ENTREPRENEUR**

Senior User Experience & Product Designer  
Thermo Fisher Scientific

Are you interested in UX, UI, branding or digital design? I'm happy to give you transparent answers from real world experiences.

I geek out over design and have been honored to work on over 100 websites and apps in both sides of the industry at agencies, and also in-house designing products.

I have been creating websites, apps, branding, packaging, marketing campaigns, and digital designs for over 10 years in industries as diverse as fashion apparel, healthcare, hospitality and tourism, technology, and consumer products. More details: <https://www.linkedin.com/in/monicamoon/>

### **AARON NABUS**

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

Lead Designer / Project Manager  
Chase Design

Aaron Nabus has been a graphic designer since the late 90's where he got his start, while still in design school, working on night club flyers and signage. He segued into the tradeshow marketing industry at Skyline San Diego, developing large format graphics and exhibits and then eventually managing multiple design teams across the country for Autobyte/RPM, specializing in automotive marketing and working directly with Hyundai, Kia, GM, Infiniti, Toyota + Scion.

He is currently a lead designer and project manager at Chase Design and an in-demand podcast host of the Hall H Show, "The Voice of Independent Creators."

### **BECKY NELSON-DAHL**

#### **PACKAGING/TYPOGRAPHY/BRANDING**

Partner  
BexBrands

We help develop bad-ass brands. Mostly food, drink, health & beauty.

### **AHAB NIMRY**

#### **BRANDING/ADVERTISING/PACKAGING**

Creative Director  
Gut Branding

I'm an art designer, art director, creative Director with almost 20 years of experience.

### **ANGELO OUTLAW**

#### **INTERACTIVE /HAND CRAFTED/ILLUSTRATION**

Digital Design Lead  
Mitchell International

Angelo is a digital designer and web developer by trade, and is also the current President of AIGA San Diego. He moonlights as a letterpress printer and illustrator. He has always liked building things, from cars to aquariums, to origami. Especially things that require patience and time. Angelo received his degree in Art and Graphic Design from SDSU, and his art and design has been featured in SD Voyager and GD USA. His recent notable work includes the Space-abet, in which he hand lettered a custom alphabet with a space theme.

### **RON PADUA**

#### **ILLUSTRATION/INTERACTIVE/CROSS CULTURAL DESIGN**

Creative Consultant  
Ron Padua Designs

Ron Padua is a San Diego based Concept Artist. 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. Ron worked on 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 creative consultant..

**ROBERT PALMER****INTERACTIVE/DESIGNER AS ENTREPRENEUR/PACKAGING**

Graphic Designer and Web Developer  
Honest Code

Robert Palmer is a graphic designer and web developer in Los Angeles, California. At the helm of his company, Honest Code, he creates engaging visual experiences from start to finish. Trusted by household names like Facebook, Twitter, and Microsoft, he's equally fortunate to count dozens of startups, U.S. manufacturers, defense contractors, universities, fellow designers, and service providers of all kinds among his esteemed clientele. His skills span a broad spectrum from brand and print design to WordPress themes to custom web applications — all crafted with care and attention to smoothly bring his customers closer to theirs. He lives with his amazing wife Michelle, and works from home with their two cats, who are only occasionally helpful.

**GARRETT PATZ****PACKAGING/BRANDING/TYPOGRAPHY**

Design Director  
Bulldog Drummond

Born and raised in San Diego, Garrett works as the Design Director at Bulldog Drummond. With 15+ years of experience working with brands such as HBO, 7-11, Campbell's and Anchor Brewing, he's gained a deep knowledge of what it takes to develop and implement a successful brand. Focused, fastidious, quietly confident and a genuinely nice guy, Garrett's aesthetic is driven by his passion for honest, thoughtful and beautiful design. When he's not bringing people together through design or photography, he enjoys spending time with his family, hiking throughout Southern California and venturing on road trips to explore new destinations.

**BENNETT PEJI****CROSS CULTURAL DESIGN/DESIGN FOR GOOD/BRANDING**

Vice President  
Jacobs Center for Neighborhood Innovation

Bennett Peji is Vice President of the Jacobs Center for Neighborhood Innovation. He directs the local economic development program as well as the place-making, branding, marketing, and community affairs work. He is also an international brand consultant, designer and frequent speaker on community-centered design. Most recently, Peji led the winning proposal for \$2.5 million to create the first city-funded, diversity-focused business entrepreneurship center and accelerator in San Diego. He mentions it in his recent 2017 TED talk, which can be seen at TEDxBP.com. His first TED talk in 2014 discussed branding at CivicBranding.com. Peji serves on the boards of California Humanities (a statewide commission), Tijuana Innovadora and the La Jolla Playhouse. Appointed by the Mayor, he served as a Commissioner of Arts & Culture for the City of San Diego from 2003-2012. He also served as President of AIGA San Diego, the Filipino-American Chamber of Commerce and Chairman of the Asian Business Association. He has received lifetime achievement awards from AIGA San Diego and SDX. In 2006-2009, he was elected to the national board of AIGA, based in New York, with 70 chapters in the USA. (<https://www.aiga.org/design-journeys-bennett-peji>)

**BRADFORD PRAIRIE****BRANDING/INTERACTIVE/DESIGNER AS ENTREPRENEUR**

Creative Director  
Ignyte

Bradford Prairie is an educator, graphic designer, and brand strategist. For over eight 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.

**ADAM PRINCE****DESIGN FOR GOOD/DESIGNER AS ENTREPRENEUR/INTERACTION**

Sr. UX Designer  
Mirum Agency

I design and strengthen digital experiences for category leaders, across a broad range of industries. My expertise includes crafting people-centered experiences that are rooted in accessibility and blossom into customer loyalty and business value.

**ANGELA RENAC****PACKAGING/DESIGN FOR GOOD/ENVIRONMENTAL**

Sr. Art Director  
Experiences for Mankind

With more than 16 years of experience under her belt, Angela has developed spot-on creative solutions for major brands like Intel, Shure and Hard Rock Hotel San Diego.

Keeping the big picture in focus, Angela identifies a brand's essence and maintains an authentic expression of it across multiple platforms. She merges different perspectives from her colleagues to produce work that reflects a wealth of expertise.

Angela is also a certified personal trainer and spends much of her free time at the gym or with her husband and two beloved dogs. Learn more on LinkedIn: <https://www.linkedin.com/in/angelarenac/>

**ADAM ROWE****BRANDING/DESIGNER AS ENTREPRENEUR/PACKAGING**

President  
erowe design

Founder and Creative Director of a strategic design firm specializing in marketing communications, brand initiatives and launches for our clientele. 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.

**MIKE SAVACOOOL****BRANDING/ADVERTISING/DESIGNER AS ENTREPRENEUR**

Partner / Chief Strategic Officer  
LESS+MORE

As Chief Strategic Officer of LESS+MORE, Mike plays a leading role in all key client projects, helping to articulate priorities and shape strategy. He works with leaders from multinational corporations and visionary start-ups, directing the creation of branding and design solutions that set their brands and products apart.

Schooled in design and passionate about pushing great organizations forward, Mike applies rigorous thinking, a clear communication style, and good old fashioned hard work to help solve the many challenges LESS+MORE tackles.

**MIKE STIVERS****ADVERTISING/BRANDING/TYPOGRAPHY**

Art Director  
MIKE STIVERS

I began my career in 1998 as an intern at DiZinnoThompson advertising. At the same time I studied graphic design from the amazing Candice Lopez at City College. I spent 6 years at DiZinno producing print, television and outdoor campaigns. In 2004 left to freelance. Half of my time is spent working for large agencies, the other half is working directly with clients. You can view samples of my work on my (desperately in need of updating) Flickr page at [www.mikestivers.com](http://www.mikestivers.com)

**CHRIS TOOMBS****DESIGN FOR GOOD/DESIGNER AS ENTREPRENEUR/ADVERTISING**

Art Director

Scripps Institution of Oceanography

After six years working in the agency world I have shifted gears to follow my passion for the ocean. I hope to bring my experience in advertising, branding, product development, and human centered design to an organization that has fallen behind in design.

**ROGER WONG****INTERACTIVE/DESIGNER AS ENTREPRENEUR/ADVERTISING**

Founder & Creative Director

Wong.Digital

With over 20 years of experience as a designer and creative director, Roger has created marketing and product designs for more than 30 Fortune 500 companies. Past clients include Apple, Samsung, Microsoft, Netflix, and Nike. He's cofounded two startups, including one that made an "App of the Week" for iPad, and another that brought virtual reality to real estate. Roger now heads his own digital agency, Wong.Digital, where he helps startups and B2B tech companies with branding and UX.