

**Michael Braley**  
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**Michael Braley, Creative Director of Braley Design has over 20 years of experience in brand, print, book and package design. His work has been recognized internationally and is in the permanent collections of the San Francisco Museum of Modern Art, the Chicago Athenaeum Museum of Architecture and Design, The Denver Art Museum and the Museum fur Kunst und Gewerbe in Hamburg, Germany. Clients have included Aéropostale, Alliance for American Manufacturing, AIGA, Effen Vodka, The Fine Arts Museums of San Francisco, Future Partners, IBM, Pando Populus, The People's Music School and Skadden. His work has appeared in numerous publications and exhibitions including: British Design and Art Direction, Cannes Design Lions, The Clio Awards, I.D., Graphis, Type Directors Club, Communication Arts, London International Awards, The Art Directors Club of New York, The One Show, The AR100 Show, AIGA Communication Graphics, HOW and Print. Prior to moving to Lexington, Braley worked in New York for six years and was Design Director at VSA Partners, NY for two years. Braley was a member of Cahan & Associates, San Francisco, for nine years. He is currently serving on the advisory board of the Iowa State University, College of Design, and has taught typography at the California College of the Arts (CCA). Braley has lectured and led design workshops at universities and professional organizations around the nation.**

# Michael Braley Braley Design



## **Braley Design Creative Director Lexington, KY May 2014-Present**

Aéropostale, NY  
AAF, Lexington  
Arkadia & Co., NY  
BBH, NY  
BBMG, NY  
Born, Lexington, KY  
Brand Union, NY  
Carbone Smolan Agency, NY  
Colin Corcoran, SF  
Deborah Brown & Associates, NY  
Emotive Brand, SF  
FutureBrand, NY  
FUTURE, SF  
Global Lighting, NY  
Greg Miller Photography, NY  
Jet, NY  
Jock McDonald Film, SF  
Landor, CHI  
Ideas on Purpose, NY  
Otto/NY, NY  
Taxi, Toronto  
The People's Music School, CHI  
Tracy Sefl Consulting, CHI  
Red Peak, NY  
School of Rock, NY  
Squeezebox Stories, SF  
Storybombs, PDX  
Sullivan, NY  
SYPartners, NY  
University of Kentucky, Arboretum  
VSA Partners, CHI  
Wolff-Olins, NY

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## **Shatterbox Studios Creative Director Lexington, KY Aug 2012-May 2014**

Active in crafting the overall strategy and vision of the firm. Established a unifying aesthetic and brand visions for clients. Oversaw a team of designers to explore, produce and implement these points of view. Made effective design and strategic decisions. Lead creative concepting and brainstorming on thematic elements, as well as photography, illustration, or other media as appropriate for the discipline. Worked with designers to develop their skills. Assisted Chief Creative Officer in the management of a design staff as well as the supervision of production people, photographers, illustrators, printers, including press checks, etc. Clients included: Alliance for American Manufacturing, Equestrian Events, Inc., Gun Media and LexArts and Skadden.

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## **VSA Partners Design Director New York, NY Jan 2007-Nov 2008**

Established unifying aesthetic and brand visions for clients, and oversaw a team of five senior designers to explore, produce and implement these points of view. Demonstrated ability to make effective design and strategic decisions. Lead creative concepting and brainstorming on thematic elements, as well as photography, illustration, or other media as appropriate for the discipline. Worked with designers to develop their skills through effective mentoring and development of skills. Assisted the partners in the management of a design staff as well as the supervision of production people, photographers, illustrators, printers, including press checks, etc. Clients included AIGA, American Express, Goldman Sachs, Howard Hughes Medical Institute (HHMI), IBM, Johnson & Johnson, Mount Sinai, and Sappi Fine Paper. Deliverables included Annual Reports, Book Design, Collateral, Corporate Brand Vision Books, Corporate Identity, Internal Corporate Advertising Campaigns, Packaging, Posters, Websites

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## **Braley Design Creative Director Brooklyn, NY May 2005-Jan 2007**

Avenue A/Razorfish  
Black Book, NY  
Cahan & Associates, SF  
Jumbo Shrimp, SF  
Sequel Studio, NY  
Siegel & Gale, NY  
VSA Partners, CHI  
Wolff-Olins, NY

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## **Cahan & Associates Art Director San Francisco, CA Dec 1997-May 2005**

Responsible for design, concepting, writing, and brainstorming on thematic elements, as well as photography, illustration, or other media as appropriate for the discipline. Demonstrated ability to make effective design and strategic decisions. Supervised production people, photographers, illustrators, printers, including press checks, etc. Clients included AIGA, Effen Vodka, The Fine Arts Museum of San Francisco, Silicon Valley Bank, Stroock, Skadden, Tanqueray, Tishman Speyer. Deliverables included Annual Reports, Brand Guidelines, Collateral, Corporate Identity, Advertising, Packaging, Websites

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## **Elixir Design Senior Designer San Francisco, CA Oct 1995- Dec 1997**

Clients included Advertising Photographers of America, Chronicle Books, The Jerde Partnership, Pomegranate Films

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## **Stone Yamashita Designer San Francisco, CA Oct 1994-Sept 1995**

Clients included Apple, Human Rights Campaign Fund, Levi's, Microsoft, Trimble

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## **Braley Design Creative Director San Francisco, CA May 1993-Oct 1994**

CKS Partners, SF  
Cronan Design, SF  
Duffy & Partners, MSP  
Gensler, SF  
Landor, SF  
Vanderbyl Design, SF

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## **Education Iowa State University B.F.A. Graphic Design, 1993**



## Clients by Industry

### Apparel

Aéropostale  
Levi's  
VF Corporation

### Architecture & Industrial Design

ChemRez  
Gray  
Global Lighting  
Herman Miller  
The Jerde Partnership  
Lightolicious  
Lubri-Loy  
Precision Industrial Flooring  
Sherman Carter Barnhardt Architects  
Steelcase  
Teknion  
Turnstone

### Arts & Culture

AAF Lexington  
Ad Club of the Triad, North Carolina  
Advertising Photographers of America  
American Institute of Graphic Arts (AIGA)  
Colin Corcoran, Independent Writer  
Deborah Brown & Associates  
Fine Arts Museums of San Francisco  
Fillmore Heritage Foundation  
Glint Studios  
Greg Miller Photography  
Jock McDonald  
Mohawk Paper  
LexArts  
Pomegranate Films  
School of Rock  
The People's Music School

Shatterbox Studio  
Shimmy Shack Video  
Squeezebox Stories

### Automotive

Don Jacobs Volkswagen  
Don Jacobs BMW

### Beverages & Spirits

AmBraBev  
Boteco Vodka  
Brown-Forman  
Coca-Cola  
Effen Vodka  
Espirito  
J-star Brands  
Tanqueray

### BioTech

COR Therapeutics  
Howard Hughes Medical Institute  
Nektar Therapeutics  
Maxygen

### Colleges & Universities

California Polytechnic University  
Cornell University  
The Creative Circus  
Iowa State University  
Kansas State University  
Portfolio Center  
Rocky Mountain College of Art & Design  
Tyler School of Art and Design  
University of Kentucky  
Wichita State University

### Energy

New Energy Ventures  
Constellation

### Entertainment

Gun Media, Inc.  
Molly Brooke's  
Zynga

### Equine

Equestrian Events, Inc.

### Financial Institutions

American Express  
Byline Bank  
Credit Suisse  
Citizens Guaranty Bank  
Cumberland Valley National Bank  
First Marblehead  
Goldman Sachs  
Greater Bay Bancorp  
Silicon Valley Bank

### Healthcare

Billy Forbess Dental  
InjuryMD  
Johnson & Johnson  
Mount Sinai, New York  
Paragon Screening  
Private Medical  
Revana  
Tincture

### Law Firms

Coudert Brothers  
DLA Piper  
Pillsbury Winthrop Shaw Pittman  
Skadden  
Stroock, Stroock and Lavan

### Non Profit

The Arboretum,  
State Botanical Garden of Kentucky  
Bluegrass Greensource  
Books for Kids  
Crissy Field Center  
Human Rights Campaign Fund  
Pando Populus  
Southern Truth and Reconciliation  
Waterkeepers

### Paper

Mohawk Fine Papers  
Sappi Fine Paper

### Political

Alliance for American Manufacturing  
Tracy Sefl Strategic Consulting

### Publishing

The Black Book  
Chronicle Books

### Real Estate

Catellus  
Foundry Square  
Tishman Speyer

### Retail

Aéropostale  
Don Jacobs Volkswagen  
Don Jacobs BMW  
Levi's  
VF Corporation

### Technology

Agile Workspace  
Apple  
Business Objects  
CDK Global  
Collaborate  
Eleven Acceleration  
FSMTC  
Jet  
KralWorks  
Lexmark  
IBM  
Identix  
Innovator  
InQuizit  
Intel  
Microsoft  
Neoforma  
Neuromedia  
Pitney Bowes  
PortalPlayer  
Siebel Systems  
Solarity  
Trimble  
Tumbleweed  
VMware  
Xilinx



## Design Lectures, Workshops & Teaching

Kansas State University, Manhattan, KS: **Identity Design**: Workshop: February 2016  
Kansas State University, Manhattan, KS: **Design Perspectives**: Lecture: February 2016  
AIGA Louisville, Louisville, KY: **The One-Percent**: Lecture: December 2015  
AAF Lexington, Lexington, KY: **Show & Tell**: Lecture: March 2015  
Pratt Institute, Brooklyn, NY: **Braley Design: Selected Work**: Lecture: February 2015  
Iowa State University, Ames, IA: **Hindsight**: Lecture: October 2013  
Iowa State University, Ames, IA: **Identity Design**: Workshop: October 2013  
University of Kentucky, Lexington, KY: **Show & Tell**: Lecture: October 2013  
Idea Festival, Lexington, KY: **Creative Disruption**: Lecture: March 2013  
AAF Lexington, Lexington, KY: **Show & Tell**: Lecture: March 2013  
Kansas State University, Manhattan, KS: **Identity Design**: Workshop: October 2012  
Kansas State University, Manhattan, KS: **Show & Tell: The Design Process**: Lecture: October 2012  
Pratt Institute, Brooklyn, NY: **Braley Design: Selected Work**: Lecture: February 2012  
Pratt Institute, Brooklyn, NY: **Design is More Than Just A Good Idea**: Lecture: February 2011  
Pratt Institute, Brooklyn, NY: **Braley Design: Recent Work**: Lecture: November 2008  
Rocky Mountain College of Art and Design, Denver, CO: **The Design Process**: Lecture: October 2008  
Rocky Mountain College of Art and Design, Denver, CO: **Big Ideas**: Poster Design Workshop: October 2008  
Cooper Union, New York, NY: **The Design Process**: Lecture: October 2008  
Portfolio Center, Atlanta, GA: **The Balancing Act**: Lecture: July 2008  
Kansas State University, Manhattan, KS: **Identity Design**: Workshop: November 2007  
Kansas State University, Manhattan, KS: **From Manhattan to Manhattan**: Lecture: November 2007  
Wichita State University, Wichita, KS: **Identity Design**: Workshop: March 2007  
AIGA Kansas City, Kansas City, KS: **Good Client/Bad Client**: Lecture: May 2006  
AIGA South Carolina, Columbia, SC: **Good Client/Bad Client**: Lecture: February 2006  
AIGA Wichita, Wichita, KS: **Design is More Than Just A Good Idea**: Lecture: November 2005  
Wichita State University, Wichita, KS: **Poster Design**: Workshop: November 2005  
AdClub of the Triad, Greensboro, NC **Don't Tell on Me**: Lecture: May 2005  
The Creative Circus, Atlanta, GA: **So, now what?**: Lecture: April 2005  
The Creative Circus, Atlanta, GA: **Card Sharks**: Typography Workshop: April 2005  
Temple University, Tyler School of Art and Design, Philadelphia, PA: **So, now what?**: Lecture: March 2005  
AIGA Wichita, Wichita, KS: **Everyone Makes Mistakes**: Lecture: October 2004  
Wichita State University, Wichita, KS: **Wild Cards**: Typography Workshop: October 2004  
Iowa State University, Ames, IA: **The Design Process**: Lecture: October 2004  
Iowa State University, Ames, IA: **Luck of the Draw**: Typography Workshop: October 2004  
Iowa State University, Ames, IA: **Dutch Graphic Design 1920-1940**: Lecture: April 2001  
Iowa State University, Ames, IA: **The Design Process**: Lecture: April 2001  
Art Directors of Iowa, Des Moines, IA: **Cahan & Associates and the Design Process**: Lecture: May 2000  
CalPoly University, San Luis Obispo, CA: **Inspirations and the Design Process**: Lecture: May 1999  
CalPoly University, San Luis Obispo, CA: **Letterpress Workshop**: May 1999  
CalPoly University, San Luis Obispo, CA: **Aces of Dutch Design**: Lecture: November 1997  
CalPoly University, San Luis Obispo, CA: **Letterpress Workshop**: November 1997  
California College of Arts, Extended Education: **Typography**:  
Fall 2000, Summer 2000, Spring 2000, Fall 1999, Summer 1999, Fall 1997  
California College of Arts, Extended Education: **Modern Dutch Typography**: Summer 1998, Summer 1997

## Judging Experience

**American Advertising Awards:  
AAF Dayton 2016**  
Dayton, Ohio

**AIGA Louisville Awards 2015**  
Louisville, Kentucky

**American Advertising Awards:  
AdClub of the Triad 2013**  
Greensboro, North Carolina

**CMYK Magazine Design Annual: 2011**  
San Francisco, California

**International ARC Awards: 2007**  
New York, New York

**American Advertising Awards:  
South Carolina 2007**  
Columbia, South Carolina

**Black Book AR100 Show 2006**  
New York, New York

**The Richmond Show 2004**  
Richmond, Virginia

**American Advertising Awards:  
AdClub of the Triad 2004**  
Greensboro, North Carolina

**AIGA Minnesota Design Show 2003**  
Minneapolis, Minnesota

**Black Book AR100 Show 1999**  
New York, New York

## Design Leadership

**Iowa State University,  
Graphic Design Advisory Council**  
Board Member 2014-2016

**American Advertising Federation Lexington**  
Vice President, Programming 2015-2016  
Award Show Judges Co-Chair 2015  
Programs Committee 2014-2015

## Awards & Publications

**Print Magazine: Regional Design Annual 2015:** Kit Hinrichs Lecture Poster, Interactive Social Poster **District 5 AAF American Advertising Awards 2015** Gold: Boteco Vodka Bottles, Silver: Kit Hinrichs Lecture Poster, Silver: Skadden Mobile Recruiting Site **AAF Lexington American Advertising Awards 2015** Judge's Choice and Gold: Tomato Festival Poster, Best Art Direction and Gold: Kit Hinrichs Lecture Poster, Gold: Advisory Council on Child Trafficking Brochure (Entire Book), Gold: Advisory Council on Child Trafficking Brochure (Cover), Gold: AAF Lexington 2014 Awards Call for Entries Poster, Gold: AAF Lexington 2014 Awards Call for Entries Logo, Gold: Interactive Social Poster, Gold: Interactive Social Program, Gold: Interactive Social Logo, Gold: Molly Brooke's Logo, Gold: Agile Workspace Logo **Graphis Design Annual 2015:** ReMaking America Book **Graphis Poster 2015:** Kit Hinrichs Lecture Poster **LogoLounge 9 (Rockport):** Retro logo **Print Typography & Lettering Awards 2015** Interactive Social Poster **Graphic Design USA: 2015** ReMaking America Book, Alliance for American Manufacturing Business Card, FSMTC Identity, Boteco Vodka Packaging **How Magazine International Design Annual 2014** Interactive Social Poster **HOW's 6th Annual Poster Design Awards Top 10:** Interactive Social Poster **AIGA Design Observer: 50 Books/50 Covers 2013:** ReMaking America Book **Print Magazine: Regional Design Annual 2014:** ReMaking America Book **HOW Design: 12 Best Business Cards Designs (September 2014):** Greg Miller Business Card and Identity **AIGA Minnesota 2014** Colin Corcoran Business Card Series 2.0 **AAF Lexington American Advertising Awards 2014** Tall Addy: Bluegrass Environmental Alliance Identity, Gold: ReMaking America Book, Gold: ReMaking America Book Cover, Gold: Alliance for American Manufacturing Identity, Silver: We auto know. Billboard, Silver: Don Jacobs Jingleheimer Schmidt T-shirt, Silver: Rolex Kentucky Three-Day Event Program, Silver (2): Iowa State University: Hindsight Lecture Poster, Silver: Innoviator Identity, Silver: Solarity Group Identity, Silver: FSMTC Identity, Bronze: Werk of Art BMW Billboard, Bronze: ChemRez Identity **National Addy Awards 2013** Gold (2): Alliance for American Manufacturing (AAM): 5-Year Retrospective, Colin Corcoran Business Card Series 2.0 **District 5 AAF American Advertising Awards 2013** Judge's Choice, Gold (2): Alliance for American Manufacturing (AAM): 5-Year Retrospective, Gold: AAM Poster Series, Silver: Kansas State Show & Tell Poster **District 8 AAF American Advertising Awards 2013** Silver Addy: Colin Corcoran Business Card Series 2.0 **AAF Lexington American Advertising Awards 2013** Best of Show, Best Art Direction, Gold (2): Alliance for American Manufacturing (AAM): 5-Year Retrospective; Judge's Choice, Gold (2): Kansas State Show & Tell Poster; Gold Addy: AAM Series; Tall Addy: Rolex Kentucky Three-Day Event Billboard and Poster Campaign **Print Magazine: Regional Design Annual 2013** Alliance for American Manufacturing (AAM): 5-Year Retrospective **How Magazine: Your Best Work Design Awards 2013** Kansas State Show & Tell Poster **Louisville Graphic Design Association (LGDA) 100 Show 2013** Gold: Alliance for American Manufacturing (AAM): ReMaking America Book, Silver: Hindsight Lecture Poster, Bronze: Alliance for American Manufacturing (AAM): 5-Year Retrospective, AAM Icon Poster **How Magazine International Design Annual 2013** Kansas State University, Show & Tell, Lecture Poster **Louisville Graphic Design Association (LGDA) 100 Show 2012** Kansas State University, Show & Tell, Lecture Poster, Silver **2013 HOW Promotion & Marketing Design Awards:** Colin Corcoran Business Card Series 2.0 **Communication Arts Typography Annual: 2012** Colin Corcoran Business Card Series 1.0 **Cannes Design Lions: 2012** Colin Corcoran Business Card Series 2.0 **Print Magazine: Regional Design Annual: 2012** Shop Contemporary Lighting Identity, Colin Corcoran Business Card Series 2.0 **Minneapolis Addys 2012** Colin Corcoran Business Card Series 1.0, Bronze (2) **The One Show Design: 2011** Colin Corcoran Business Card Series 1.0 **AIGA 365: 2011** Colin Corcoran Business Card Series 1.0 **British Design and Art Direction, 2011** Colin Corcoran Business Card Series 1.0 **Print Magazine Regional Design Annual 2011** Colin Corcoran Business Card Series 1.0 **Applied Arts 2011 Design Annual** Colin Corcoran Business Card Series 1.0 **HOW Magazine Self Promotional Annual: 2011** Colin Corcoran Business Card Series 1.0 **Graphis Design 2011** Sappi 10401: Ideas That Matter Book **Graphis Logo 8: 2011** KralWorks Identity, Braley Design Identity **Print Magazine 2011 Pantone: Color in Design Awards** p.s. from Aéropostale: "and shine" Identity and Packaging **HOW Magazine 2011 Pantone: Color in Design Awards** p.s. from Aéropostale: "and shine" Identity and Packaging **Communication Arts: 50 Years of Communication Arts (March-April 2009)** Xilinx Annual Report **Graphis Poster 2010** Portfolio Center: The Balancing Act, Lecture Poster **The Best of Brochure Design, Vol. 2. 2010** Pillsbury Winthrop Rumors Brochure **The One Show: 2009** Portfolio Center: The Balancing Act, Lecture Poster, Rocky Mountain College of Art & Design: Lecture Poster **Graphis Design Annual 2009** American Express: Extraordinary Lives, Book Design **Iowa State University: Celebrating 30 Years: Alumni Exhibition: 2009** Rocky Mountain College of Art & Design: Lecture Poster **Designing A Digital Portfolio, New Riders Press: 2009** Braley Design Portfolio **How Magazine 2009 International Design Annual** American Express: Extraordinary Lives, Book Design **Typeface: Classic Typefaces for Contemporary Graphic Design: 2009** Rocky Mountain College of Art & Design: Lecture Poster, Temple University: F\_! So now, what? Lecture Poster, Creative Circus: Lecture Poster **STEP Design 100 Annual: March/April 2009** Portfolio Center: The Balancing Act, Lecture Poster **Package Design Now!: Taschen 2008** Effen Vodka Bottle, Effen Vodka Black Cherry Bottle **Communicating with Pattern: Signs and Symbols: Rotovision 2008** AIGA South Carolina: Good Client/Bad Client Lecture Poster, AIGA Kansas City: Good Client/Bad Client Lecture Poster, Wichita State University: Poster Design Workshop Poster, Iowa State University: The Design Process Lecture Poster, AdClub of the Triad: Don't Tell on Me Poster, Iowa State University: Luck of the Draw Typography Workshop Poster, Neuromedia Identity, PortalPlayer Identity **Creativity: 2008** 75 Selections from the AIGA Design Archives, Platinum Award **AIGA 365: 29: 2008** 75 Selections from the AIGA Design Archives **2008 San Francisco World Spirit Competition:** Effen Vodka Bottle Package Design **The Practical Guide to Information Design (2007)** AIGA Voice Brochure **Design Matters: Packaging 01** Effen Vodka Bottle, Effen Vodka Black Cherry Bottle **LACP 2007 Vision Awards Annual Report Show** Pitney Bowes 2007 Annual Report, Platinum Award **Graphis Logo 7: 2007** Southern Truth and Reconciliation (S.T.A.R.) logo: Gold Award **The One Show: 2007** AIGA South Carolina: Good Client/Bad Client Lecture Poster, AIGA Kansas City: Good Client/Bad Client Lecture Poster **STEP Design 100 Annual: March/April 2007** AIGA South Carolina: Good Client/Bad Client Lecture Poster, AIGA Kansas City: Good Client/Bad Client Lecture Poster, Wichita State University: Poster Design Workshop Poster **Applied Arts 2007 Design Annual** AIGA South Carolina: Good Client/Bad Client Lecture Poster, AIGA Kansas City: Good Client/Bad Client Lecture Poster **Communication Arts Design Annual 2006** AIGA South Carolina: Good Client/Bad Client Lecture Poster **Applied Arts 2006 Design Annual** VF Corporation Annual Report 2005 **Print Magazine: September/October 2006** Business Objects 2005 Annual Report **Best of Brochure Design 9: Rockport 2006** Business Objects 2005 Annual Report, Greater Bay Bancorp 2003 Annual Report, Pillsbury Winthrop Shaw Pittman Rumors Brochure, Pillsbury Winthrop Shaw Pittman Recruiting brochure, Lubri-Loy brochure **UCDA Annual Design Show 2006** Wichita State University: Poster Design Workshop Poster **Grafik Magazine (UK) August 2006** Wichita State University: Poster Design Workshop Poster, Wichita State University: Everyone Makes Mistakes Lecture Poster, Iowa State University: The Design Process Lecture Poster, Iowa State University: Luck of the Draw Typography Workshop Poster, Creative Circus: Lecture Poster, AIGA Kansas City: Good Client/Bad Client Lecture Poster, AIGA South Carolina: Good Client/Bad Client Lecture Poster AIGA South Carolina: Good Client/Bad Client Lecture Poster Temple University: F\_! So now, what? Lecture Poster **Showroom Magazine 04.06 (Sweden): 2006** Wichita State University: Poster Design Workshop Poster **Step Magazine: July/August: 2006** VF Corporation Annual Report 2005, Books For Kids Poster **The One Show: 2006** Wichita State University: Poster Design Workshop Poster, Creative Circus Lecture Poster **Graphis Poster 2006** Creative Circus: Lecture Poster, Temple University: Lecture Poster **How Magazine 2006 International Design Annual** Temple University: F\_! So now, what? Lecture Poster **ARC Awards: 2006** VF Corporation Annual Report 2005, Gold Award **Applied Arts Design Annual: March 2006** Wichita State University: Wild Cards Typography Workshop Poster, Iowa State University: Luck of the Draw Typography Workshop Poster **Applied Arts Printing Annual 2006** VF Corporation Annual Report 2005 **Graphis Poster 2005** Wichita State University: Wild Cards Typography Workshop Poster, Wichita State University: Everyone Makes Mistakes Lecture Poster, Iowa State University: Iowa State University:

## Awards & Publications

The Design Process Lecture Poster, Iowa State University: Luck of the Draw Typography Workshop Poster **AIGA: Grown In California Show** AIGA Voice Brochure, Identix 1999 Annual Report, Stroock Business Review brochure, Stroock Client Stories brochure, Neoforma 2002 Annual Report, Effen Vodka Bottle, Effen Vodka Black Cherry Bottle **Clio Awards: 2005** Iowa State University: The Design Process Lecture Poster, Shortlist **1000 Type Treatments: Rockport 2005** Maxygen Annual Report 2001, Neoforma Annual Report 2002 **Designer USA: Graphis 2005** Effen Vodka Bottle, Effen Black Cherry Bottle, Pillsbury Winthrop Shaw Pittman Recruiting Website **Typography 26: 2005** Lubri-Loy brochure **Applied Arts 2005 Design Annual** Pillsbury Winthrop Shaw Pittman Recruiting brochure, Business Objects Annual Report 2005 **HOW Magazine 2005 International Design Annual** AIGA 2004 Design Series Lecture Poster **Step Magazine Design 100 Showcase: 2005** Wichita State University: Wild Cards Typography Workshop Poster, Greater Bay Bancorp 2003 Annual Report **AdMark Addy Awards: 2005** Greater Bay Bancorp 2003 Annual Report: Bronze **London International Design Awards 2004** Effen Vodka Bottle, Effen Black Cherry Bottle: Winner, Greater Bay Bancorp 2003 Annual Report: Finalist **Legal Marketing Awards: 2004** Pillsbury Winthrop Shaw Pittman Recruiting brochure and website: Best of Show **Clio Awards: 2004** Neoforma 2002 Annual Report: Shortlist **Geschäftsberichte: Finest Facts and Figures: 2004** Silicon Valley Bank 2000 Annual Report **Coupe Magazine Design Annual: December 2004** AIGA Design Series Lecture Poster **Galaxy Awards** Greater Bay Bancorp 2003 Annual Report: Silver, Century Theatres Brochure: Honors **World Corporate Profile Graphics: PIE Books 2004** Stroock Business Review brochure, Stroock Client Stories brochure, AIGA Voice Brochure, de Young Museum "Our de Young" brochure, de Young Museum "We've listened." brochure **MarCom Creative Awards 2004** Lubri-Loy brochure, Platinum Award, Greater Bay Bancorp 2003 Annual Report, Gold Award, Effen Vodka Bottle, Effen Vodka Black Cherry Bottle **Workshop Magazine 2004: (Germany)** COR Therapeutics, Inc. 1998 Annual Report **The New York Festivals 2004** Effen Vodka Bottle, Effen Vodka Black Cherry Bottle **Creativity 34: 2005** Lubri-Loy brochure, Gold Medal, AIGA 2004 Design Series Lecture Poster, Gold Medal, Greater Bay Bancorp 2003 Annual Report, Silicon Valley Bank 2000 Annual Report **Graphis Packaging 9: 2004** Effen Vodka Bottle, Effen Vodka Black Cherry Bottle **Applied Arts Annual: 2004** Lubri-Loy brochure **Design Secrets: Layout: Rockport: 2004** Neoforma 2002 Annual Report **ARC Awards: 2004** Greater Bay Bancorp 2003 Annual Report, Gold Award **Print Magazine Regional Design Annual: 2004** Effen Vodka Bottle, Effen Vodka Black Cherry Bottle **AR 100 Award Show: 2004** Greater Bay Bancorp 2003 Annual Report, Award, Top 10 Designed, Top 10 Typography, Silicon Valley Bank 2003 Annual Report, Award, Top 10 Typography **AR 100 Award Show 2003** Neoforma 2002 Annual Report **Size Matters: Rotovision** Silicon Valley Bank 2000 Annual Report **Big Book of Logos 3** Effen Vodka Bottle **I.D. Magazine Design Annual 2004** Neoforma 2002 Annual Report **Creative Review, London, June 2004** Greater Bay Bancorp 2003 Annual Report **Icon Awards 2004** Neoforma 2002 Annual Report, Bronze Award **Typography 25 2003** Neoforma 2002 Annual Report **AdMark Addy Awards 2004** Best In Division: Gold: Neoforma 2002 Annual Report, Gold: Effen Vodka Bottle **The Midas Award** Neoforma 2002 Annual Report **American Corporate Identity 20** Stroock Business Review brochure, Stroock Client Stories brochure, Stroock Recruitment Campaign, Effen Vodka Bottle, Effen Vodka Black Cherry Bottle **Hot Graphics USA: 2** Neoforma 2002 Annual Report, Effen Vodka Bottle, AIGA Voice brochure, Stroock Business Review brochure, Foundry Square logo, Nektar logo, Tumbleweed logo **37th Annual Western Art Directors Club 2003** Bronze: Neoforma 2002 Annual Report, Bronze: AIGA Voice brochure, Effen Vodka Bottle, Maxygen 2001 Annual Report **Big Book of New Design Ideas 2003** Portal Player Stationery, Waterkeepers Stationery, de Young Museum "We've listened." Stationery **Applied Arts Magazine: Nov/Dec 2003; Vol. 18, No. 6** Neoforma 2002 Annual Report **Creativity 33** Effen Vodka Bottle, Stroock Real Estate Brochure **Graphic Design USA: Sept 2003: Vol. 30, no. 9** Neoforma 2002 Annual Report **INOVA Awards, Mercomm** Stroock.com website, Gold Medal **HOW Magazine 2004 International Design Annual** Neoforma 2002 Annual Report **Design That Means Business** Stroock Business Review brochure, Stroock Client Stories **Applied Arts Design and Advertising Annual 12** Neoforma 2002 Annual Report **Communication Arts Design Annual: 2003** Effen Vodka Bottle, Neoforma 2002 Annual Report **Graphis Annual Reports 8** Siebel Systems, Inc. 1999 Annual Report **Coupe Magazine 2003 International Design Issue** Neoforma 2002 Annual Report **International ARC Awards 2003** Neoforma 2002 Annual Report, Gold Award **Pasadena Museum of California Art: Biennial 2003** AIGA Voice brochure **AR 100 Award Show 2003** Neoforma 2002 Annual Report **LACP 2002 Vision Awards Annual Report Show** Neoforma 2002 Annual Report, Platinum Award **Communicator Awards 2003 Print Competition** Crystal Award of Excellence: AIGA Brochure, Stroock Client Stories Honorable Mention: Stroock Business Review **Big Book of Color: 2003** de Young Museum "My de Young" brochure, deYoung Museum Private Case brochure **What is Graphic Design?: Rotovision 2003 (Swiss)** Silicon Valley Bank 2000 Annual Report **Designers Workshop (Tokyo), Vol. 123** Silicon Valley Bank 2000 Annual Report **Identity Solutions: HOW Design Books 2003** iProTalk Identity **Graphic Communications Today** Xilinx 1997 Annual Report **HOW Magazine 2003 International Design Annual** AIGA Voice brochure **Colossal Design** de Young Museum "Our de Young" brochure, AIGA Voice brochure, Silicon Valley Bank 2000 Annual Report **Big Book of Logos 3** Tumbleweed Logo, Portal Player Logo, Waterkeepers Logo **STEP Inside Design** Neoforma 2002 Annual Report, Maxygen 2001 Annual Report **Chicago Athenaeum Museum of Architecture and Design** AIGA Voice brochure **Applied Arts Annual 2003** de Young Museum "Our de Young" brochure, AIGA Voice brochure, Stroock Business Review brochure **Creativity 32: 2002** de Young Museum "Our de Young" brochure: Gold Award, AIGA Voice brochure: Gold Award, Stroock Client Stories brochure, Stroock Business Review brochure **KAK #18: Russian Magazine** COR Therapeutics, Inc. 1997 Annual Report, Silicon Valley Bank 2000 Annual Report **Problem Solved: 2002 Phaidon** COR Therapeutics, Inc. 1998 Annual Report **American Graphic Design Awards: 2002** Siebel Systems, Inc. 2000 Annual Report, Stroock Client Stories brochure, Stroock Business Review brochure, Silicon Valley Bank 2000 Annual Report **Applied Arts Photography & Illustration Annual: 2002** Stroock Client Stories brochure, de Young Museum "Our de Young" stationery **Print Regional Design Annual: 2002** de Young Museum "Our de Young" brochure, AIGA Voice brochure **The New York Festivals: 2002** AIGA Voice brochure **Global Corporate Identity Annual: 2002** New Energy Ventures, "Connections" brochure, Stroock Client Stories brochure, Stroock Business Review brochure, Siebel Systems, Inc. 1999 Annual Report, de Young Museum Private Case brochure, de Young Museum "We've listened." brochure, de Young Museum "We've listened." stationery, de Young Museum "Our de Young" brochure, de Young Museum "Our de Young" stationery, Waterkeepers Logo **The One Show: 2002** Silicon Valley Bank 2000 Annual Report, Stroock Client Stories brochure, Stroock Business Review brochure **Legal Marketing Awards: 2002** Stroock Client Stories brochure: Best of Show, Stroock Business Review brochure: Best of Show **Clio Awards: 2002** Silicon Valley Bank 2000 Annual Report, Gold Award **HOW Magazine 2002 International Design Annual** Silicon Valley Bank 2000 Annual Report, de Young Museum Members Guide, de Young Museum "We've listened." brochure, Siebel Systems, Inc. 1999 Annual Report **Information Graphics and Visual Clues: Rockport** Silicon Valley Bank 2000 Annual Report, Identix 1999 Annual Report **Typography 24: Type Directors Club** AIGA Voice brochure: Judge's Choice, Silicon Valley Bank 2000 Annual Report **AdMark Addy Awards: 2002** Silicon Valley Bank 2000 Annual Report: Silver Award, Stroock Client Stories brochure: Silver Award, Stroock Business Review brochure: Silver Award **British Design and Art Direction, 2002** Silicon Valley Bank 2000 Annual Report, AIGA Voice brochure **American Corporate Identity 18: 2002** Stroock Client Stories brochure, de Young Museum "Our de Young" brochure, de Young Museum, "Our de Young" stationery, AIGA Voice Brochure **Brochure Design That Works: Rockport Publishers: 2002** Stroock Business Review brochure, Stroock Client Stories brochure, AIGA Voice brochure, de Young Museum "We've listened." brochure, Foundry Square brochure **Designers Workshop (Tokyo), Vol. 121, April 2002** Siebel Systems, Inc. 2000 Annual Report **Step-By-Step 2002 100 Design Annual** Silicon Valley Bank 2000 Annual Report, AIGA Voice Brochure **A-Z Guide to Visual Lingo** Silicon Valley Bank 2000 Annual Report, Xilinx 1997 Annual Report **Applied Arts Annual 2002** Stroock Client Stories brochure **LOGO 2002** Tumbleweed Logo, PortalPlayer Logo, WaterKeepers Logo **Clio Awards: 2001** Siebel Systems, Inc. 1999 Annual Report, Shortlist **36th Annual Western Art Directors Club 2001** Silicon Valley Bank 2000 Annual Report: Gold Medal,

## Awards & Publications

Foundry Square Brochure, de Young Museum “We’ve listened.” stationery, Siebel Systems, Inc. 2000 Annual Report **Creativity 31: 2001** Silicon Valley Bank 2000 Annual Report: Gold Medal, Siebel Systems, Inc. 1999 Annual Report, de Young Museum “We’ve listened.” brochure **American Center for Design, 24th Annual 100 Show: 2001** Silicon Valley Bank 2000 Annual Report (**PIE Books**) **2001** Siebel Systems, Inc. 1999 Annual Report, New Energy Connection brochure, Identix 1999 Annual Report, de Young Museum Private Case brochure, My de Young brochure, COR Therapeutics, Inc. 1998 Annual Report **Communication Arts Design Annual: 2001** de Young Museum “We’ve listened.” brochure **Applied Arts Annual 2001** Silicon Valley Bank 2000 Annual Report, Siebel Systems, Inc. 1999 Annual Report **Creative Profiles & Web Graphics** Silicon Valley Bank 2000 Annual Report **Mead Show 2001** Silicon Valley Bank 2000 Annual Report **Creative Review, June 2001** Silicon Valley Bank 2000 Annual Report **Red is Hot, Blue is Cool: 2001** Portal Player Logo **New York Festivals 2001** Siebel Systems, Inc. 1999 Annual Report, Finalist **International ARC Awards 2001** Silicon Valley Bank 2000 Annual Report, Silver Award **Print Regional Design 2001** Art Directors of Iowa Poster **AIGA Communication Graphics 22, 2001** de Young Museum “We’ve listened.” brochure **Potlatch Annual Report Show 2001** Siebel Systems, Inc. 2000 Annual Report **Creative Edge: Letterhead & Business Card Design, 2001** PortalPlayer Stationery System, de Young Museum Stationery System **AR 100 Award Show 2001** Silicon Valley Bank 2000 Annual Report, Best Cover, Silicon Valley Bank 2000 Annual Report, Merit **San Francisco Show 15: 2001** de Young Museum Members Guide, Silver Award, de Young Museum “We’ve listened.” brochure, Merit **Genius Moves: 100 Icons of Graphic Design** Xilinx 1998 Annual Report **Society of Publication Design 36** de Young Museum “We’ve listened.” brochure, Foundry Square brochure, Siebel Systems, Inc. 1999 Annual Report **Graphis Design, 2001** New Energy Ventures, “Connection” brochure, Identix 1999 Annual Report **American Corporate Identity 17** Eleven Acceleration, Inc., Logo, Tumbleweed Communications Stationery System **Logo World (PIE Books)** Portal Player Logo, iProTalk Logo, Inquizit Logo, WaterKeepers Logo **Typographic Composition (PIE Books) 2000** Xilinx 1998 Annual Report, COR Therapeutics, Inc. 1997 Annual Report **Graphis Annual Reports 7, 2001** COR Therapeutics, Inc. 1998 Annual Report, Identix 1999 Annual Report **Step-By-Step 2001 100 Design Annual** Siebel Systems, Inc. 1999 Annual Report, deYoung Museum Private Case brochure, de Young Museum Members Guide, PortalPlayer Identity/Stationery System **Communication Arts, January/February 2001** deYoung Museum Private Case brochure, (Japanese Tea Garden illustration) **American Center for Design, 23rd Annual 100 Show, 2000** COR Therapeutics, Inc. 1998 Annual Report **35th Annual Western Art Directors Club 2000** Silver: New Energy Ventures, “Connection” brochure, Bronze: de Young Museum Members Guide, Bronze, Identix 1999 Annual Report, Awards of Excellence: PortalPlayer Logo, WaterKeepers Logo, de Young Museum Stationery, Siebel Systems, Inc. 1999 Annual Report, deYoung Museum Private Case brochure **Creative Jolt Inspirations (North Light Books), 2000** various personal postcard designs **Letterforms: Bawdy Bad and Beautiful 2000** COR Therapeutics, Inc. 1997 Annual Report **Creativity 30, 2000** New Energy Ventures, “Connection” brochure, Gold, Identix 1999 Annual Report, Merit, de Young Museum Private Case brochure, Merit, de Young Museum “My de Young” brochure, Merit, de Young Museum Stationery, Merit **Critique Magazine, Summer 2000** Identix 99 Annual Report **How Magazine Self-Promotion 2000** de Young Museum Private Case, Merit **American Graphic Design Awards** New Energy Ventures, “Connection” brochure, Portal Player Stationery System **Applied Arts Annual 2000** de Young Museum Private Case brochure, Siebel Systems, Inc. 1999 Annual Report, New Energy Ventures, “Connection” brochure **SFMOMA, Architecture & Design Permanent Collection** COR Therapeutics, Inc. 1998 Annual Report **AR 100 Award Show 2000** Identix 1999 Annual Report, Merit, Siebel Systems, Inc. 1999 Annual Report, Merit, Best Photographed, Best Printed, Top 10 Photographed, Top Ten Printed **Potlatch Annual Report Show 2000** Siebel Systems, Inc. 1999 Annual Report **Mead Show 2000** Siebel Systems, Inc. 1999 Annual Report **Print Regional Design 2000** New Energy Connections Brochure, Waterkeepers logo **AIGA Communication Graphics 21, 2000** Identix 1999 Annual Report, New Energy Ventures, “Connection” brochure **San Francisco Show 14, 2000** de Young Museum Private Case brochure, Merit, New Energy Ventures, “Connection” brochure, Merit, Portal Player Logo, Merit, WaterKeepers Logo, Merit **Addy Award District 15 2000** COR Therapeutics, Inc. 1998 Annual Report **MC ICON Award Show** Identix 1999 Annual Report, Platinum Award, Gold Award **ARC Awards 2000** Siebel Systems, Inc. 1999 Annual Report, Gold Award, Best of Category **Creative Edge: Letterhead and Business Card Design** Portal Player Stationery System, My de Young Stationery System **LULU Awards (Los Angeles Advertising Women)** de Young Museum Private Case brochure, Judge’s Choice Award, de Young Museum Private Case brochure, Award **Communication Arts Illustration Annual 2000** de Young Museum Private Case brochure, (Stow Lake illustration) **How Magazine International Design Annual 2000** COR Therapeutics, Inc. 1998 Annual Report **Critique Magazine, Spring 2000** New Energy Ventures, “Connection” brochure **Hot California Graphics** Portal Player logo, Mission Towers logo, InQuizit logo **Society of Publication Design 35** de Young Museum Private Case brochure, New Energy Connection brochure **The 2000 Dallas Show** Identix 1999 Annual Report, Bronze, deYoung Museum Private Case brochure, Merit **American Corporate Identity 16** Portal Player Stationery System, iProTalk Logo, WaterKeepers Logo **Advertising Age: December 6, 1999** My de Young brochure, Case Study **Step-By-Step 2000 100 Design Annual** New Energy Ventures, “Connection” brochure, COR Therapeutics, Inc. 1998 Annual Report **Letterheads and Logos 6 1999** Premier logo **34th Annual Western Art Directors Club 1999** InQuizit Identity **Museum fur Kunst und Gewerbe Hamburg, Germany** COR Therapeutics, Inc. 1997 Annual Report, Permanent Collection **Communication Arts Design Annual 1999** Xilinx 1998 Annual Report **New York Festivals 1999** COR Therapeutics, Inc. 1997 Annual Report **Mead Show 1999** COR Therapeutics, Inc. 1998 Annual Report **Print Magazine: Regional Design 1999** Xilinx 1998 Annual Report, InQuizit logo **AR 100 Award Show 1999** COR Therapeutics, Inc. 1998 Annual Report, Merit, Top 10 Photographed, Xilinx 1998 Annual Report, Merit **Print Magazine: January/February 1999** Featured in article, as one of 20 designers under 30 years old, COR Therapeutics, Inc. 1997 Annual Report, Aromatherapy Cards, Premier logo, Inquizit logo, I.Q. logo, Mission Towers logo, Work in Progress logo, BlueWire logo, APA Call for Entries, Aces Letterpress Playing Cards **Applied Arts Annual 1999** COR Therapeutics, Inc. 1998 Annual Report, InQuizit Identity **Creativity 29, 1999** COR Therapeutics, Inc. 1998 Annual Report, InQuizit Identity **San Francisco Show 13, 1999** Xilinx 1998 Annual Report, Gold Award, COR Therapeutics, Inc. 1997 Annual Report, Silver Award **Addy Award District 14, 1999** COR Therapeutics, Inc. 1997 Annual Report, Xilinx 1998 Annual Report **Typography 20 1998** COR Therapeutics, Inc. 1997 Annual Report **Art Directors Club 78th Annual** COR Therapeutics, Inc. 1997 Annual Report **Graphis Design 1999** Seeing Jazz book cover **How Magazine International Annual of Design 1999** COR Therapeutics, Inc. 1997 Annual Report, Outstanding Achievement, Xilinx 1998 Annual Report, Merit Award **New Moment Magazine** COR Therapeutics, Inc. 1997 Annual Report **Photo District News Design Awards 1999** COR Therapeutics, Inc. 1997 Annual Report **Step-By-Step 1999 100 Design Annual** Xilinx 1998 Annual Report **Less Is More; North Light Books 1999** Teknion Ability Brochure **1 and 2 Color Graphics; PIE Books 1999** Xilinx 1998 Annual Report **American Center for Design, 21st Annual 100 Show, 1998** COR Therapeutics, Inc. 1997 Annual Report **AR 100 Award Show 1998** COR Therapeutics, Inc. 1997 Annual Report, Best of Show, Best Photographed, Top 10 Designed, Top 10 Typography, Top 10 Printed, Top 10 Photographed **San Francisco Museum of Modern Art, Architecture & Design Permanent Collection** pomegranit Stationery, Elixir Design Promo **Print Magazine, Digital Design & Illustration Annual 7** Xilinx 1998 Annual Report **Corporate Profile Graphics 3; PIE Books 1999** COR Therapeutics, Inc. 1997 Annual Report **Graphis Logo 4, 1998** Premier logo, Cabo San Lucas Restaurant logo **Creativity 28, 1998** COR Therapeutics, Inc. 1997 Annual Report **33rd Annual Western Art Directors Club 1998** COR Therapeutics, Inc. 1997 Annual Report **Applied Arts Annual 1998** COR Therapeutics, Inc. 1997 Annual Report, Xilinx 1998 Annual Report **Graphis Design 98** Elixir Design Promo **Print’s Best Logos and Symbols 5, 1998** Premier logo **How Magazine International Annual of Design 1997** Teknion Ability Brochure **Creativity 27, 1997** Premier logo, Pomegranit Stationery, Elixir Design Promo **How Magazine Self-Promotion 1997** Elixir Design Promo **AIGA Communication Graphics 18, 1997** Elixir Design Promo **Communication Arts Design Annual 1997** Elixir Design Promo