

# BRETT W. ELLIS

2115 Encinal Ave., Alameda, Ca 94501  
(626) 617-7938

[brett.w.ellis@gmail.com](mailto:brett.w.ellis@gmail.com)  
Portfolio: [bwellis.com](http://bwellis.com)

## TO WHOM IT MAY CONCERN

Thank you for taking the time to review my materials. I'm a design fanatic who loves fabricating structures, imagining digital user interfaces, and communicating complex solutions for the lived environment. I'm happiest illustrating a new concept or design direction by hand on a sketch board, an Illustrator artboard, or orbiting an object in SketchUp.

My love for making started in my uncle's workshop when I was a kid and grew to include wood/metalworking, graphic design, 3d modeling, coding, and animation.

In my professional life, I have taken on various roles, spending my first few years in video editing, digital sculpture, and motion graphic design for the entertainment industry. For the next decade I worked in the retail/wholesale space representing brands, creating in-store signage, tradeshow graphics, print collateral, and web materials.

Later, I started a graphic design firm providing small businesses with environmental, print, web, and video services. I broadened my technical skills as my client's work with user interfaces and digital systems design required more IT support. These qualifications allowed me to expand into digital displays, touchscreen interfaces, and OOH applications that are now exploding into the lived environment.

Moving to the San Francisco Bay Area, I closed my business and took an opportunity to work in a design/fabrication shop that created signage and environmental graphics for different municipalities.

Passing through that crucible opened an opportunity for migration into a wayfinding and experiential design studio in San Leandro that worked with the healthcare and hospitality industry. I generated hundreds of designs, presentations, and user interfaces for directories in hotels, hospitals, and medical office buildings.

Responding to challenges from the pandemic, I transitioned to contract work for Tesla as a designer in the Workplace Development Department and freelance assignments building solutions for complex interior and exterior projects.

The fifteen years of experience I have earned building in the lived environment taught me valuable lessons shepherding a project from the initial kick-off to the finished installation.

Becoming anticipatory of the unexpected, experimenting with new materials and techniques, and maintaining an open mind toward new technologies uniquely prepared me for a role in a dynamic and adventurous design firm.

I look forward to discussing how my skills and experience can help your company reach its immediate and long-term goals.

Thank You,  
Brett Ellis

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A creative and technical graphic designer, looking to find impactful projects that allow for challenges, discoveries, and growth as a professional.

## Experience

### FOUND LLC, Scott AG | Freelance Environmental Graphic Designer 2022-Current

**Environmental Graphic Design:** Collaborative work creating elements to improve the visitor experience.

- Designed site plans/elevations, 2D design intent drawings & 3D models for the lived environment
- Compiled presentation books for schematic design, design implementation, and construction/fabrication documentation
- Respected branding requirements with applied color, texture, typography, and other design attributes
- Applied ADA Code requirements for healthcare, mixed-use residential, retail, and office/workplace environments

**Clients include:** Cedar's Sinai Hospital, Huntington Healthcare, Zynga, LandLease, SHoP Architects

### Tesla Automotive | Contract Environmental Graphic Designer 2021-2022

**Wayfinding:** Mapping and evaluation of a 5.1 million square foot facility. Depictions of paths of travel for vehicular/pedestrian traffic.

- Built directory maps for thousands of people to find their destinations, aiding in employee retention
- Updated the life safety plans to guide emergency services, improving response times

**Project Management:** Shepherded projects through the pipeline from initial request to completion.

- Managed six-figure projects involving thousands of items under tight deadlines

**Interior/Exterior Graphic Design:** Creative problem-solving for aesthetic and code-required upgrades.

- Worked with internal clients to create elevations and site plans to communicate design solutions

**Workplace Design:** Collaboration with internal clients and facilities personnel to improve employee retention.

Designed, fabricated, & installed improvements to the working environment.

- Artwork, signage, and biophilic design additions to improve the employee experience
- Developed workplace improvements to support diversity and inclusion

**Brand Implementation:** Applying the established design standards for a multi-national corporation.

- Expanded upon and applied standards for laboratories, sales locations, & other facilities worldwide

### Shannon Leigh Associates | Senior Graphic Designer/Director of IT 2017-2020

**Environmental Graphic Design:** Collaborative work creating elements to improve the visitor experience.

- Worked with established brand standards from dozens of corporations
- Respected branding requirements with applied color, texture, typography, and other design attributes. Developed fixtures, furniture, signage, and decorative elements
- Designed site plans/elevations, 2D design intent drawings & 3D models of capital projects
- Produced and presented hundreds of proposals winning multiple million-dollar contracts
- Applied ADA Code requirements for universities, healthcare, mixed-use residential, retail, and office/workplace environments

**Director of IT:** Creation of information technology systems for several offices, keeping design staff working.

- Principle purchasing agent for hardware & software
- Configured and secured devices before delivering them to employees
- Troubleshooting services for dozens of employees, clients, & outside vendors
- Provided expert-level support for design software by Adobe, Google, and other suppliers

**Clients included:** Kaiser Permanente, Sutter Health, UC Davis Health, UCSF, Zuckerberg San Francisco General, El Camino Health

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## CPM | Senior Graphic Designer 2014-2017

**Graphic Design:** Collaboration with outside clients to determine the design requirements of each project.

- Led a team of both staff & freelance designers, generated brochures, banners, email campaigns, booklets, catalogs, social media, & environmental graphics
- Built custom designs for clients in the construction & transportation fields
- Developed presentation tools for projects going before city & county agencies
- Operated large format printers. Fabricated environmental structures to suit the client's requirements

**Art Director:** Content Creation for advertising campaigns generating interest, leads, and sales.

- Presented artistic concepts to principles for approval. Managed assets to produce quality content
- Directed photoshoots with employees & patrons of client organizations
- Worked to provide diversity and inclusion in the final product

**VP of Operations:** Establish operational practices to maintain quality output from the design department.

- Hired & managed talent for design/fabrication departments
- Ensured quality work, inspected each item before delivery
- Trained co-workers with proper servicing & repair of fabrication equipment
- Purchased technology & utilized existing resources to improve capacity & expand services offered

**Clients included:** Swinerton Builders, CCCTA, SFCTA, City of San Francisco, City of Concord

## Adept Digital | Owner/Art Director 2010-2014

**Owner:** Entrepreneurial spirit behind a design firm providing marketing services to small businesses

- Managed freelance designers for illustration, coding, and support services
- Interacted with clients providing customer service, sales, and support/training
- Taught design classes for small businesses empowering them to create their assets for online promotion

**Art Direction/Graphic Design:** Designed all types of print, web, & video services

- Developed product support services that aided in marketing and client relations
- Administered bulk email marketing, blog posts, social media, & print media productions
- Provided videography, editing, & motion animation for streaming
- Produced audio programs for local radio & early podcast adoption

**Clients included:** TD Bank, iRobot, Crestron Electronics

## Wicked Things | Graphic Designer 1999-2009

**In-Store Displays:** Designed, fabricated, & installed furniture, fixtures, & interior decorations

- Posters, banners, signage, wall hanging displays, window box displays, shelving, and table construction for a home and garden statuary wholesale and retail company
- Specialized fixtures and display solutions for trade shows, temporary locations & permanent stores

**Mail Order Catalog Production:** Principle designer for yearly mail order catalog

- Page layout marketing hundreds of times in multipage booklet ranging from 64 to 128 pages depending on the year
- Product photography, photo clean-up for thousands of items
- Project management overseeing printing and bulk mailing to over 330,000 recipients
- E-commerce Web Design and Administration: Built and maintained an online marketplace
- Managed both evergreen and one-of-a-kind artwork listings
- Created & marketed to email lists
- Established a blog & wrote articles
- Search Engine Optimization (SEO) & AdWords administration

**Live Event Project Management:** Booked locations & managed booth operations for dozens of events in seven states.

- Handled logistics for moving merchandise to booths set up for over 40 weeks out of the year
- Troubleshooting for graphics, store signage, and displays for an ever-changing list of environments
- Built booths for trade shows in major convention centers like Moscone (SF), Staples Center (LA), Jacob Javits (NYC), Washington State Convention Center (Seattle) & hundreds of smaller cities

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## Education

**Digital Systems Design and UI/UX Certifications** - Crestron Electronics

**Bachelors Degree** - Brooks Institute

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## Hard Skills

**Adobe Creative Suite:** Illustrator (+CADtools plugin), Photoshop, Indesign, XD, Premiere, After Effects, Audition, Acrobat, Dreamweaver, Animate

**Microsoft Office:** Word, Excel, Power Point, Teams, Outlook, Edge, Planner

**Web Development:** HTML5, CSS3, Javascript, PHP

**3D Modeling:** SketchUp

**Survey/Wayfinding:** WayFindIt, SignAgent, PlanGrid

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## Soft Skills

**Design:** Sketching, Color Theory, Typography, Information Hierarchy, Composition, Brand Standards (following, augmenting for specialized situations, rebranding, & creating new), Page Layout, Multipage Assembly (interactive PDFs, chaptered books or manuals)

**Environmental/Experiential Design:** Site Plans, Elevations at Scale, 3D Modeling, Design Intent Presentations, Construction Documentation, Engineering/Technical Design Review, Wayfinding Evaluations, Site Surveys

**Print Process:** Cut Sheet (cover stock, card stock, bulk quantity copy/print, folded booklet/brochures, posters, etc.), Large Format Printing (paper, vinyl, & rigid substrates), Press Checks, Color Management

**Web Design:** Responsive Design (desktop, device, mobile, & DOOH), Image Optimization, Wire Frame, Web Design Workflow, Wordpress Startup and Management

**Art Direction:** Design Charrettes with Stakeholders, Image Proposal Writing & Presentation, Directing on Set, Managing Creative & Technical Issues, Delivering Promised Content

**Project Management:** Administration of Project Pipeline, Budgeting, Scheduling, Managing Workflow, Client Relations, Billing/Invoicing, Post Project File Management, Finished Product Photography, Summary/Case Study Writing for Company Marketing Materials

**Photography/Videography:** Camera Operation (still and motion picture rigging), Lighting (studio, location, and natural environments), Lens Selection, Chemical Process (medium format, 35mm, 16mm, 8mm developing, printing, & negative cutting), Photo Retouching

**Video Post-Production:** Offline & Online Editor, Motion Graphics Designer, Compression Encoding (streaming, PBS Red Book standards), Color Balancing

**Audio Engineering:** Recording (studio, live, & ADR), Editing (timed radio broadcast & podcast production), Sound Mixing, Audio Clean-up

**Writing:** Technical Writing (brand standards, training manuals, white papers, & assembly workflows), Journalism (articles, blog posts, & reports), Creative Writing (novels & short stories)

**User Interface/User Experience:** Control Systems (corporate meeting rooms & smart home control systems), Crestron Certified Programmer, Interface Design (touch screen directories, wayfinding web portals, mobile device location tracking integration), Interface Prototyping

**Fabrication:** Wood Working, Metal Working, Resin/Fiberglass Casting, Laser Cutting, 3D Modeling and Printing, Drafting



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## BRANDS REPRESENTED



University of California  
San Francisco



TESLA



SKANSKA

UC DAVIS  
HEALTH



## REFERENCES

Matthew Brown, Studio Director  
(see below)  
[mkbcaresdesign@gmail.com](mailto:mkbcaresdesign@gmail.com)  
510 504 9156

Kat Porter, Office Manager  
[kat@magicmia.net](mailto:kat@magicmia.net)  
510 875 8967

Beth Taylor, Project Manager  
[kobru@yahoo.com](mailto:kobru@yahoo.com)  
813 785 6806

Jared Kuenstler, IT Associate  
[jaredjkuenstler@gmail.com](mailto:jaredjkuenstler@gmail.com)  
817 800 9980

To Whom It May Concern:

Brett Ellis demonstrates an outstanding degree of care and skill in everything that he does, and he has a remarkably broad range of skills to offer any employer or partner.

His expertise in a variety of design and imaging software platforms means that he can supply accurate, concise, and thorough concepts and documentation for any EGD project. His broad experience in the field means that his design solutions are consistently feasible and practical.

His technical knowledge of both hardware and software can address virtually any computer support needs for either contemporary or legacy systems, and he can, in addition to his design capabilities, serve in an effective IT management role. He has worked in both roles for several years at Shannon Leigh.

Brett has many years of experience and a deep knowledge of any aspect of the Adobe Creative Suite. Using Sketchup, he has successfully built accurate 3D models of complex public building footprints to be used for interactive touchscreen wayfinding. He can complete thorough and accurate surveys of multi-acre sites, documenting all existing conditions as the basis for reference on design projects over many years and phases.

He is reliable and dependable in any of his efforts, and you can trust that he will complete what he promises in the available time, regardless of any potential challenges or obstacles. He adapts well to changing objectives and priorities, and remains pleasant and patient through the frequent changes that any large design project can throw his way.

He was a pleasure to work with, and I would welcome the chance to collaborate with him in the future.

Matthew Brown

Studio Director  
Shannon Leigh

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## SCOPE

Contract Employee 2021 to 2022:

- Wayfinding Specialist
- Interior & Exterior Graphic Design
- Workplace Design
- Project Management
- Brand Implementation

## THE PROJECT

### PROJECT UNDER NDA

Based out of the Fremont Factory, I have worked to update the maps for the 5.1 million square-foot campus while building a “Google Maps” style image database and 3D mapping capture of the production facility.

Working with a team of designers, my responsibilities included support for the Gigafactory in Austin, Tx working with plant operations, directories and mapping, wayfinding, and workplace design directed at improving employee experience and retention.

The rapid pace of growth for Tesla also obligated me to supply support services for EGD at new factory locations, laboratories, and the Sales, Service, and Delivery locations around North America.

# TESLA

# TESLA

## INTERIOR/EXTERIOR EGD, WORKPLACE DESIGN, WAYFINDING

A non-disclosure agreement prevents the release of the drawings developed for completing the interior and exterior graphic design. Specific materials can be reviewed during in-person interviews or via a secure video meeting.



Fremont Factory



Austin Gigafactory



ZYNGA  
DESIGN DEVELOPMENT,  
CONSTRUCTION DOCUMENTATION



SCOPE

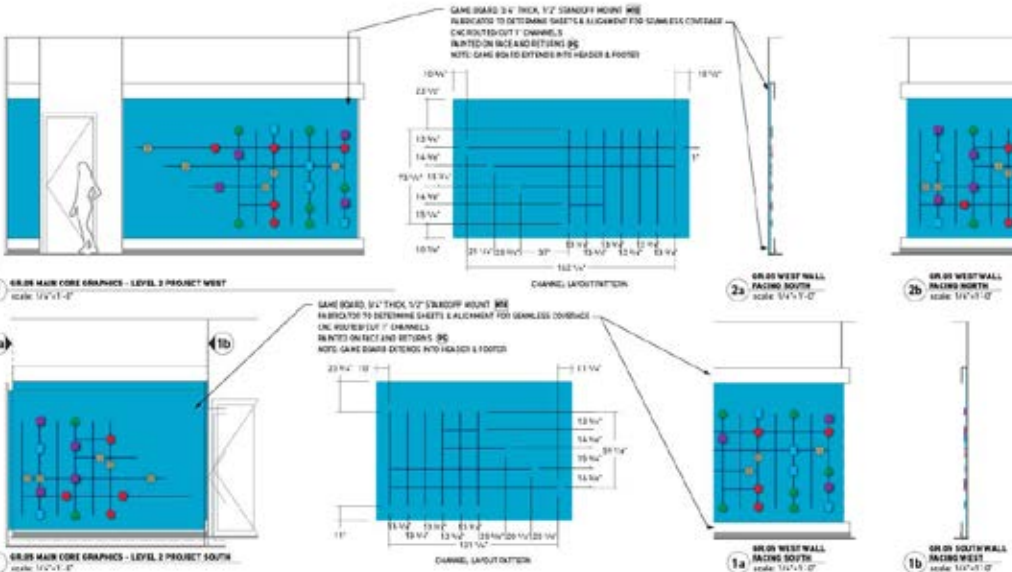
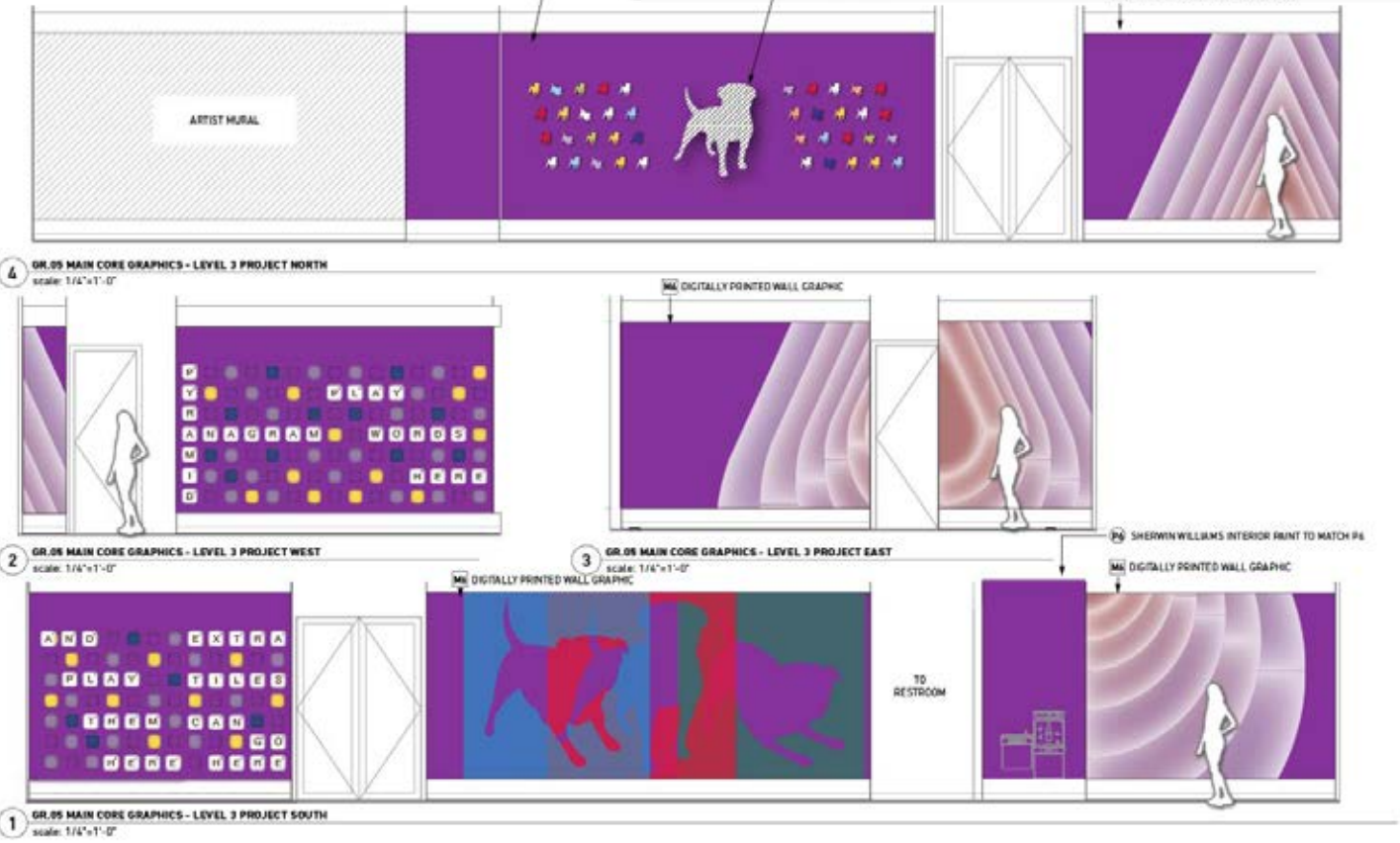
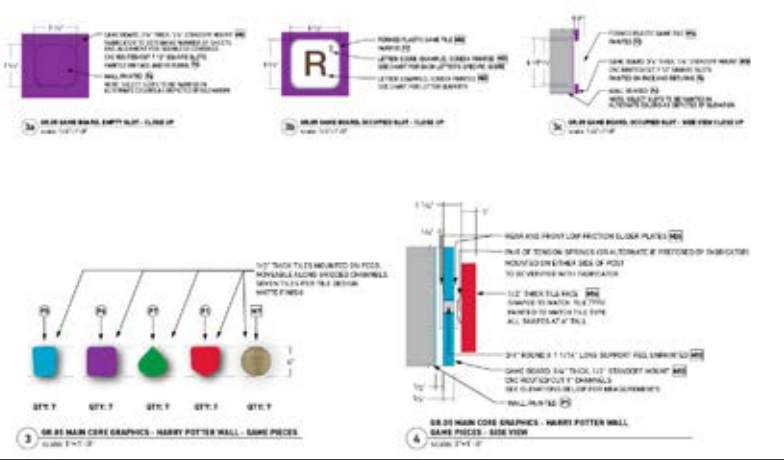
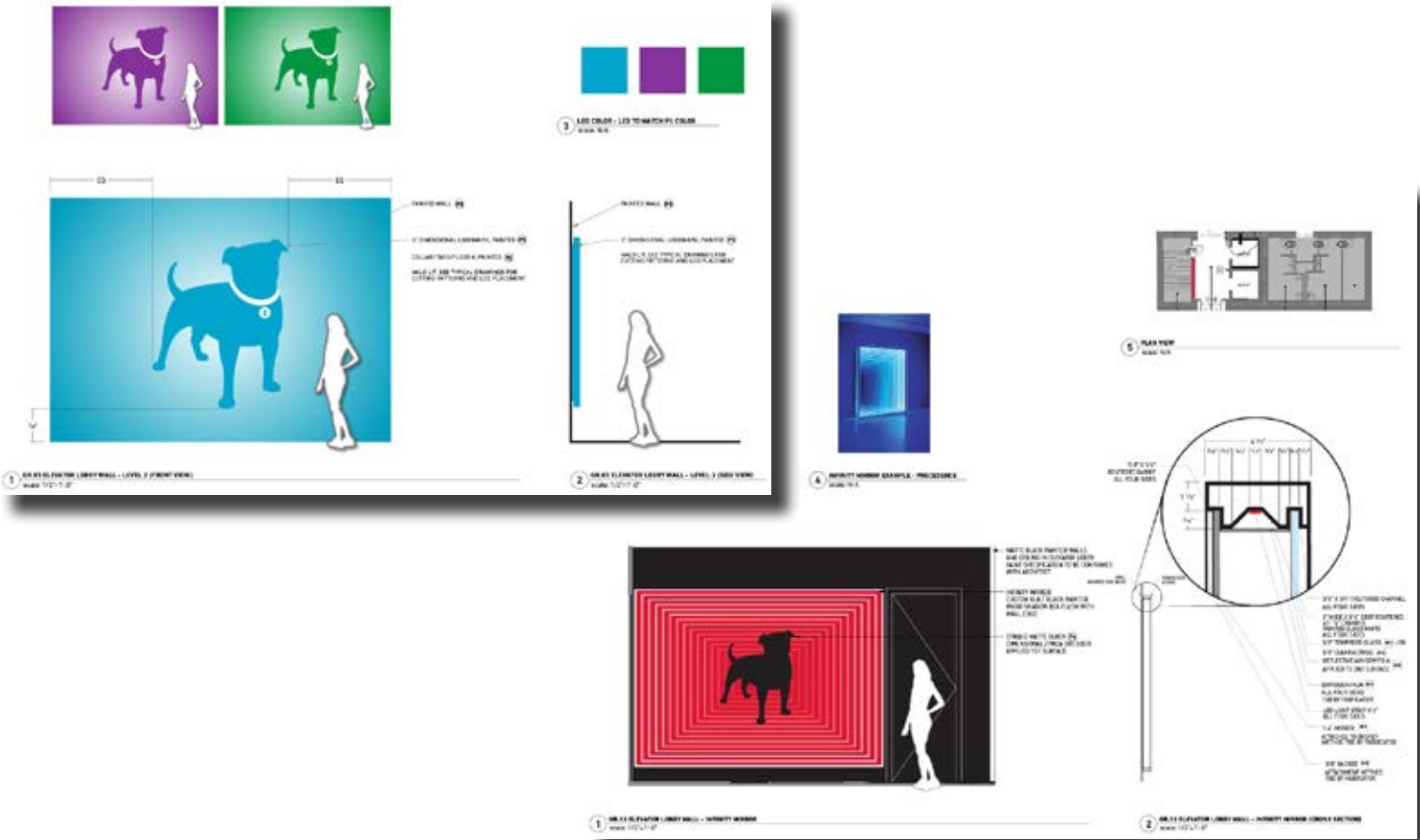
- Freelance Client 2022:
- Interior & Exterior Graphic Design
  - Workplace Design
  - Brand Implementation

THE PROJECT

Development and fabrication documentation for the new corporate offices of a premiere San Francisco based gaming company.

Developed living games to be installed on the walls of the workplace and “infinity mirrors” for the elevator banks.

These playable art pieces were meant to provide interest and teambuilding activities for the game developers and integration of branded titles into the workplace.





SCOPE

- Freelance Client 2022:
- Interior & Exterior Graphic Design
  - Workplace Design
  - Brand Implementation

THE PROJECT

The Experience Center in San Diego serves the community in many ways. This is not only an outreach center to the community but a control center for disaster response and the hub of operations for decision-making and media relations during an emergency.

Usually, a designer in my position is concerned with the entry experience and tying in a few graphic elements on small signs here and there.

For the SDGE Experience Center, the look and feel needed to not only translate to the entire facility but also needed to grow and develop as you enter deeper into the behind-the-scenes areas.

We started with something iconic to any power company, a circuit board diagram that could be repurposed throughout the structure.

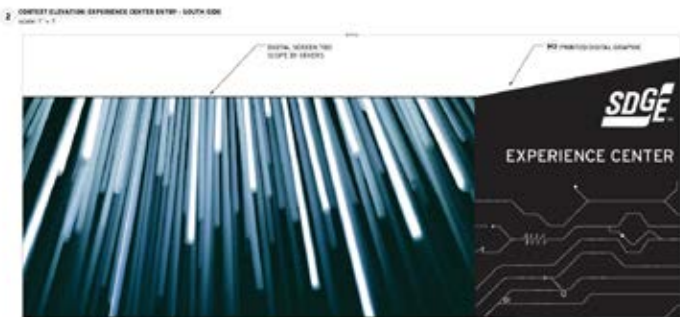
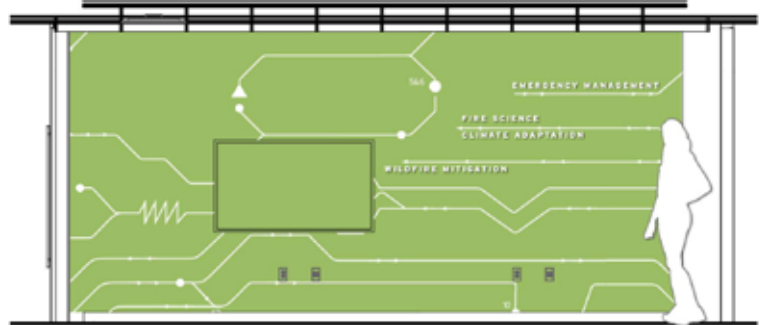
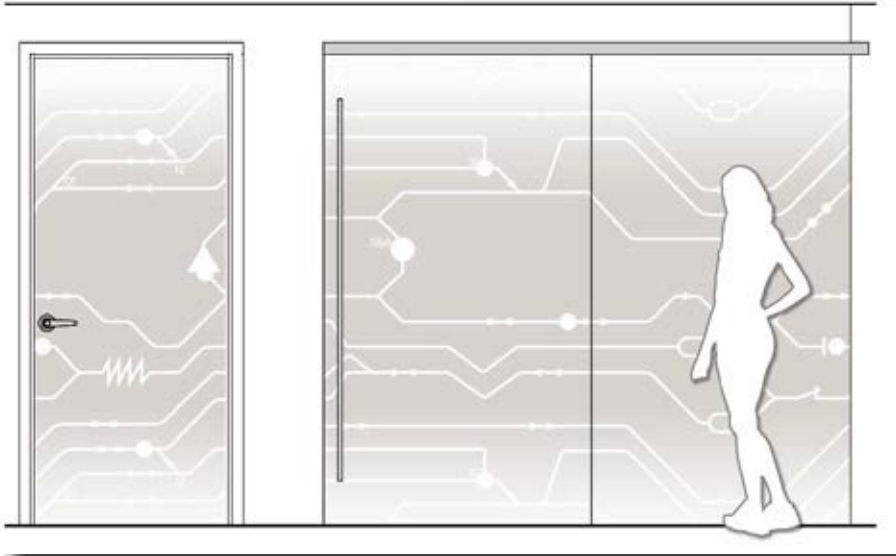
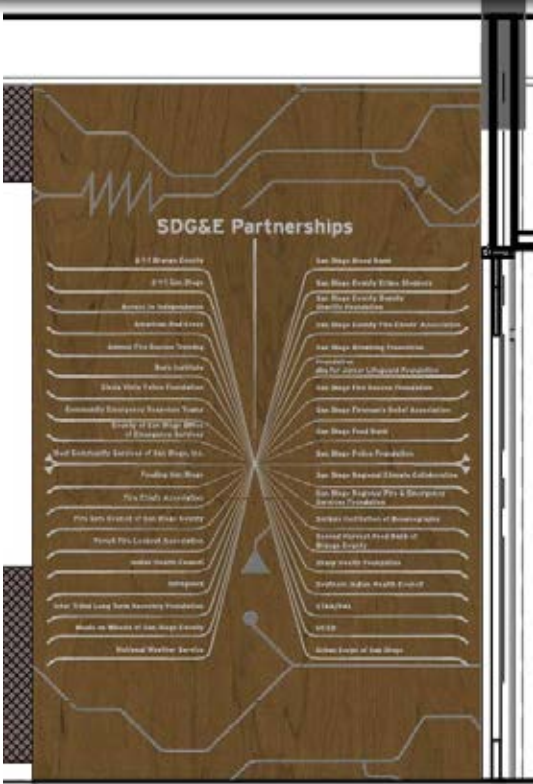
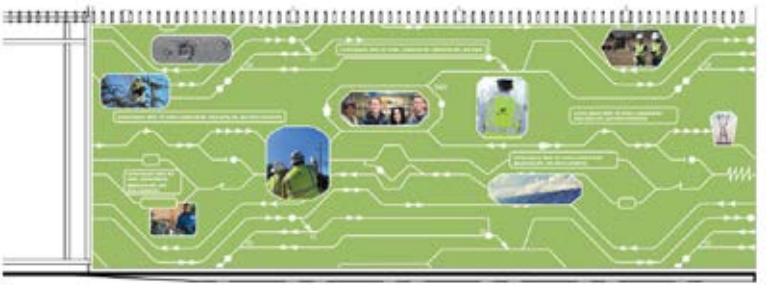
As the pattern moved from the entry area to the far reaches of the building, the circuitry changed to larger and larger versions of the pattern, providing the sensation of progress through the facility.

Beginning in the lobby, the pattern welcomes visitors to the Experience Center, where tours are conducted on a regular basis.

This section of the lived environment introduces the design language that will be carried throughout, connecting different aspects of the facility with a cohesive pattern.

After the development of this graphic, electrical engineers working for SDGE inspected and verified that the circuits we set in the artwork would be coherent as actual diagrams.

SDGE  
ENVIRONMENTAL GRAPHIC DESIGN, WALL MURALS,  
SPECIALIZED FABRICATION DESIGN, WAYFINDING ASSESSMENT





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SCOPE

- Freelance Client 2022:
- Interior & Exterior Graphic Design
  - Workplace Design
  - Brand Implementation

THE PROJECT

Huntington Health's Brand Guidelines didn't include environmental use, which granted my team the liberty to create something new. The project became a study of color in the lived environment.

Sometimes the best place to deploy color is in the hidden spaces, the places you don't see straight on but when you view the art from an angle.

This basic principle became the guiding ethos behind the design choices for both exterior and interior.

A study in the reserved application of color for branding and wayfinding as the traveler moves into and around the structure.

Maintaining the look and feel of the design language from the outside to the inside required some bold and creative fabrication methods.

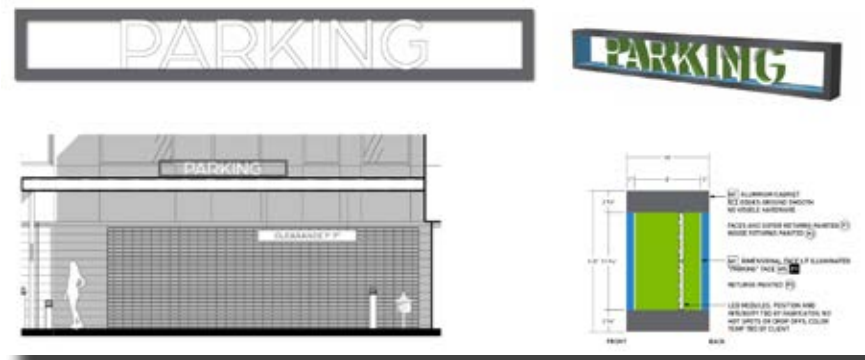
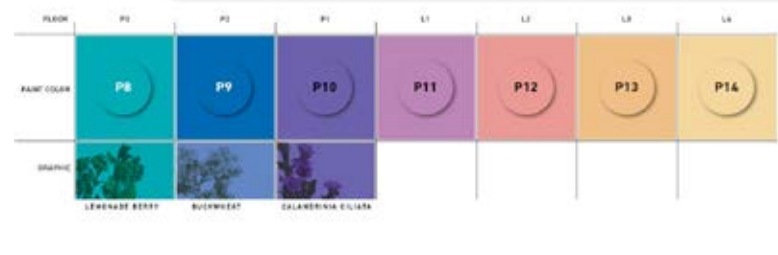
Using thick clear acrylic to provide a shadowbox effect we called out the colors assigned to the separate levels to be used as an inner coloration on the rim of the substrate.

The ADA required tactile and braille on the surface provided a dimensional element when it cast a shadow on the background, further highlighting the depth of these pieces.

Establishing the hidden colors in the exterior and upper interior levels worked since the signage needed to be de-emphasized.

In the monochromatic underground of the parking levels, that dynamic needed to be flipped on its head.

HUNTINGTON HEALTH  
CREATIVE AND TECHNICAL DESIGN DOCUMENTATION, SPECIALIZED  
FABRICATION, WAYFINDING ASSESSMENT & PROGRAMMING





SKANSKA  
SCHEMATIC DESIGN, WAYFINDING ANALYSIS  
PROGRAMMING, 3D MODELING

SCOPE

- Freelance Client 2022:
- Interior & Exterior Graphic Design
  - Wayfinding
  - 3D Modeling
  - Code Compliance

THE PROJECT

Taking into account the nearby Arts District, my involvement with this ongoing project has involved Schematic Design and the development of graphics for the exterior of the building, wayfinding, and programming for the 15 story structure.

The ribbon feature orbiting this structure is an impossible attribute to ignore. The only way to design signage to function on the structure would be to embrace the architect’s vision and develop new ways of communicating to the travelers.

In this endeavor we worked to produce options that played into the lived experience of the building while maintaining the more stylish aspects of the neighborhood.

This development is an ongoing project, images of the built structures to be provided when completed.





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SCOPE

- Freelance Client 2022:
- Interior & Exterior Graphic Design
  - Wayfinding
  - Code Compliance
  - Design Development for Fabrication

THE PROJECT

A new take on the traditional manufacturing facility in San Francisco, 300 Kansas blends technological development and light fabrication with expansive open workspaces and spacious design.

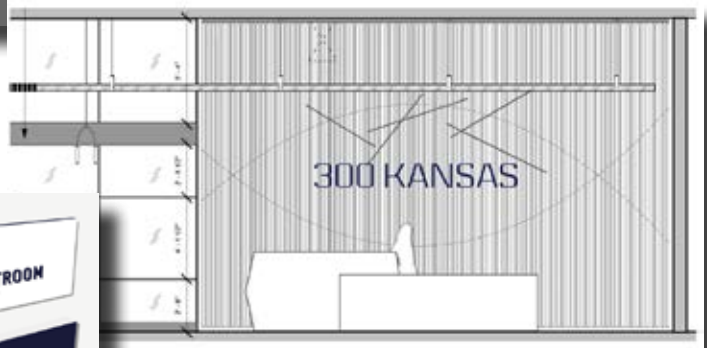
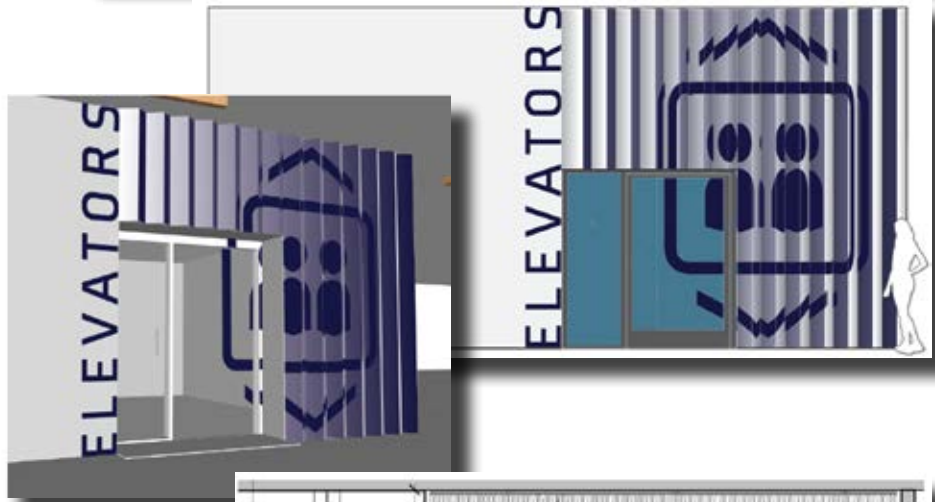
THE DESIGN

Currently planning and implementing a lenticular concept for the exterior and parking design with understated minimalistic code compliance inside.



Taking from the sawtooth pattern on the exterior of the structure, the design for interior and exterior signage is working to highlight a strength in the look and feel of the structure while providing a graphically interesting result that stands out just enough.

300 KANSAS  
SCHEMATIC DESIGN  
DEVELOPMENT, WAYFINDING





UCSF

RFQ PRESENTATION DECK

SCOPE

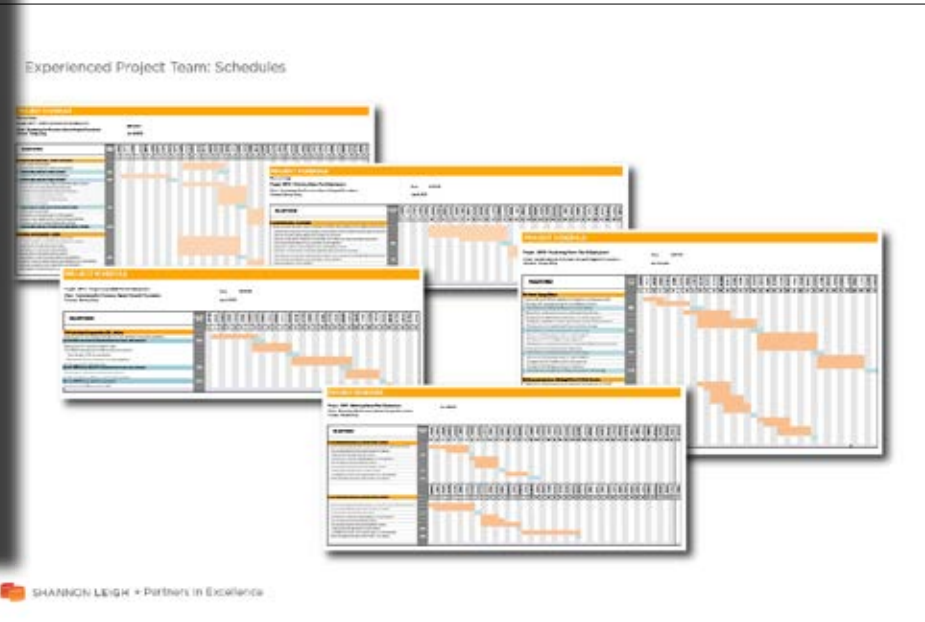
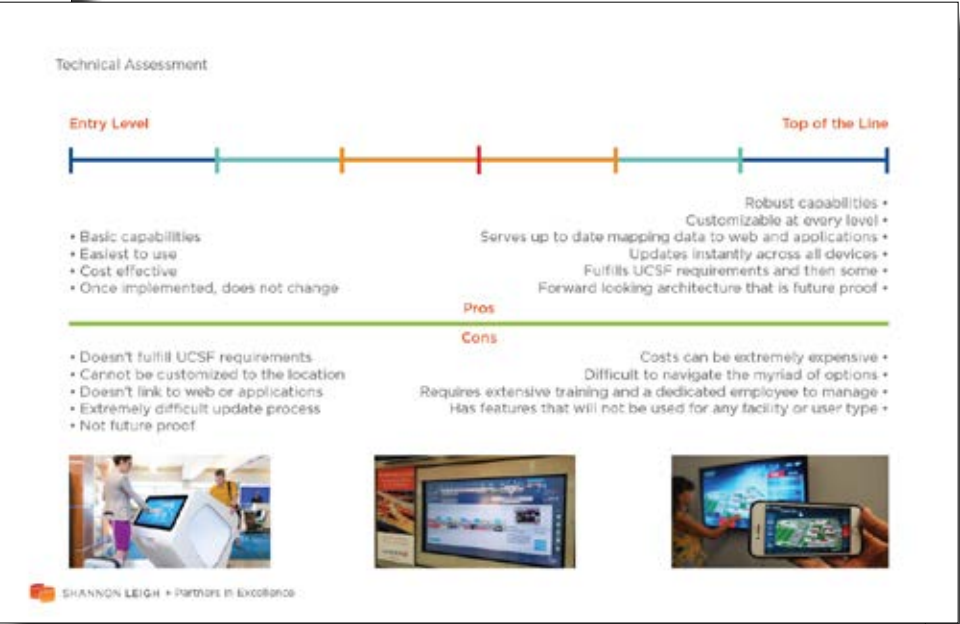
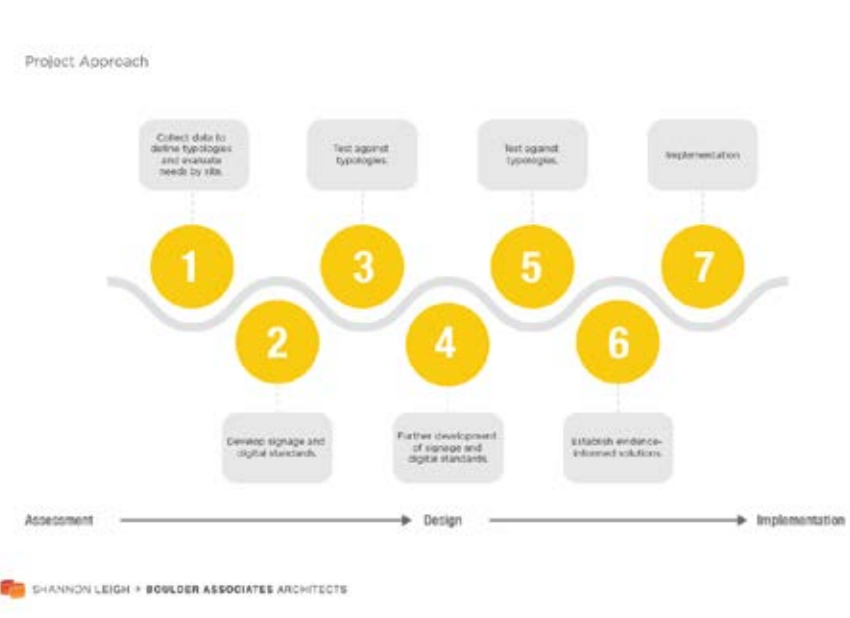
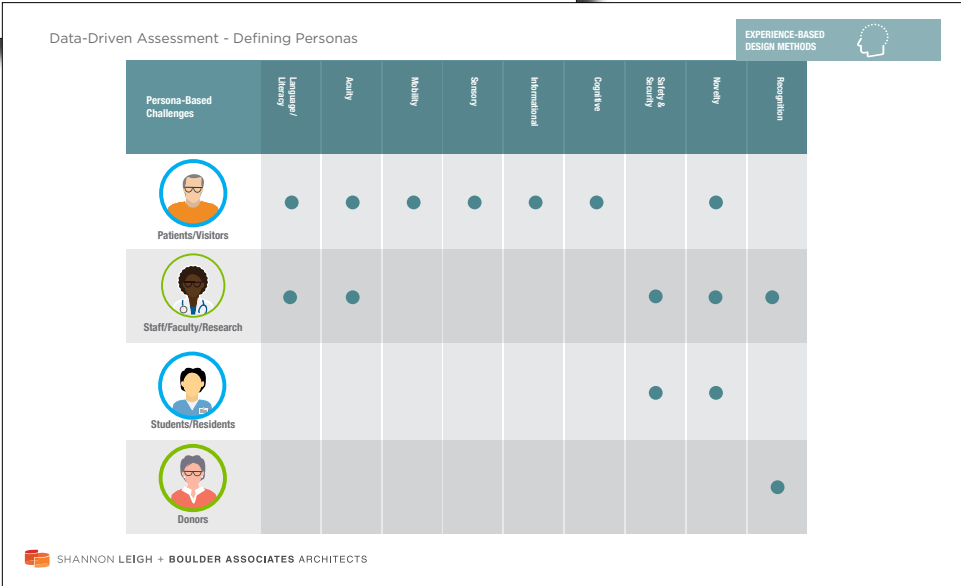
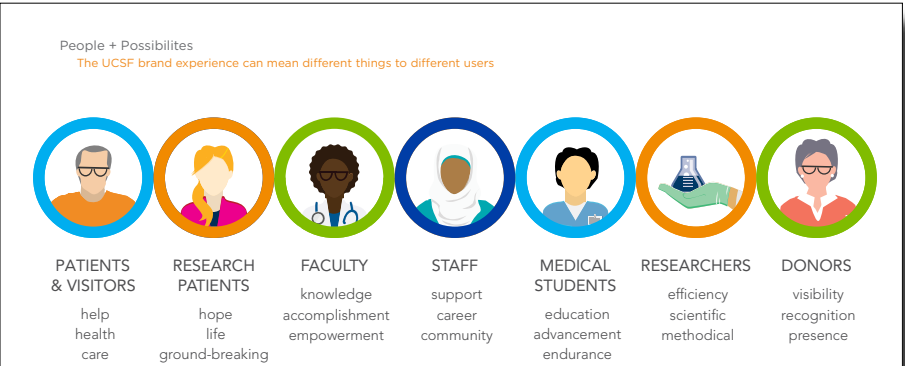
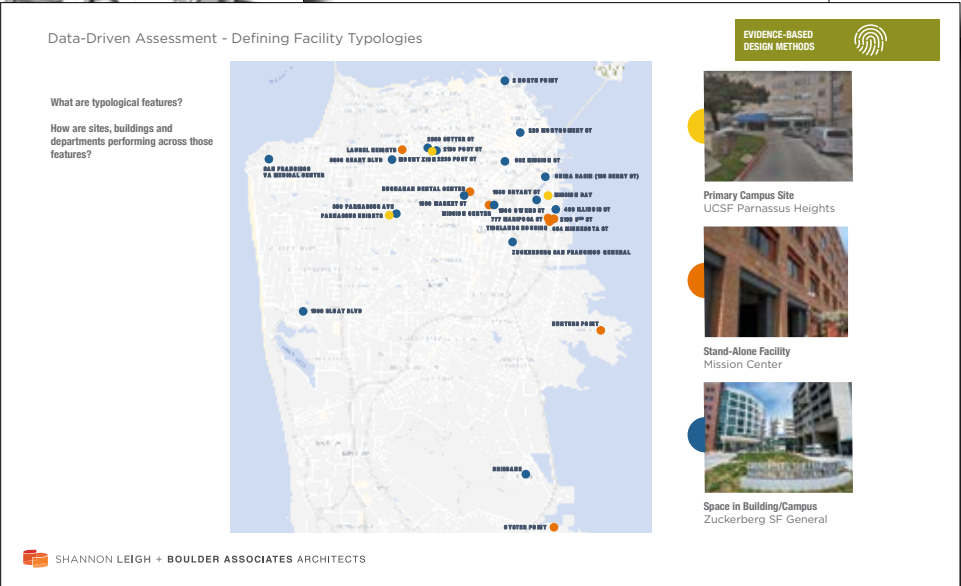
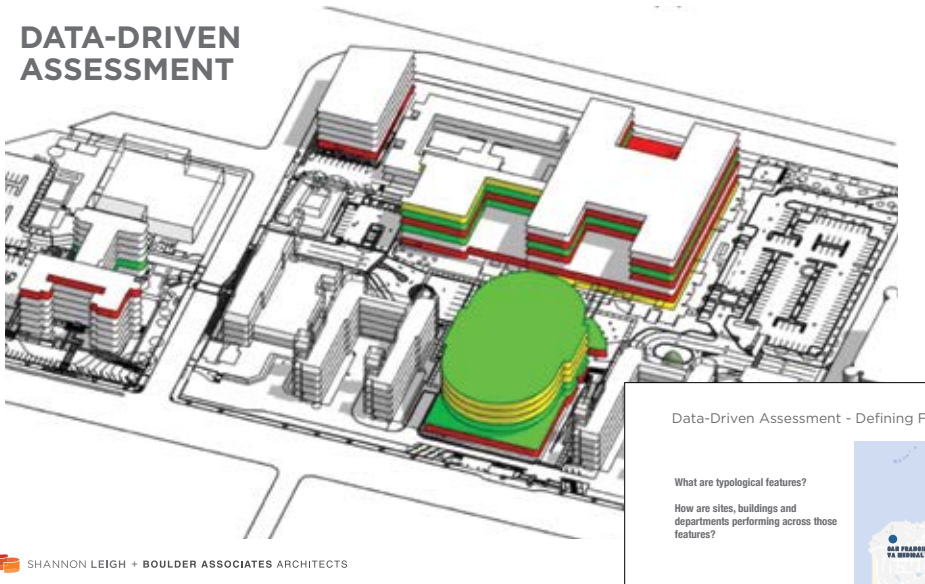
- October of 2019:
- Design of A/E/C presentation deck
  - Marketing the firm to UCSF in response to RFQ
  - Wayfinding/path of travel determinations
  - Site surveys & analytics
  - Evaluation of current locations

THE PROJECT

UCSF issued a Request for Qualifications (RFQ) for their approved vendors to submit a presentation deck detailing how they would approach a renewed effort to improve the inclusiveness and ease of use for their campuses around the San Francisco peninsula.

My job was to generate artwork and other design elements to tell the story of how Shannon Leigh Associates could meet the challenges of completing this rework of the UCSF standards and guidelines leveraging the latest in data analytics, multi-lingual approaches, and an assortment of other techniques that simply didn't exist 25 years ago when the existing system was established.

The result was a 28 page report that included elements of work completed for other healthcare providers as well as some of the latest technologies in digital directories and video/ audio hardware.





ZSFG  
EXTERIOR EGD, WAYFINDING ANALYSIS

SCOPE

- September 2018 to 2020:
- Site surveys
  - Wayfinding/path of travel determinations in partnership with architects
  - Client presentations
  - Schematic design
  - Fabrication coordination

THE PROJECT

Nothing comes easy, especially at the only trauma care center in the San Francisco peninsula. ZSFG is a melange of buildings that are as advanced and modern as any built in the world right along side some of the oldest historical structures in the city.

This combination of modern and historical makes for some of the most complex identification, wayfinding, and especially branding efforts I have ever encountered. Couple that with the need to service the most at-risk communities in the area and you get a potent mix of design challenges.

Building signs that include three languages, a digital directory that is future proof enough to integrate with modern cell phones while being simple enough for people to use when facing their greatest challenges, making a place that had endured decades of weather and use feel welcoming and at home, these are just a few of the obstacles that I faced in the three years I worked on bringing the campus into the 21st century.

23rd and Potrero | Scheme A | Wayfinding Pattern

Design Development Phase | Zones, Icons & Typography

Wayfinding Green

Brand

Symbols

Typography

Source Sans Pro - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1 2 3 4 5 6 7 8 9 10  
Hospital

Source Sans Pro - Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1 2 3 4 5 6 7 8 9 10  
Hospital

Primary Wayfinding Sign Types | Scheme A | Wayfinding Pattern

Potrero Path Entrance | Scheme A | Wayfinding Pattern

Potrero Path to Building 25 | Scheme A | Wayfinding Pattern

Primary Wayfinding Sign Types | Scheme C | Metallic Taupe

Potrero Path Entrance | Scheme C | Metallic Taupe

Potrero Path to Building 25 | Scheme C | Metallic Taupe

ZSFG

INTERIOR EGD, WAYFINDING ANALYSIS

SCOPE

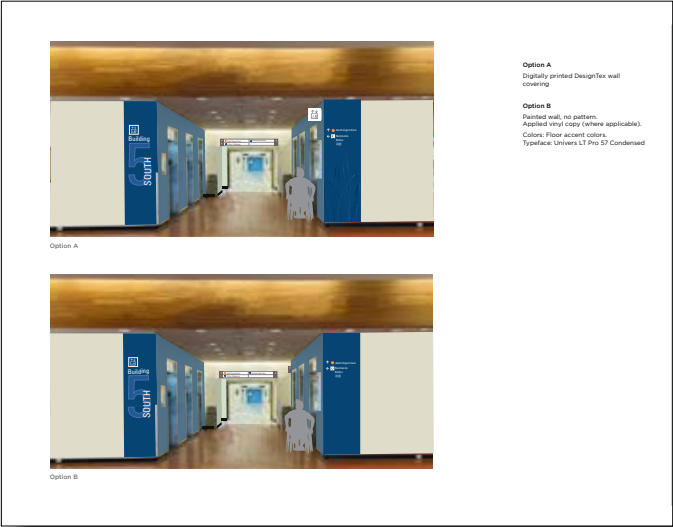
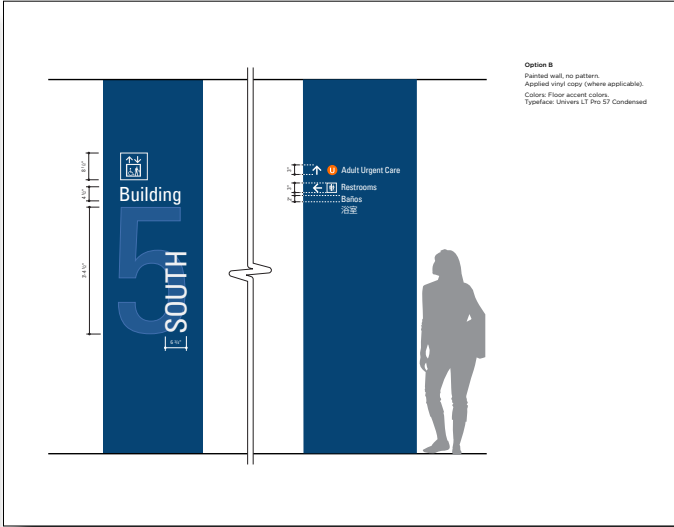
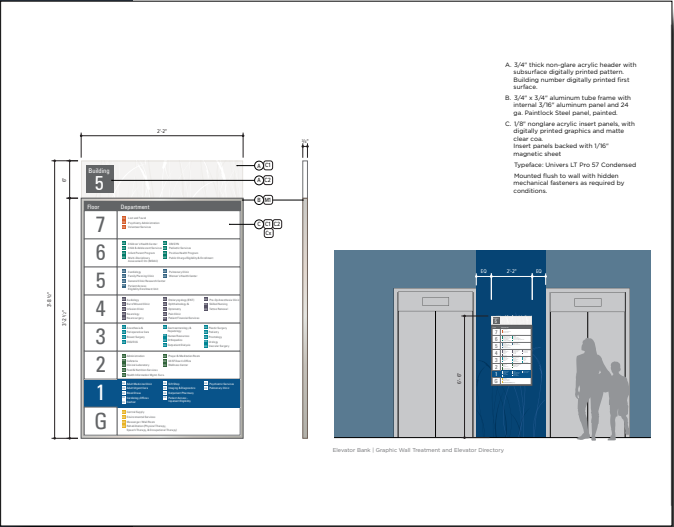
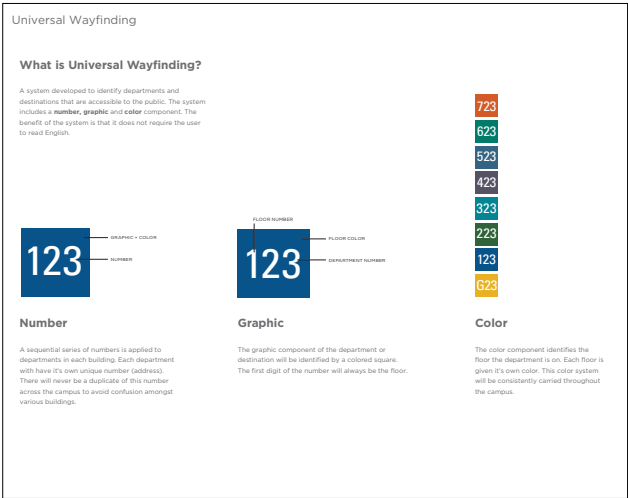
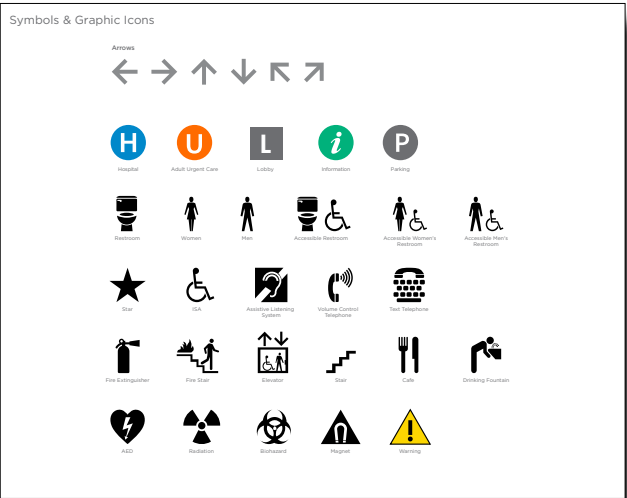
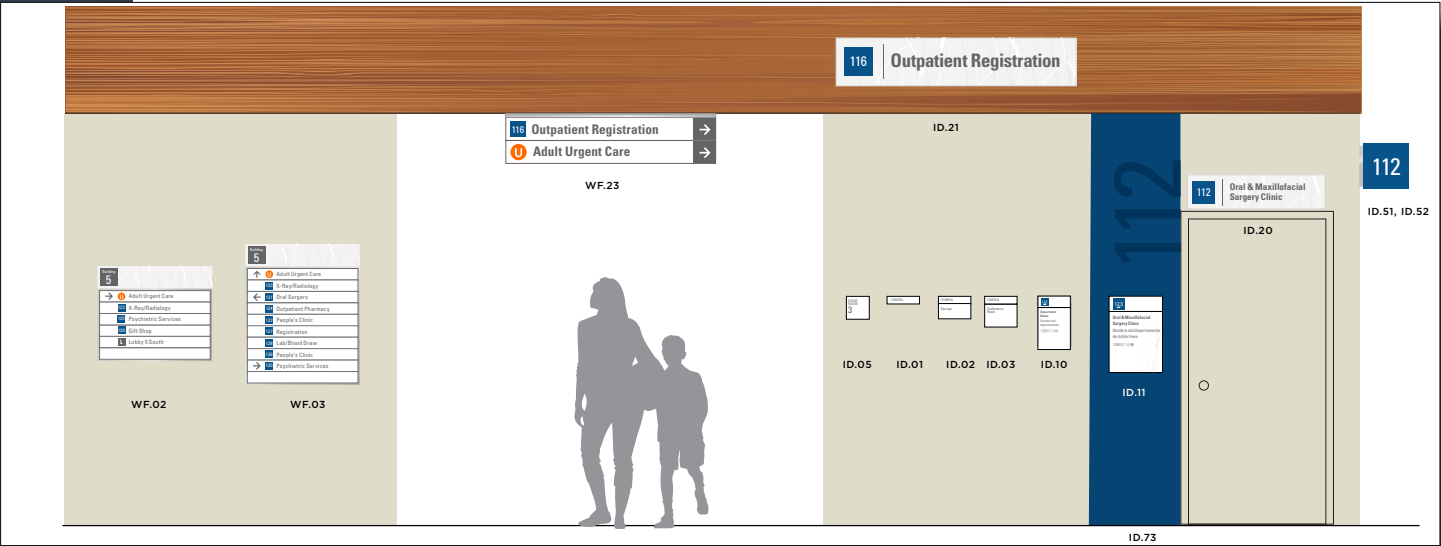
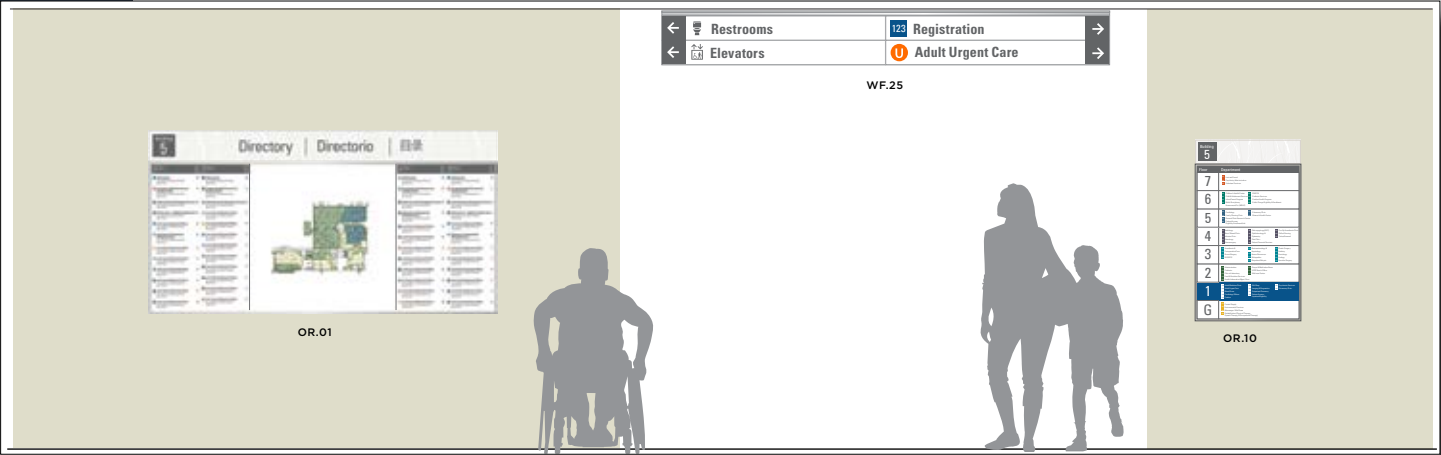
- September 2018 to 2020:
- Site surveys
  - Wayfinding/path of travel determinations in partnership with architects
  - Client presentations
  - Schematic design
  - Fabrication coordination

THE PROJECT

Nothing comes easy, especially at the only trauma care center in the San Francisco peninsula. ZSFG is a melange of buildings that are as advanced and modern as any built in the world right along side some of the oldest historical structures in the city.

This combination of modern and historical makes for some of the most complex identification, wayfinding, and especially branding efforts I have ever encountered. Couple that with the need to service the most at-risk communities in the area and you get a potent mix of design challenges.

Building signs that include three languages, a digital directory that is future proof enough to integrate with modern cell phones while being simple enough for people to use when facing their greatest challenges, making a place that had endured decades of weather and use feel welcoming and at home, these are just a few of the obstacles that I faced in the three years I worked on bringing the campus into the 21st century.





ZSFG  
WAYFINDING ANALYSIS, DIGITAL DISPLAYS & SCALE 3D MODELS

SCOPE

- September 2018 to 2020:
- Site surveys
  - Wayfinding/path of travel determinations in partnership with architects
  - At scale 3D modelling from schematics for websites, apps, and OOH content
  - Client presentations
  - Schematic design
  - Fabrication coordination
  - Sourcing software/hardware

THE PROJECT

Zuckerberg San Francisco General is the bedrock of healthcare on the peninsula. This is the place where the rubber meets the road in caring for under served segments of the community, for Mental Health services, for education. It is also a patchwork of buildings dating back to the 19th century and a veritable maze of destinations.

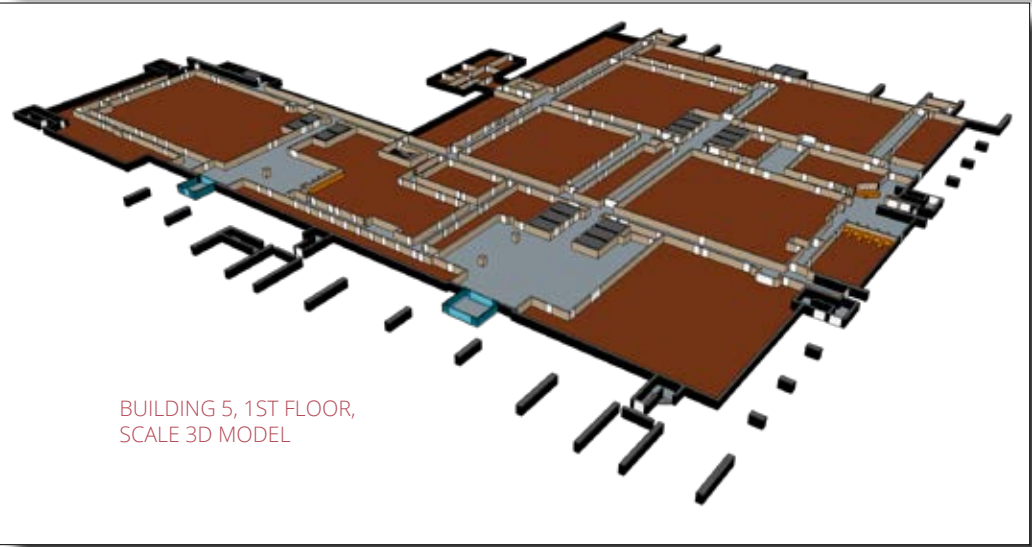
Using the latest architectural diagrams combined with measurements taken during numerous site surveys, I was able to accurately reproduce the two main structures of the campus. Seventeen levels with over 200 destinations and the routes that guide travelers between them.

This effort will also provide mapping for printed materials, specialized instructions to patients and vendors visiting the campus, and eventually a mobile directory guiding people throughout the campus using bluetooth enabled tracking modules guiding people on their cell phones.

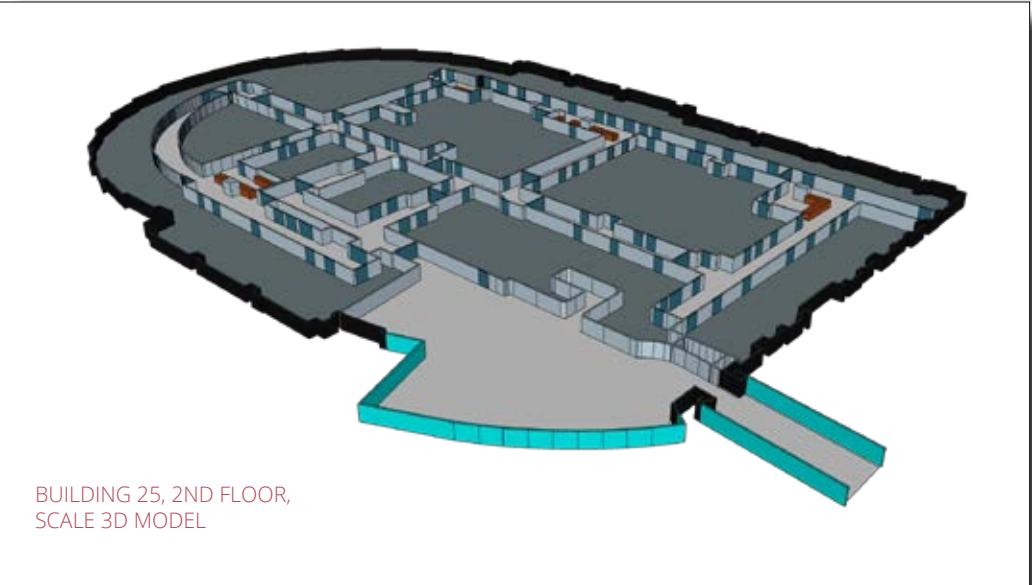
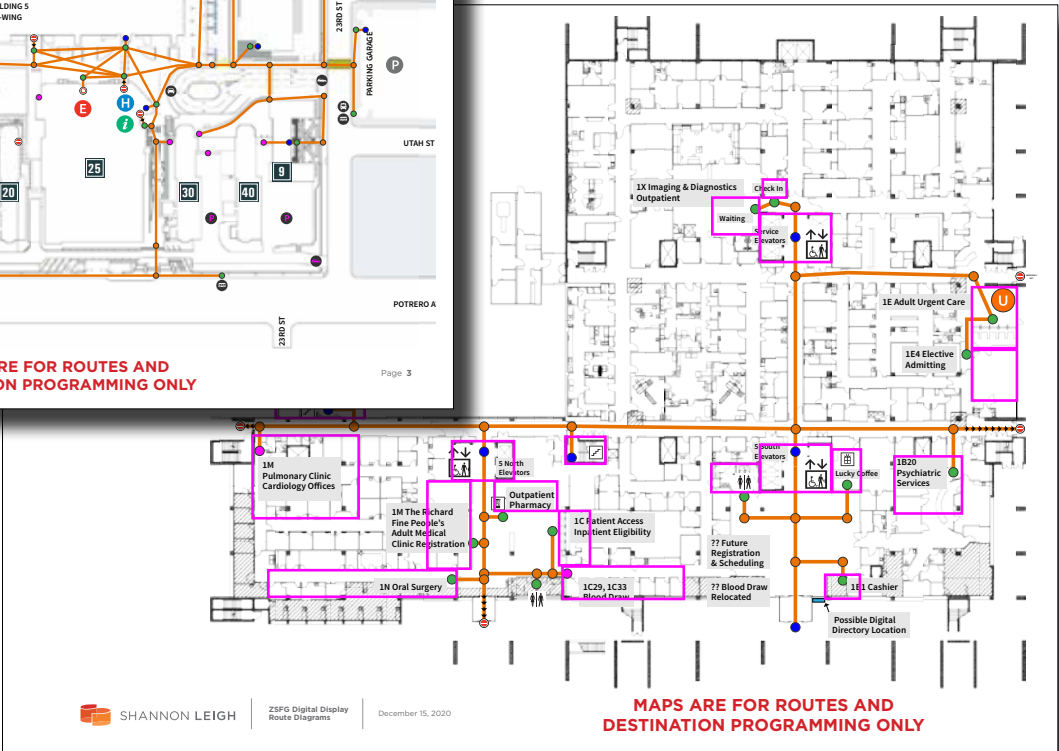
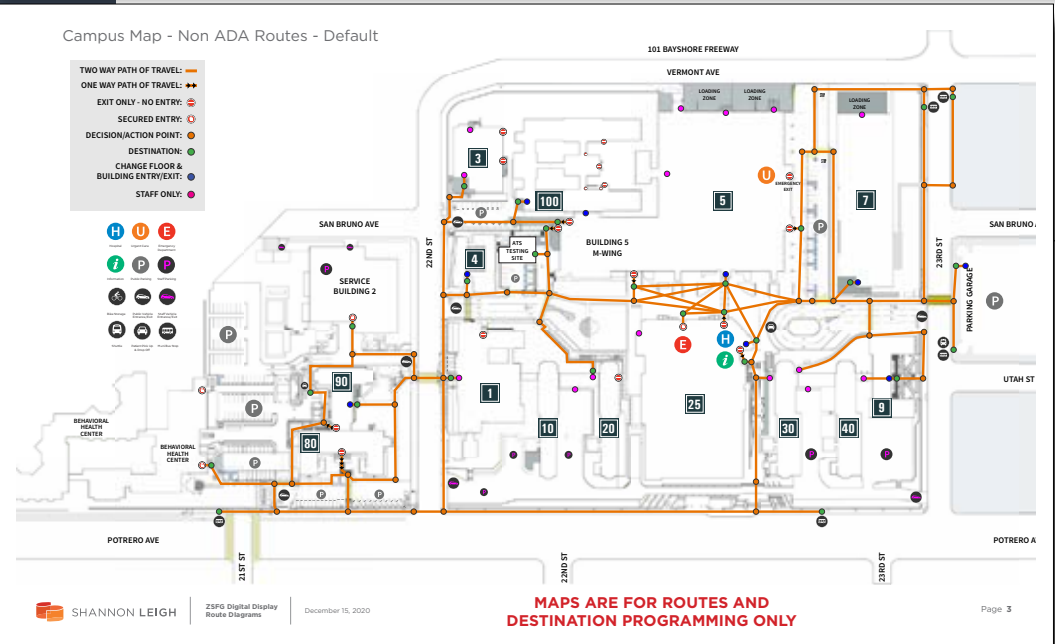
Project currently under construction, final installation images will be added as available.



BUILDING 25, 1ST FLOOR, SCALE 3D MODEL



BUILDING 5, 1ST FLOOR, SCALE 3D MODEL



BUILDING 25, 2ND FLOOR, SCALE 3D MODEL



## EL CAMINO HEALTH BRAND IMPLEMENTATION, EXTERIOR EGD

### SCOPE

November 2017 to 2020:

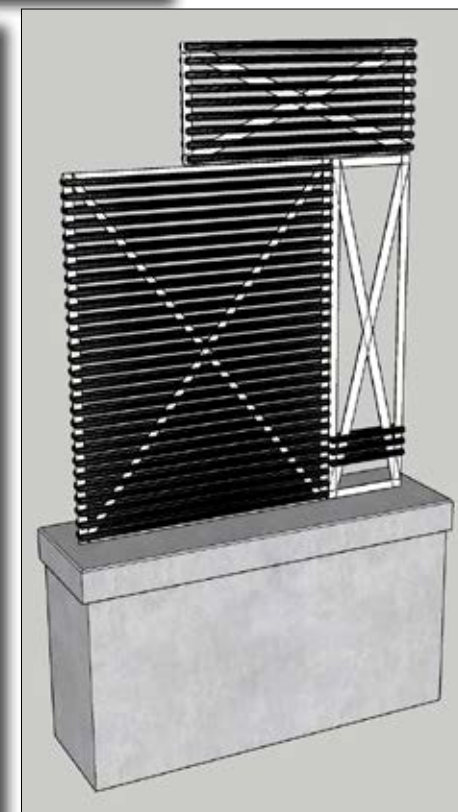
- Branding
- Site surveys
- 2D schematic design
- 3D modelling/BIM for fabrication
- Client presentations and coordination
- Fabrication specifications
- Permit Acquisition
- Precise positioning
- Quality control

### THE PROJECT

The signage at El Camino Health needed a remodel. The campus was changing, the brand was changing, the business model was changing, so the experience of the people coming for healthcare had to change along with it.

The challenge that we encountered for the following 30 months was to please all of the people involved, and then get the City of Mountain View to allow the signs. Everything was scrutinized, discussed, debated, paired down, expanded, and the end product was something all of the internal stakeholders enjoyed.

Designing the structures and typography, making the displays technically perfect, involving engineers for earthquake and wind shear requirements, collaborating with the fabrication and installation, and working directly with the city to get permit approval was my job. After many frustrations and celebrations the designs were accepted, built, and positioned, and the client couldn't be happier with the result. So much so they asked me to create a manual for future construction.





EL CAMINO HEALTH

EXTERIOR EGD, WAYFINDING ANALYSIS, SIGN IMPLEMENTATION

SCOPE

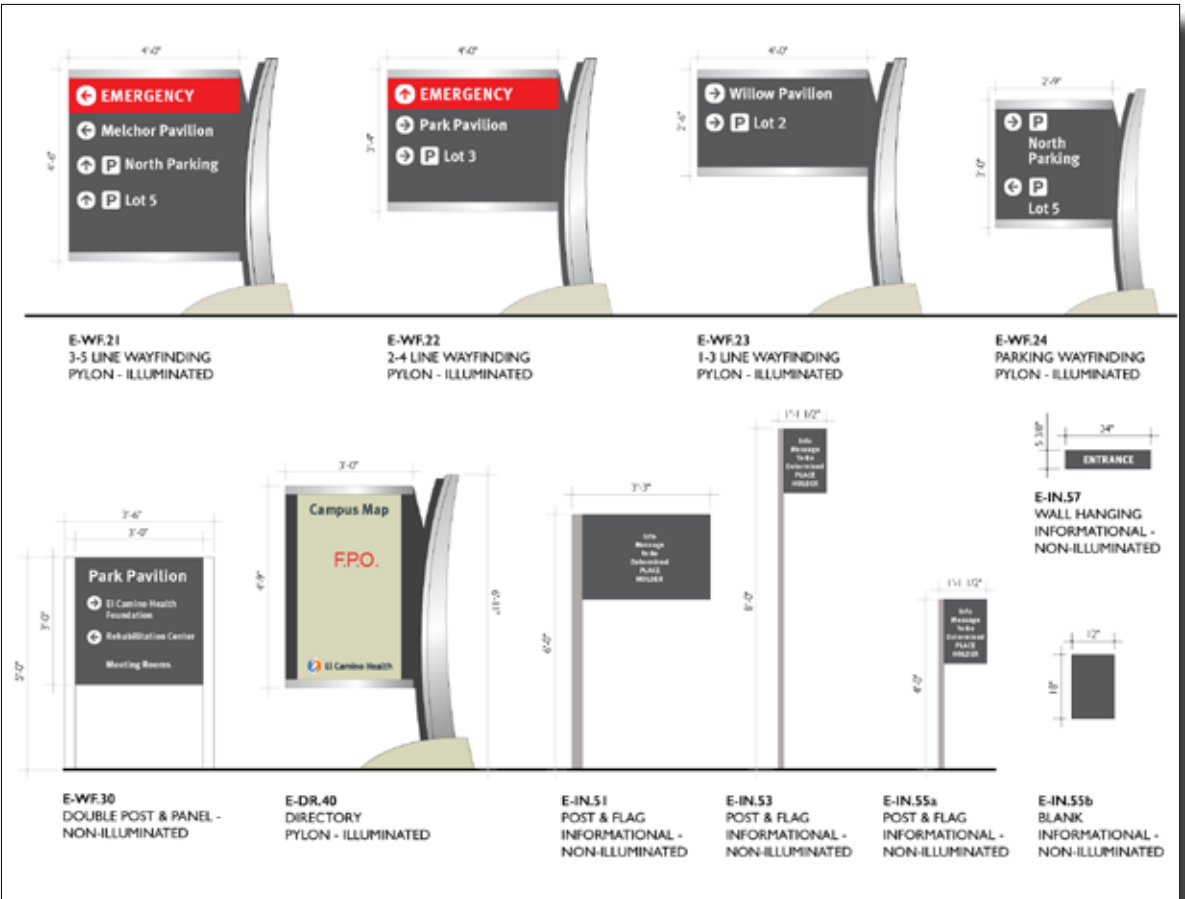
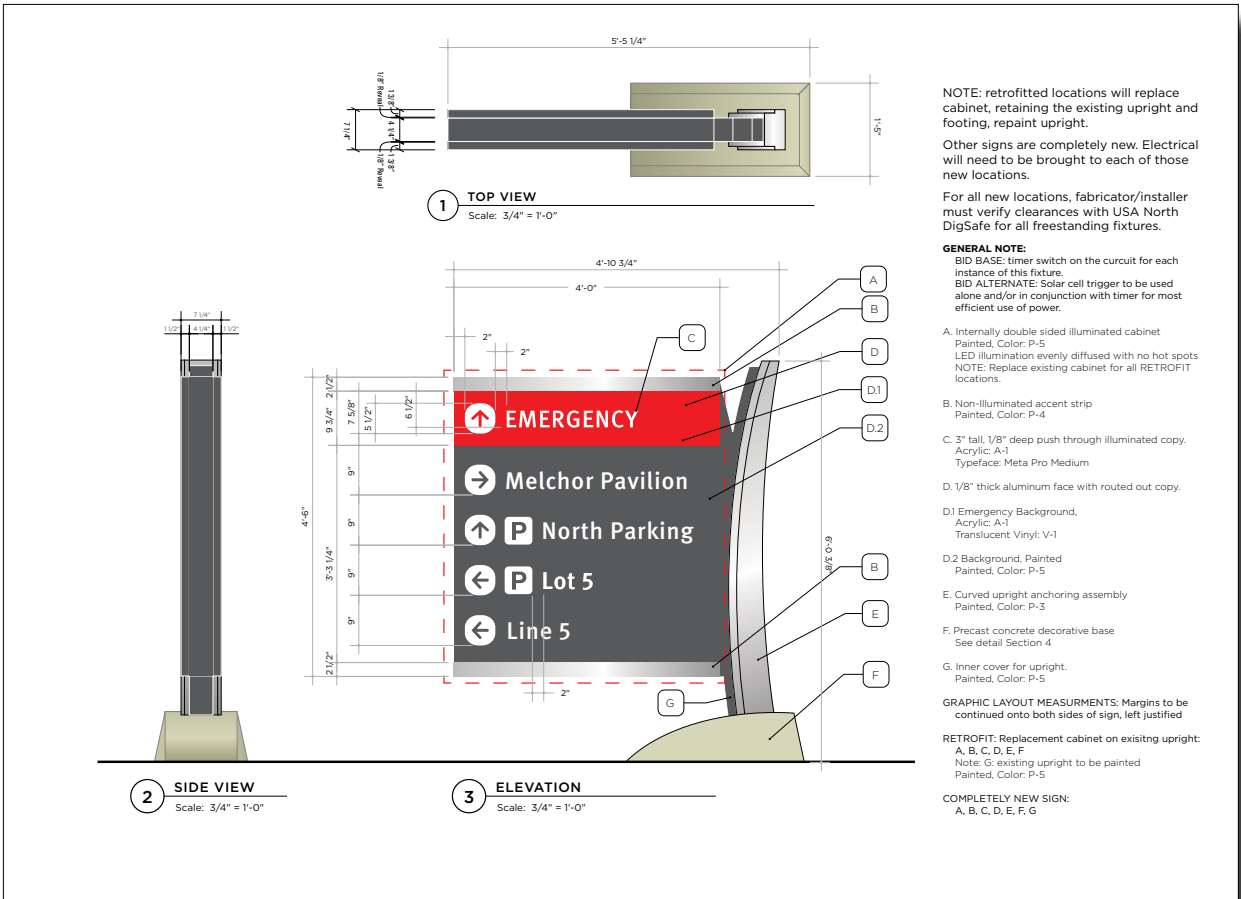
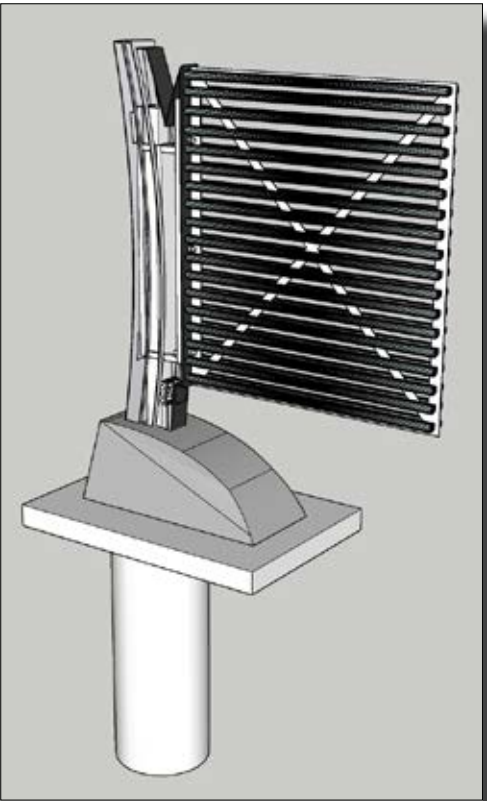
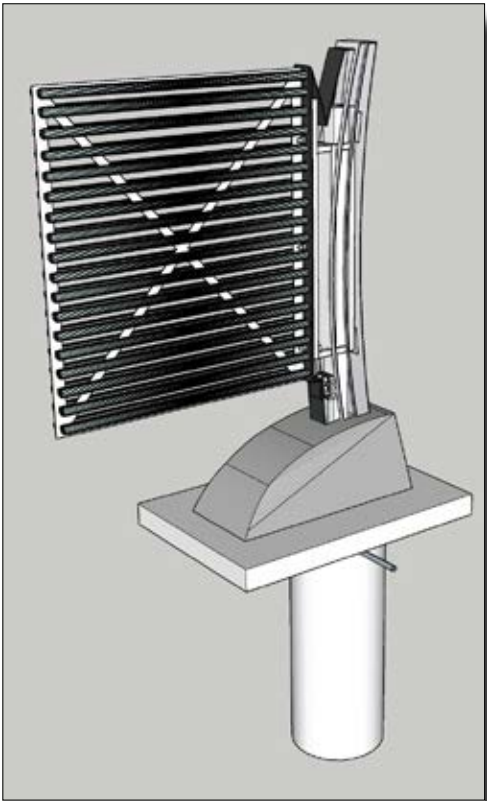
- November 2017 to 2020:
- Wayfinding/path of travel
  - Site surveys
  - 2D schematic design
  - 3D modelling/BIM for fabrication
  - Client presentations and coordination
  - Fabrication specifications
  - Permit Acquisition
  - Precise positioning
  - Quality control

THE PROJECT

Art serves many needs, in the case of El Camino Health is served the very important need to get people where they need to go on their most stressful day. An expecting mother, a cancer patient, a loved one who is visiting their family members, they are not in their right mind, so when we create the signs that guide them, we must get it right.

With stakes like these it's little wonder that the project underwent over a dozen reviews, required a ridiculous amount of site surveys and client meetings, and eventually was set up to be the clearest and most direct messaging that we could have accomplished.

When this wayfinding system was presented to the City, they where surprised at the 112 exterior signs we proposed. After hours of discussion and deliberation, even the planners in City Hall had to agree with our design strategy.





EL CAMINO HEALTH

BUILDING & PARKING ENTRY EGD

SCOPE

November 2017 to 2020:

- Site surveys
- 2D schematic design
- 3D modelling/BIM for fabrication
- Client presentations and coordination
- Fabrication specifications
- Permit Acquisition
- Precise positioning
- Quality control

THE PROJECT

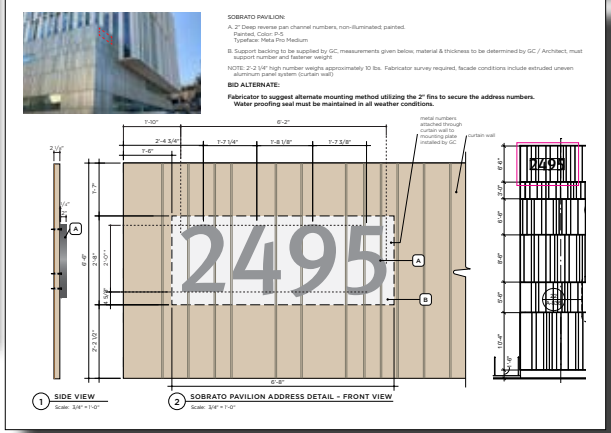
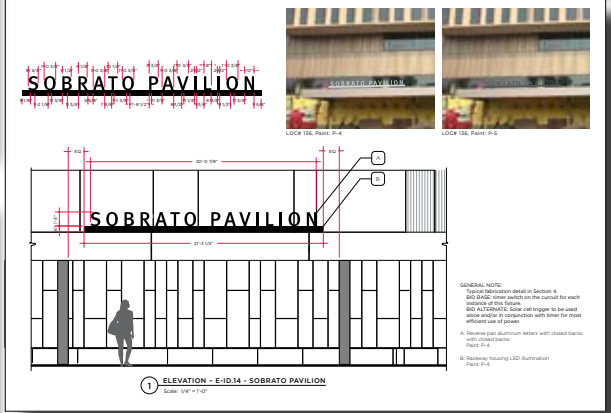
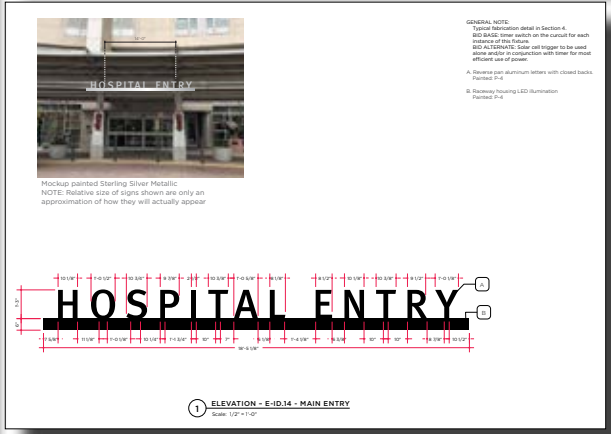
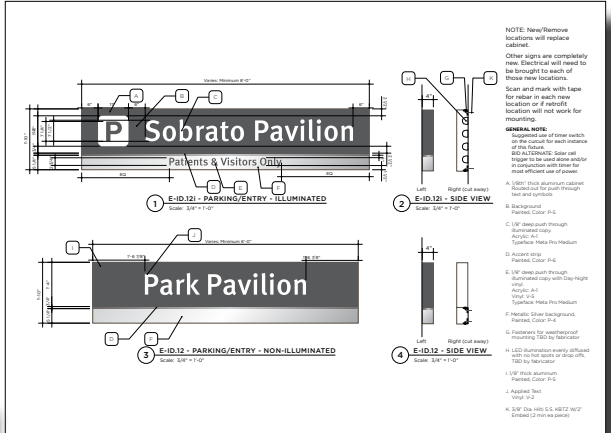
When I work on wayfinding, branding, or even simple identification my rule is simple, if you have to ask for directions then I didn't do my job.

Making certain that the entry signage is clearly visible both day and night is of vital importance for parking and building entries. Here are a sampling of the dozens of structures I generated for. Collaborating with our team of planning professionals and fabrication experts I created a system for welcoming people without the confusion that a maze like campus can produce.

Finished E-ID-14 Building Entry, Mountain View Campus



Finished E-ID-14 Building Entry Address Number, Mountain View Campus





EL CAMINO HEALTH  
BRANDING/EGD STANDARDS 2020 VERSION, 1ST EDITION

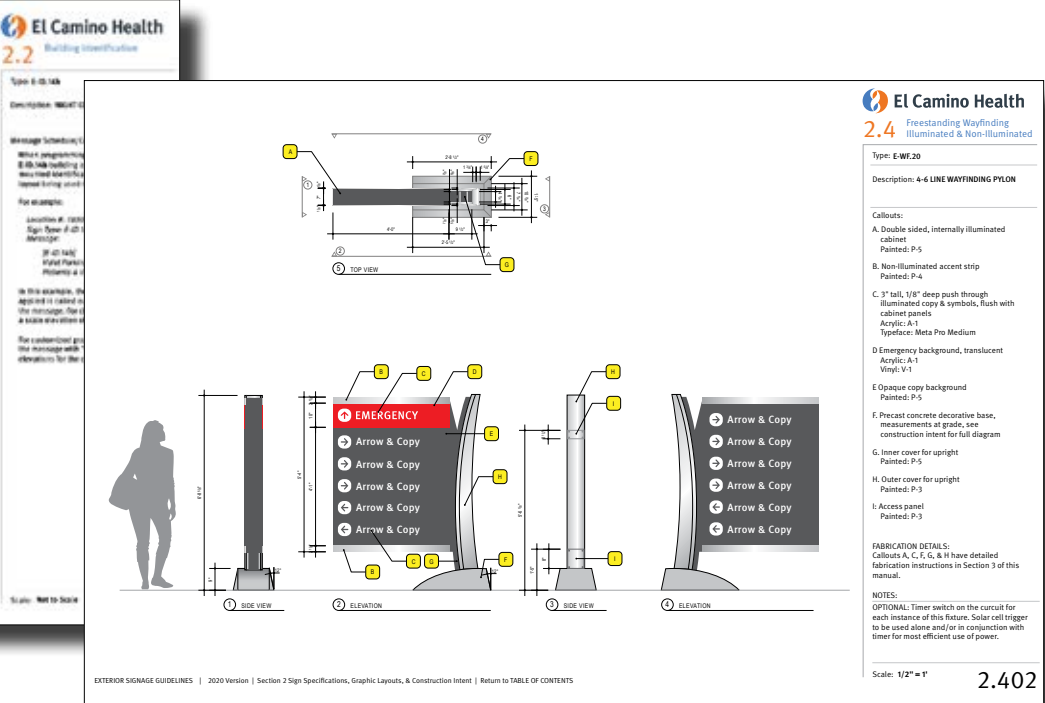
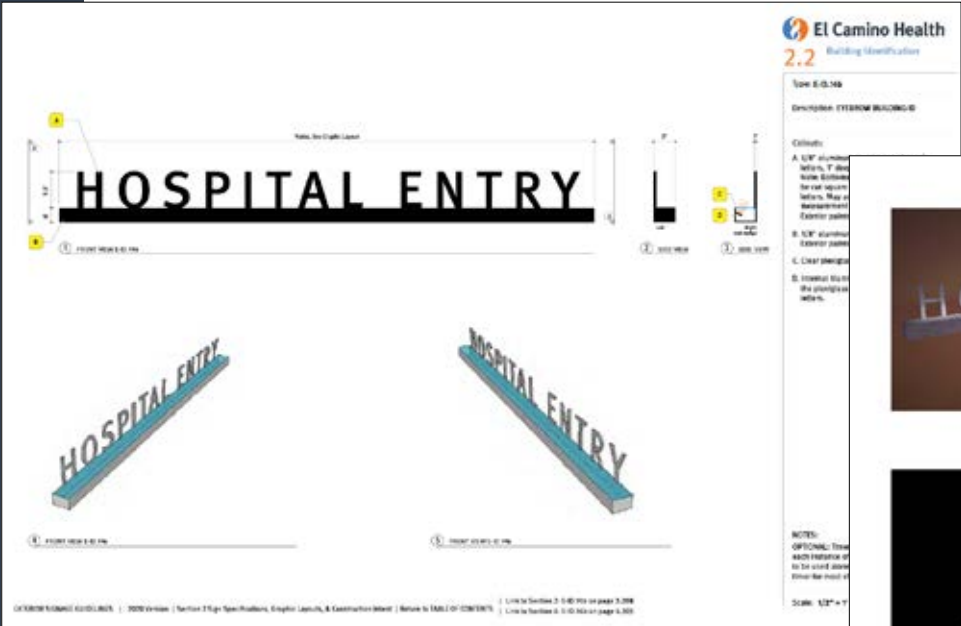
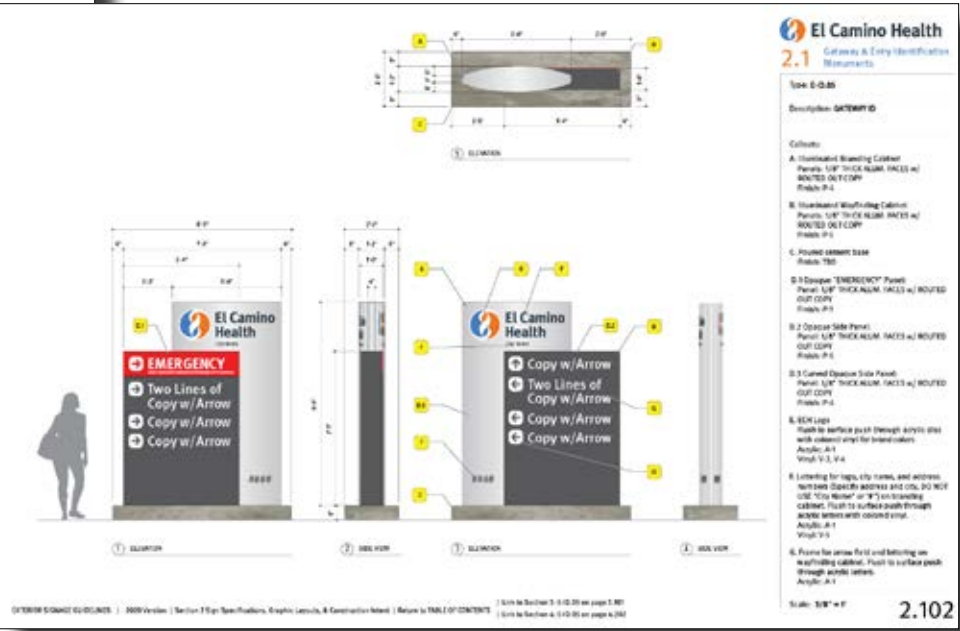
SCOPE

- January to June 2020:
- Branding specifications for exterior and DOOH applications
  - Design specifications involving typical and custom content
  - Multi-page PDF with interactive links for ease of use
  - Inclusion and reference to existing and renewed branding standards

THE PROJECT

The culmination of thirty months of development on the exterior experiential design at the Mountain View campus of El Camino Hospital. After the final decisions on colors, materials,, shapes and sizes, illumination, and positioning of the signage was completed I was tasked with building the exterior standards manual that would be used for branding and experiential graphic design developing other locations and for replacement/expansion of the now current system in use.

This 130 page interactive PDF was developed for ease of use by creating a network of links within the document. From the Table of Contents, any page in the book can be easily reached with a click of the item's name or page number in the ToC. From there the individual pages link to other sections of the manual that contain pertinent information concerning the structure or application in question.





KAISER PERMANENTE  
PROGRAMMING & ELEVATIONS, BRAND STANDARDS & CUSTOMIZATIONS

SCOPE

- Various Ongoing Projects  
2017 to 2020:
- Design specifications involving typical and custom content
  - Multi-page PDF with interactive links for ease of use
  - Inclusion of and reference to existing and renewed branding standards

THE PROJECT

Working for Kaiser Permanente is an exercise in keeping to strict branding and design specifications. The creativity comes in finding ways around problems in the environment that are not foreseen by the brand standards yet staying within the typography, color, form, and function established and maintained by the corporation.

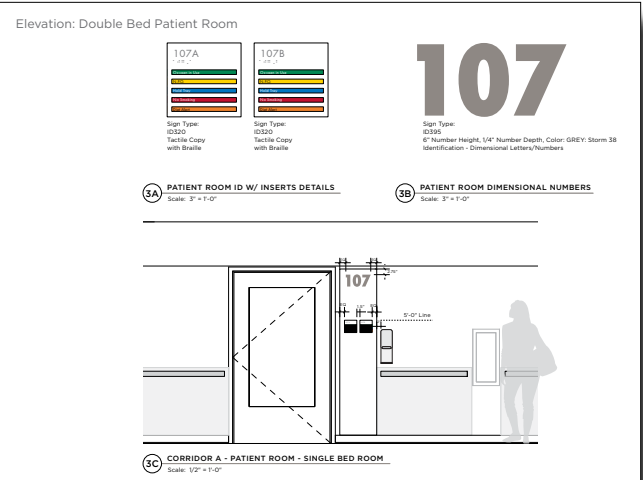
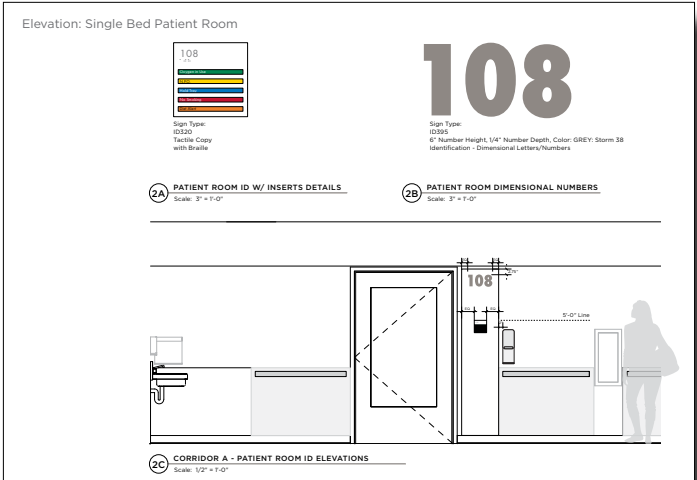
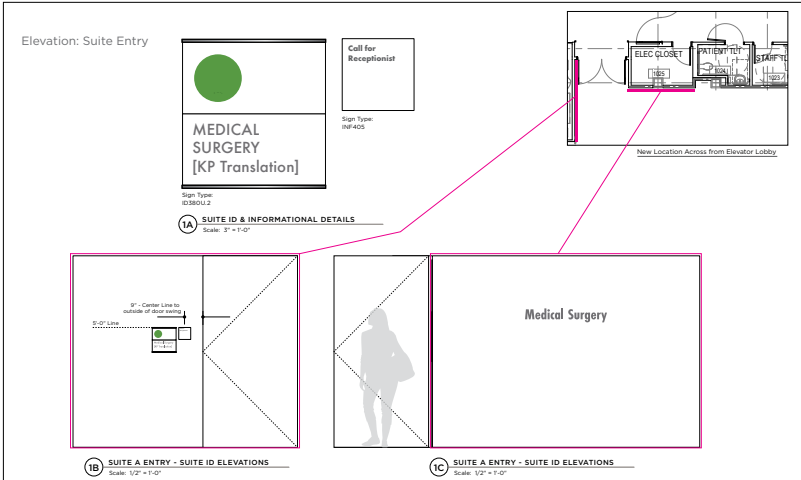
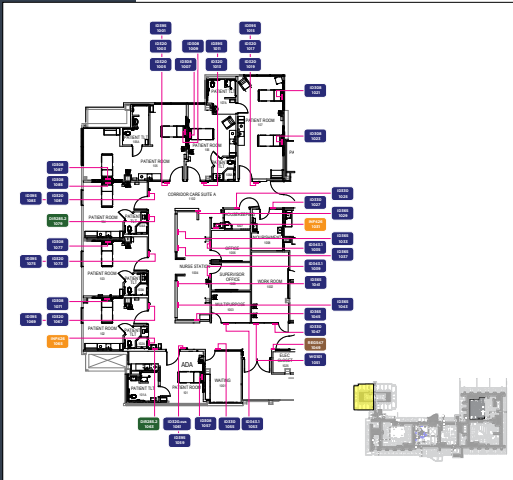
While each location has subtle differences in the wayfinding and identification, the goal of any vendor working within the KP system is to establish an atmosphere of quality and reliability that conforms to the choices made in the standards manual.

Three years working with KP I built out the branding, wayfinding, and identification packages for the following locations:

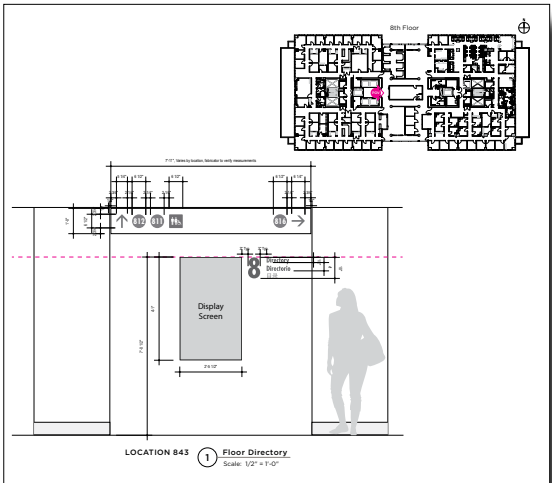
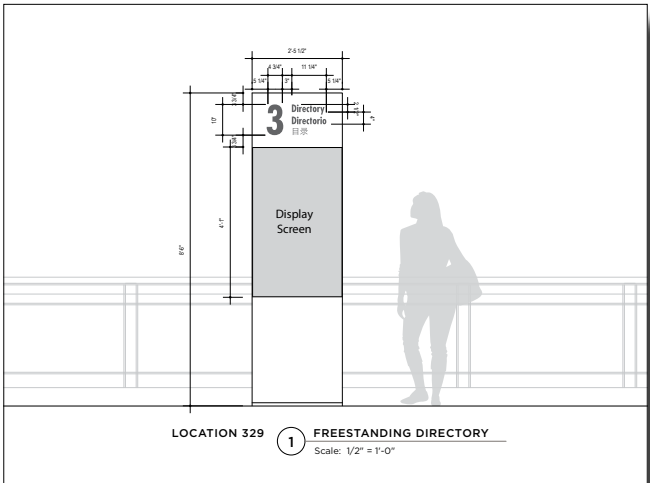
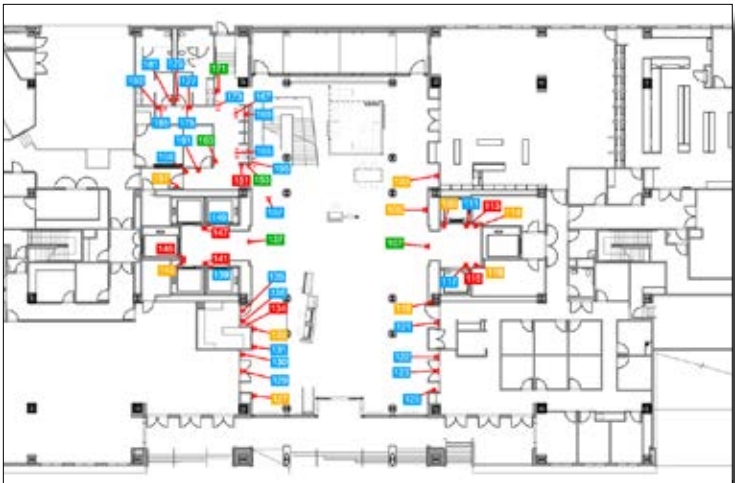
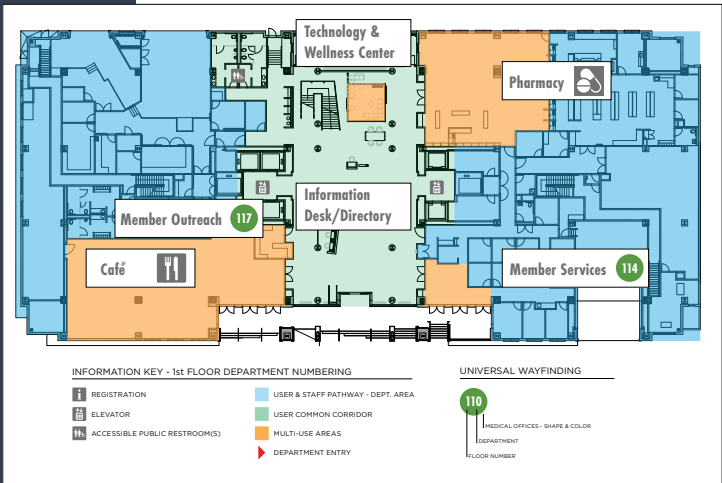
- San Francisco (4 sites)
- Oakland (4 sites)
- Walnut Creek (3 sites)
- Pleasanton (3 sites)
- Santa Cruz
- Scotts Valley
- Sacramento (2 sites)
- San Leandro
- Alameda
- Santa Rosa
- Watsonville



WALNUT CREEK, SURGICAL CENTER



SAN FRANCISCO, GEARY MEDICAL OFFICE BUILDING





UC DAVIS HEALTH  
SACRAMENTO CAMPUS, SITE SURVEY & REPORT, WAYFINDING ANALYSIS

SCOPE

- March to August of 2020:
- 642 page custom built report
  - Presented to stakeholders
  - Interactive PDF with hundreds of page links
  - Brand implementation strategy
  - Path of travel study
  - Vehicular & pedestrian access
  - Public transportation routes
  - Utilized in COVID responce

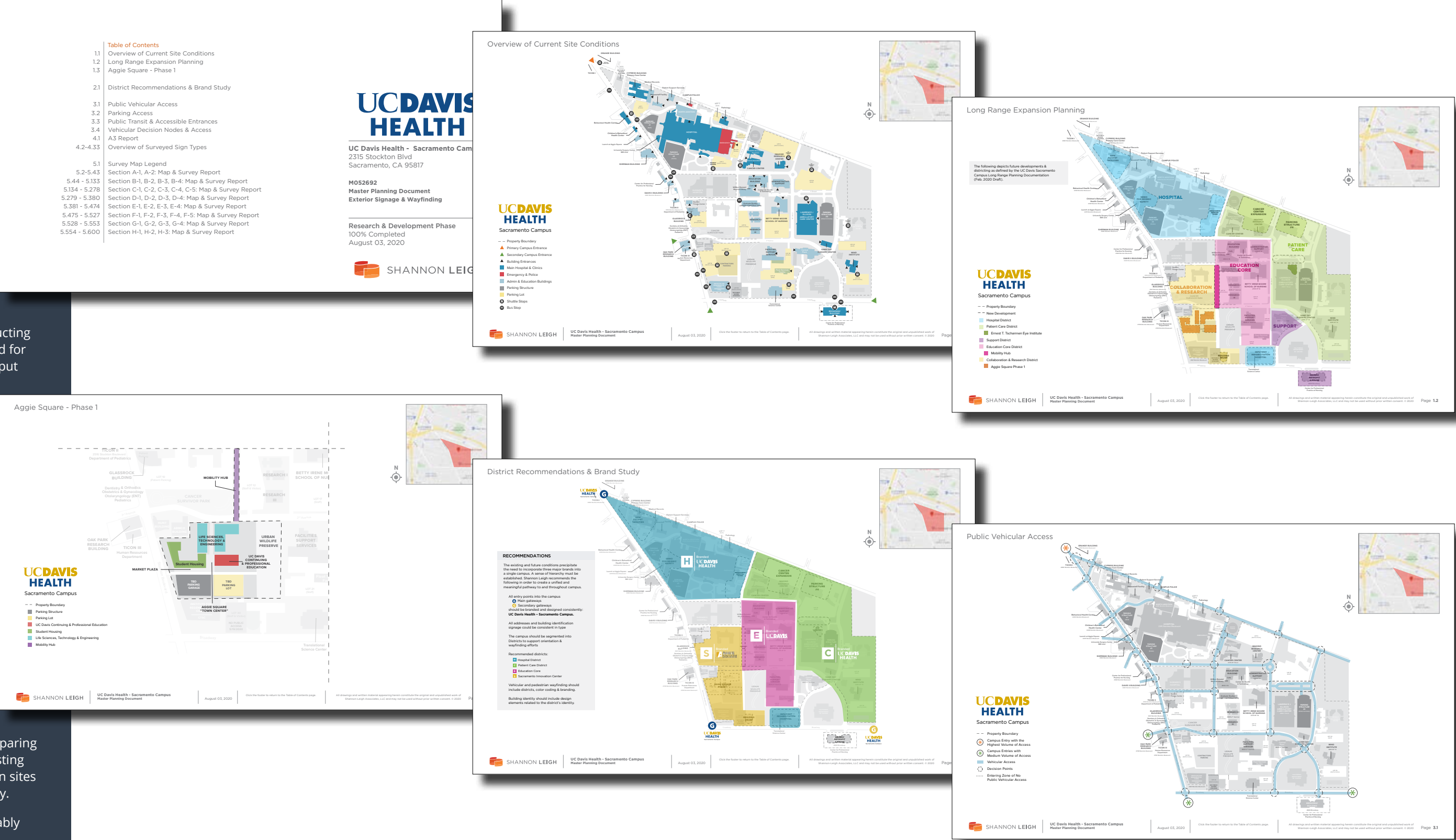
THE PROJECT

At the beginning of the COVID-19 pandemic, my employer was tasked with conducting a survey on the entire UC Davis Health Sacramento campus. We already had approval for conducting the surveys, which were needed for an assortment of reasons, so I put on gloves and a mask and spent a week surveying a hospital campus during the opening weeks of the pandemic.

The result was a 642 page interactive PDF with links to sections of the campus map, a matrix of sign types, and the exact locations, images, and specifications of over 1200 signs on a campus that spans over 140 acres.

Luckily the survey was outdoors and the foot traffic was light, but the work was extensive, grueling, and under the pressure of more than one deadline. Turned out the information I collected was also used in preparing overflow treatment centers, testing sites, and eventually vaccination sites both on the campus and nearby.

It was dirty work, but it probably helped thousands of people.





UC DAVIS HEALTH  
WORKPLACE DESIGN

SCOPE

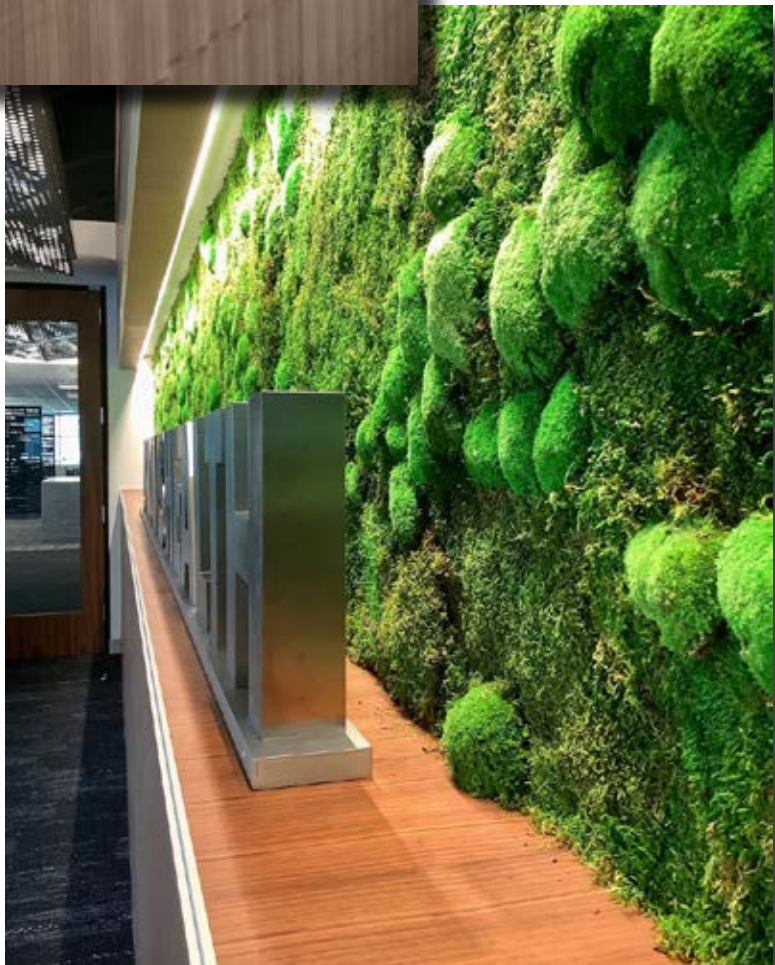
- Summer of 2020:
- Art direction
  - Schematics for fixtures and environmental designs
  - Fabrication Specifications
  - Proposal creation and participation in sales meetings

THE PROJECT

UC Davis Health is quickly becoming the largest healthcare provider in the Sacramento valley and they need the workspaces to show for it. Places that incorporate the beauty of nature and design with the functionality and form of the modern working experience.

Based on surveys of employees, the latest science in workplace engagement, and the inclusion of natural elements and themes to give the staff a place for the eye to rest, the new operations suite in the refurbished administration complex provides a wow factor that continues to impress.

For my part, I simply imagined the type of workplace I would want to be in, a place that I felt easy commuting to on a daily basis. With that image in mind I built and advocated for elements in the environment that supported my vision, thankfully the client agreed with many of the suggestions I made.







RONALD MCDONALD HOUSE  
INTERIOR/EXTERIOR EGD, WAYFINDING ANALYSIS

SCOPE

- March 2018 to 2020:
- Site surveys
  - Wayfinding/path of travel
  - 2D schematic design
  - Client presentation

THE PROJECT

Walking around the Palo Alto location for Ronald McDonald House, seeing the families there, the children, you cannot help but feel the power of the place. Feel the responsibility you have to try to make the place better, to make it a little easier to navigate, or a little more fun for the children to experience.

This opportunity came as a simple need to replace some old parts of the interior, and to give the residents something to interact with, that wasn't imposing.

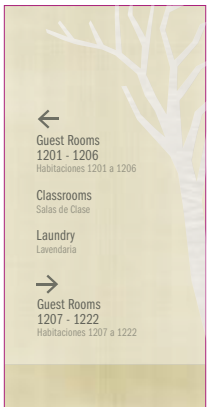
Using a fine linen pattern for the background, we tried to include something of the outside world, some biophilic element to the presentation. In the lobby, a sculpture of a tree stands with small remembrances of the residents hanging from its limbs. That piece held so much prominence that we employed it on the identification tags to be installed throughout the site.



Typical Amenity (B.1 & B.2) - 6"w x 12"h



Primary (E.1) - 15"w x 30"h





REGIONAL HEALTH  
WAYFINDING, INTERIOR EGD, DIGITAL DISPLAY, DESIGN STANDARDS

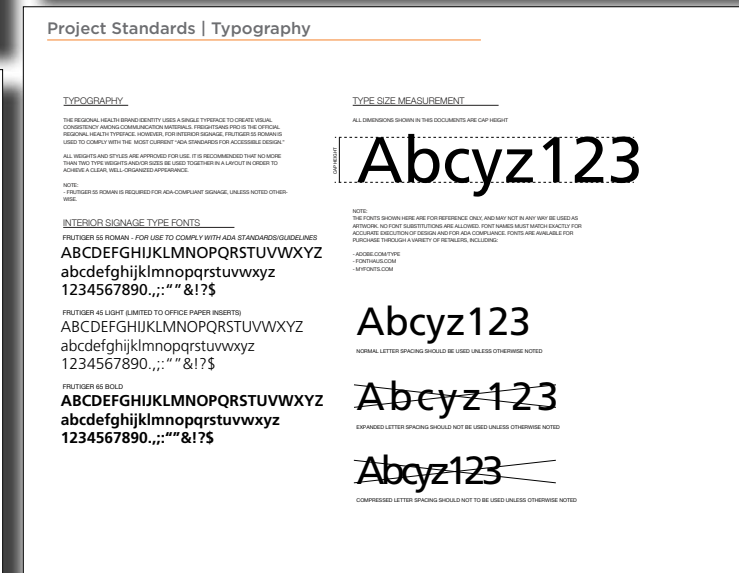
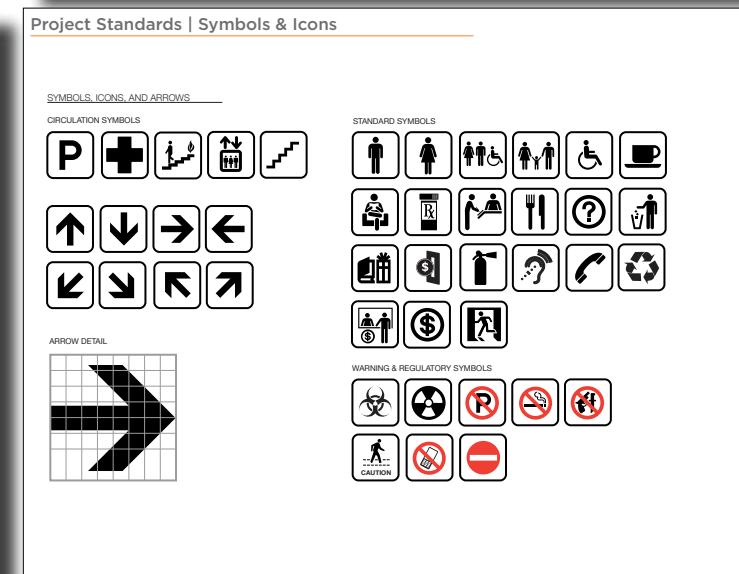
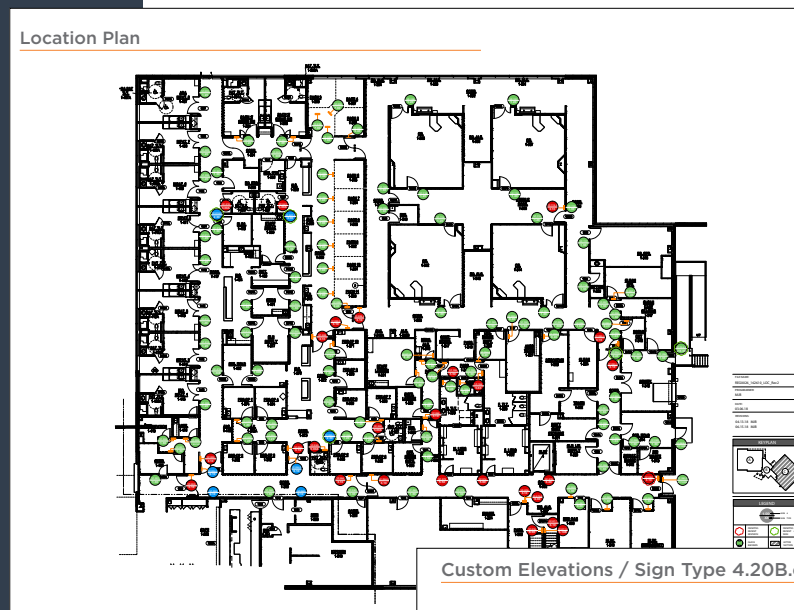
## Various Ongoing Projects 2019 to 2021:

- Design specifications involving typical and custom content
- Multi-page PDF
- Inclusion and reference to existing and renewed branding standards

Regional Health, part of Monument Health in Rapid City South Dakota, faced a daunting challenge, to update their facility and care while serving the indigenous populations with their varying customs and languages.

The first job I was a part of involved the orthopedic center's environmental graphics but the job soon ballooned to include interior wayfinding analysis, design of their entire signage rebranding effort, and the implementation of several new digital displays.

Currently under construction and bearing the burden of COVID-19, the architecture and design of this state-of-the-art facility seen here is being built to accommodate the many needs of this bedrock in the community.



THANK YOU!

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