

A creative/technical Studio Director and Senior EGD in the architecture, engineering, and construction marketplaces, seeking opportunities that inspire growth with excellence.

## Experience

### Specialized Graphics | Studio Director 2023-Current

**With a foundation in respect, collaboration, and a passion for the highest quality work**, I lead a team of designers & fabricators. We build cost-effective schematic documentation and design intent for cultivating client approval. Once achieving our goals, we convert design packages into fabrication diagrams and site maps for installation.

**Most of my day involves:**

- Organizing Work, Clarifying Design Intent, and Managing Projects
- Managing Communications Through Scope Changes and RFI Responses, Addendums, and Client Deliverables
- Following, Creating, and Updating File Folder/Organizational Structures for Clear Communication
- Programming Site Maps & Message Schedules/Copy Lists Ensuring Compliance with CBC & ADA Code Requirements
- Creating Permit Applications for Local Municipalities

### Freelance Experiential Designer 2020-Current

**Joining teams of professionals at various architectural studios and design firms**, I collaborate with talented artists creating elements that improve the visitor experience. Working predominantly in the healthcare setting, I focus on inclusion, code compliance, and strategic wayfinding that helps people get to their destinations.

**The value I add:**

- Generate Marketing Materials for proposals to healthcare and civic organizations
- Create intent illustrations for different design directions under consideration
- Build and develop 2D graphics & 3D models of the lived environment for final approval
- Generate fabrication schematics complete with material callouts
- Prepare permitting documentation for application to local municipalities (SF, LA, Sacramento, San Diego, and others)

**Clients included:**

- Cedar's Sinai Hospital, Huntington Healthcare, Zynga Games, San Diego Gas & Electric

### Aquent (Contract) | Environmental Graphic Designer 2021-2022

**Working in an interdepartmental role, I shepherded EGD projects through the pipeline** from initial request to completion. Undisclosed client in the automotive and clean energy sector. In both project management and graphic designer roles, I served as a liaison between departments in locations worldwide. From biophilic installations to super-graphics, wayfinding to code compliance, I provided EGD and project management services for six and seven-figure internal projects.

**What I delivered:**

- Brought facilities into compliance with the local fire code
- Developed file management system for environmental graphics
- Mentored junior staff and gave tutorials on Adobe software
- Mapped the 5.1 million square foot facility in Fremont, Ca
- Developed workplace improvement programs for dozens of locations

### Shannon Leigh Associates | Senior Environmental Graphic Designer 2017-2020

**Working from a patient-orientated position**, I developed and presented EGD packages to stakeholders in the healthcare setting. I used up-to-date research methodologies to design wayfinding strategies focused on empathy for the patient, and the community. Focused on the inclusion of cultural and linguistic diversity, my team transformed entire hospital campuses into welcoming, informative centers for medical care.

**How I accomplished our goals:**

- Patient-centric empathy/perspective was applied to every route, path, and passageway
- Absolute respect for the brand standard of the client while applying them to best serve the people in those environments
- Courageous use of innovative design tools that served the travelers' needs

**I presented to and designed for:**

- Kaiser Permanente, Sutter, UC Davis Health, UCSF, El Camino Healthcare, Zuckerberg San Francisco General, Ole Health

## CPM | Senior Graphic Designer 2014-2017

**Where collaboration meets the road**, I built and led a team of artists working on design requirements to support large-scale capital projects for public roads and transit. Partnering with construction companies, architectural firms, and urban planning teams we developed environmental signage supporting work crews throughout Contra Costa County.

### The roles I fulfilled:

- Project Management
- Built and Presented Design Packages to Stakeholders
- Mentored Junior Designers and Taught Classes on Advanced Design Software Techniques
- Supported Fabrication of Environmental Graphics

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## Education

**Adobe Certified Expert** - Photoshop, Illustrator (CADtools), and InDesign

**Bachelors Degree** - Brooks Institute

**Associated Studies** - Santa Barbara City College - Business Administration  
City College of San Francisco - General Education

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## Hard Skills

**Project Management Software:** Asana, Function Point, Microsoft SharePoint

**Adobe Creative Suite:** Illustrator (+CADtools), Photoshop, Indesign, Premiere, AfterEffects, Audition, Acrobat, Dreamweaver

**Microsoft Office:** Word, Excel, PowerPoint, Teams, Outlook, Edge, Planner

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

**3D Modeling:** SketchUp

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## Soft Skills

**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

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

**Writing:** Proposal Writing (RFI/RFQ, Presentation Decks), Technical Writing (brand standards, training manuals, white papers, & assembly workflows)

**Design:** Sketching, Color Theory, Typography, Information Hierarchy, Composition, Brand Standards, Page Layout, Multipage Assembly (interactive PDFs, chaptered books or manuals)

**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

**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

# BRETT W. ELLIS

brett.w.ellis@gmail.com

Portfolio: [bwellis.com](http://bwellis.com)

## BRANDS REPRESENTED



University of California  
San Francisco



SKANSKA

UC DAVIS  
HEALTH



TESLA

## REFERENCES

Shannon Hackley, Owner  
Shannon Leigh Associates  
(see below)  
[shannon@shannonleigh.com](mailto:shannon@shannonleigh.com)  
510 969 7870

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

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

SIGNAGE DESIGN | WAYFINDING | BRANDED ENVIRONMENTS



June 3, 2023

Brett W. Ellis  
Alameda, CA 94501

Re: Letter of Reference

To Whom It May Concern:

Brett W. Ellis worked from my firm from Sept 2017-Dec 2020.  
During his employment he held the position of Senior Designer.

Brett was a hard-working talented designer.

He was dependable, reliable, and a complete gentleman. Brett always went the extra mile both for the client, and for the needs of the firm.

We retired his position during the Covid.

Please use this as a letter of reference to Brett's skill and character.

Best,

Shannon Hackley  
Founder, Owner  
Shannon Leigh Associates, LLC.



SCOPE

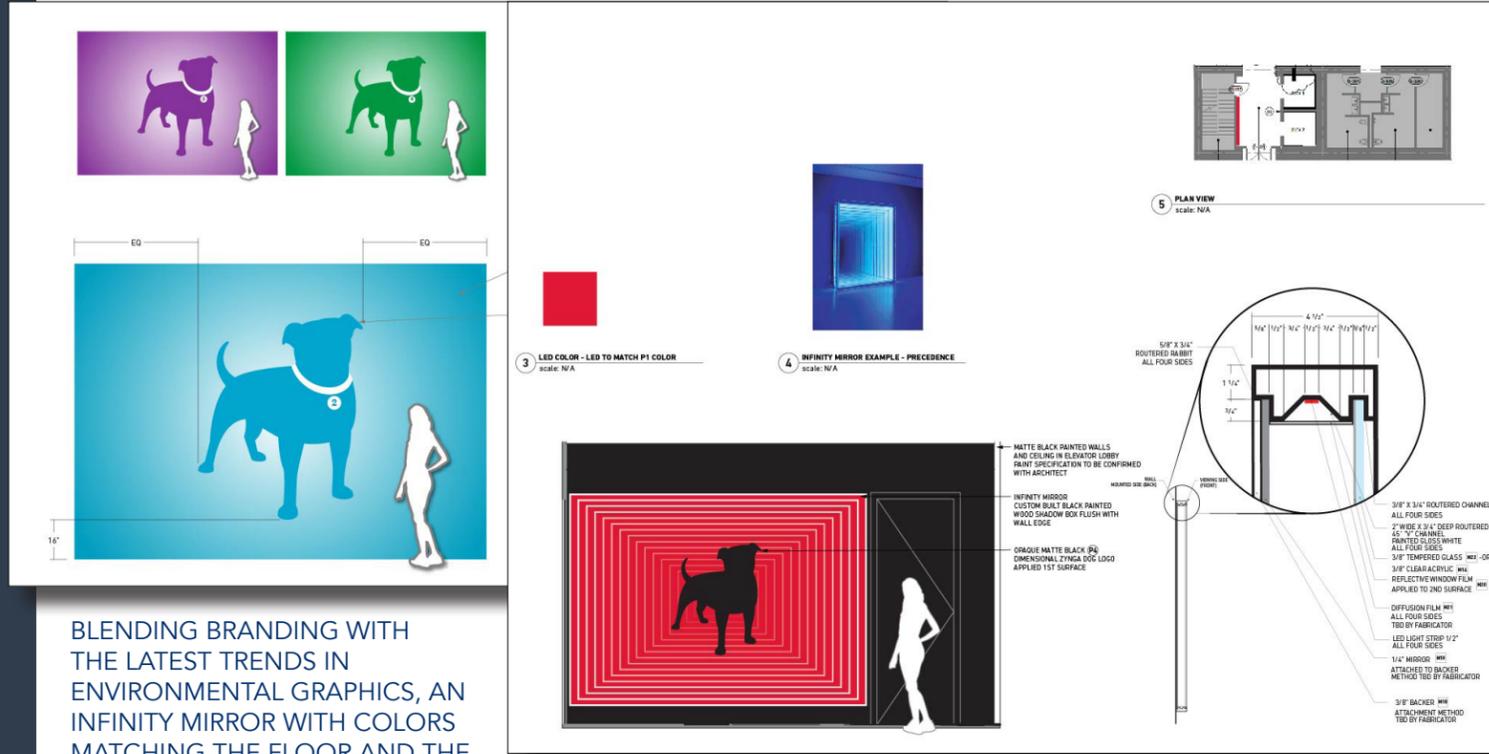
- Interior & Exterior Graphic Design
- Workplace Design
- Brand Implementation

THE PROJECT

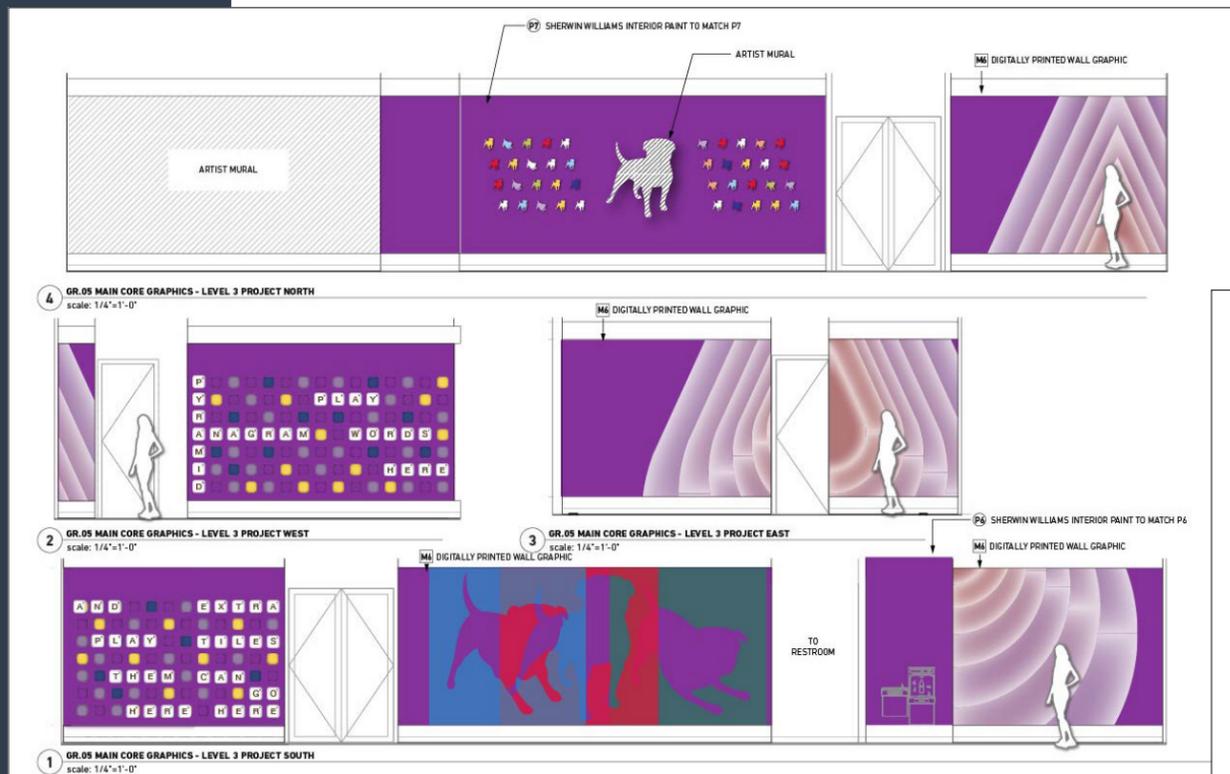
Development and fabrication documentation for the new corporate offices of a premiere San Francisco based gaming company.

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

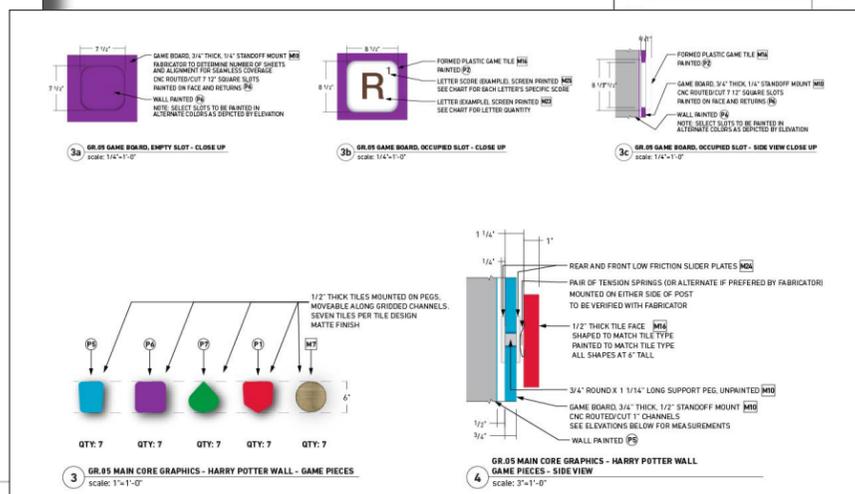
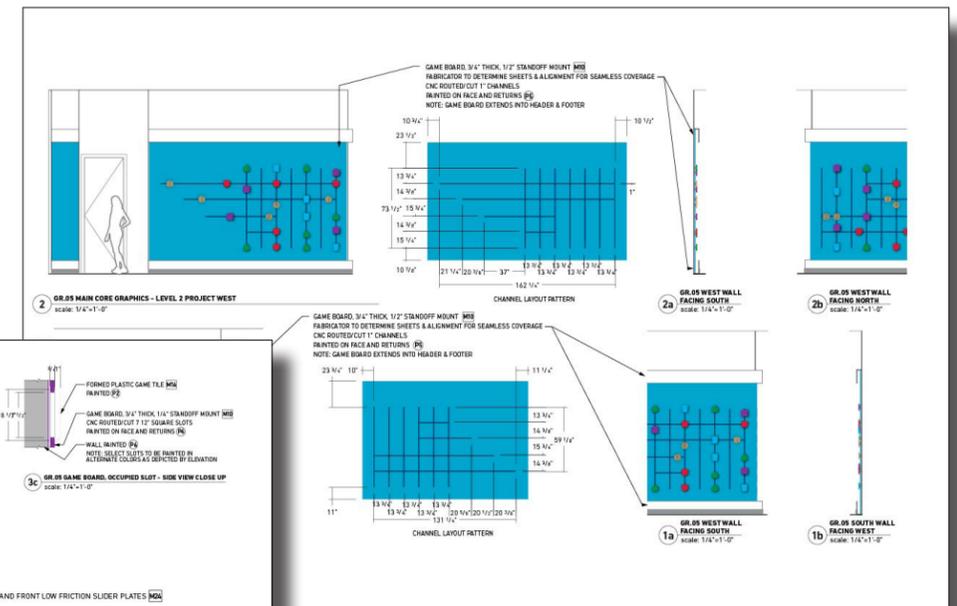
These playable art pieces were meant to provide interest and teambuilding activities for the game developers and integration of branded titles into the workplace.



BLENDING BRANDING WITH THE LATEST TRENDS IN ENVIRONMENTAL GRAPHICS, AN INFINITY MIRROR WITH COLORS MATCHING THE FLOOR AND THE ZYNGA LOGOMARK.



TRANSFORMING THE WALLS OF THE CENTRAL CORE INTO PUZZLES AND GAMES INSPIRED BY THE APPS IN THE DEVELOPER'S OFFERING



1440 MULTIVERSITY  
PRESENTATION MATERIALS, LARGE-FORMAT PRINT DESIGNS,  
EXPERIENTIAL, WAYFINDING, AND IDENTIFICATION STRUCTURAL CONCEPTS

SCOPE

- Environmental Graphic Design
- Fabrication
- Site Surveys
- Wayfinding
- Branding

THE PROJECT

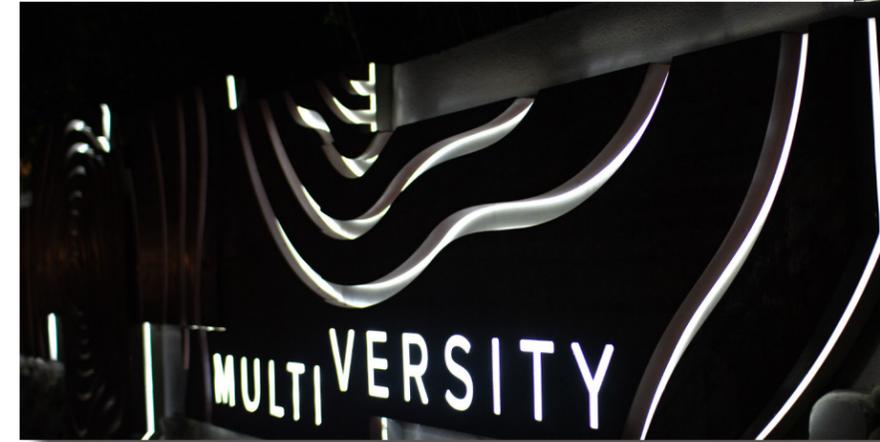
1440 Multiversity is a campus in Scott's Valley that defies the usual definitions of both a healing center and an educational institution. The approach to holistic care, the bonds they embrace with nature, and the way they see healthy living express a different vision of higher learning.

From a biophilic approach to the arrival experience to the ways they integrated the plants and culture of the surrounding into their infrastructure, the task of building out environmental graphics took us in directions that have inspired other projects for years to come.

There's making a good first impression; then there's making a better lasting impression. The client was interested in the former, but what we delivered was the latter.

Going through a long back and forth with the client, we tried many schematic passes with the design of the entry sign before settling on two principles, a natural woodgrain (or tree rings as the final product developed, and a multisectional design to reflect on the multi-faceted aspect of the organization we introduced.

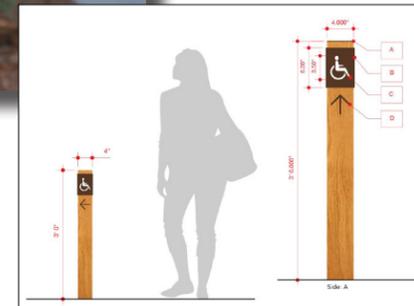
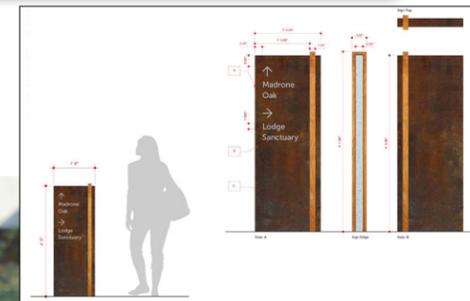
The architecture of the buildings, the beauty of nature, we wanted that to be the focus of the traveler, the signs, therefore, had to blend and complement, not challenge or stick out.



NATURAL ELEMENTS, CROSS SECTIONS OF ANCIENT TREES, LIVE EDGES, AND NATURAL LINES WORK THEIR WAY INTO EVERY ASPECT OF THE ENVIRONMENT WHILE...



...MODERN LINES BLEND SEAMLESSLY INTO THE SPACES.



# SAN DIEGO GAS & ELECTRIC EXPERIENTIAL GRAPHIC DESIGN, WALL MURALS, SPECIALIZED FABRICATION DESIGN, WAYFINDING ASSESSMENT



## SCOPE

- 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.

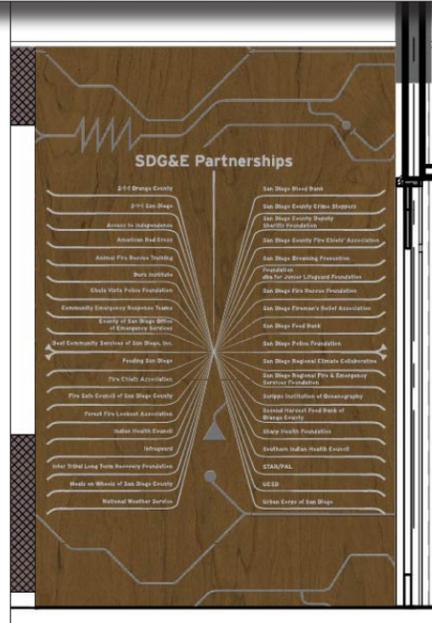
For the SDGE Experience Center, the look and feel needed to not only translate to the entire facility but also needed to grow and develop as you enter deeper into the behind-the-scenes areas.

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

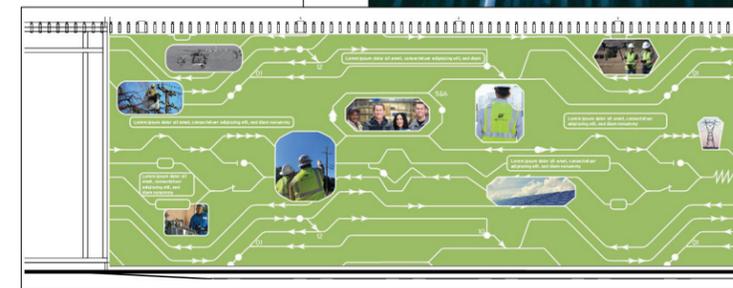
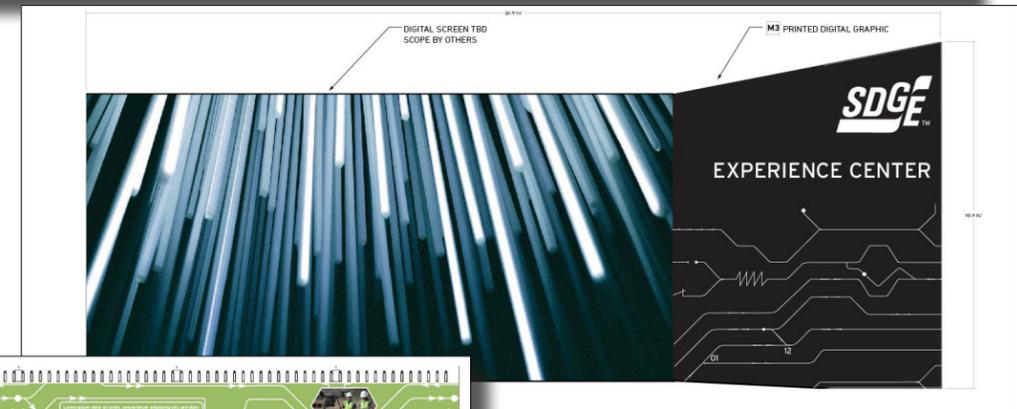
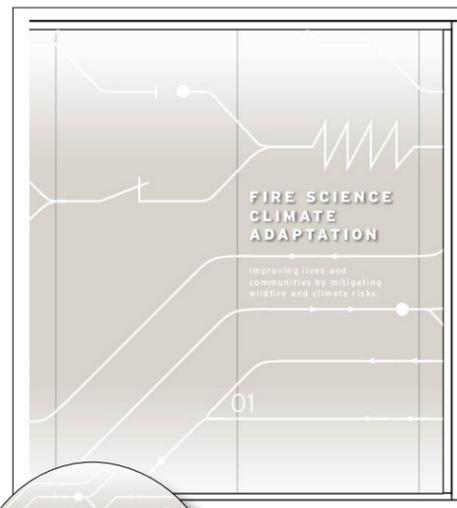
As the pattern moved from the entry area to the far reaches of the building, the circuitry changed to larger and larger versions of the pattern, providing the sensation of progress through the facility.

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

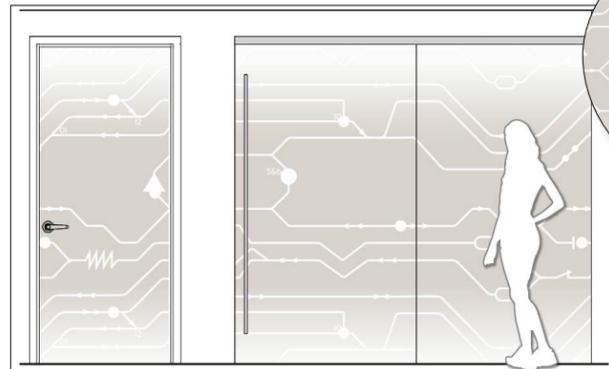
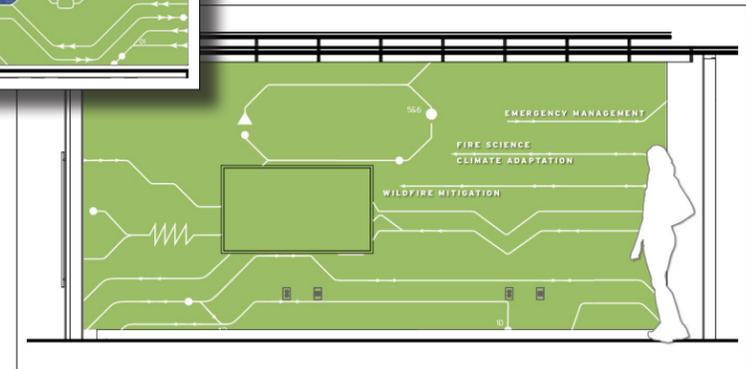
This section of the lived environment introduces the design language that will be carried throughout, connecting different aspects of the facility with a cohesive pattern.



INTEGRATION OF THE DONOR APPRECIATION INTO THE TECHNICAL SCHEMATIC DESIGN ETHIC



FROM ENTRY TO EXPERIENCE CENTER TO MEDIA RELATIONS TO EMERGENCY MANAGEMENT, ONE DESIGN THEME TO TIE IN THE ENTIRE LOCATION



# BRETT W. ELLIS

brett.w.ellis@gmail.com  
Portfolio: bwellis.com

## SCOPE

- 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.

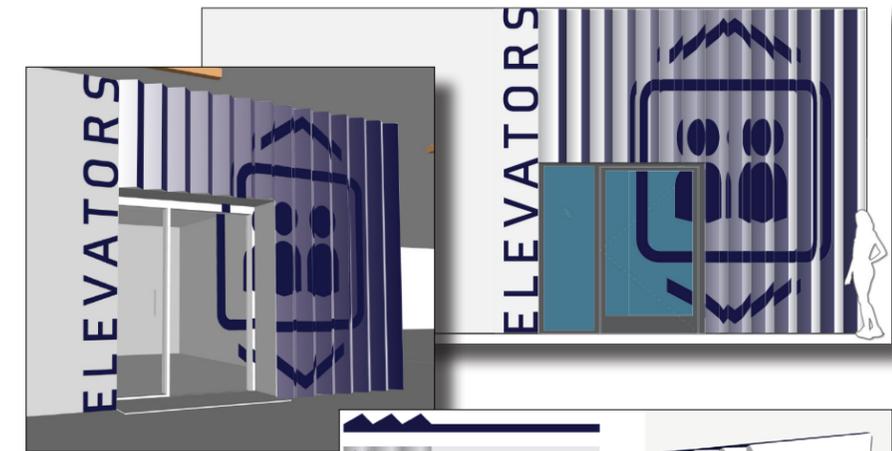
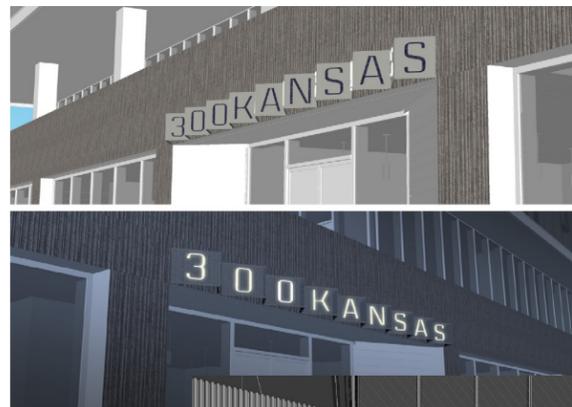


Taking from the sawtooth pattern on the exterior of the structure, the design for interior and exterior signage is working to highlight a strength in the look and feel of the structure while providing a graphically interesting result that stands out just enough.

# 300 KANSAS ENVIRONMENTAL SCHEMATIC DESIGN DEVELOPMENT, PRESENTATION MATERIALS, WAYFINDING, SIGNAGE



RENDERS OF THE LIFESTYLE AND WORKPLACE VIBE FOR THIS LIGHT INDUSTRIAL AND CREATIVE WORKPLACE



TRANSLATING THE BUILDING'S SAWTOOTH DESIGN TO DIFFERENT CONCEPTS OF THE LIVED ENVIRONMENT, BOTH OUTSIDE AND IN

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

## SCOPE

- Interior & Exterior Graphic Design
- Workplace Design
- Brand Implementation
- BIM Modeling

## 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.

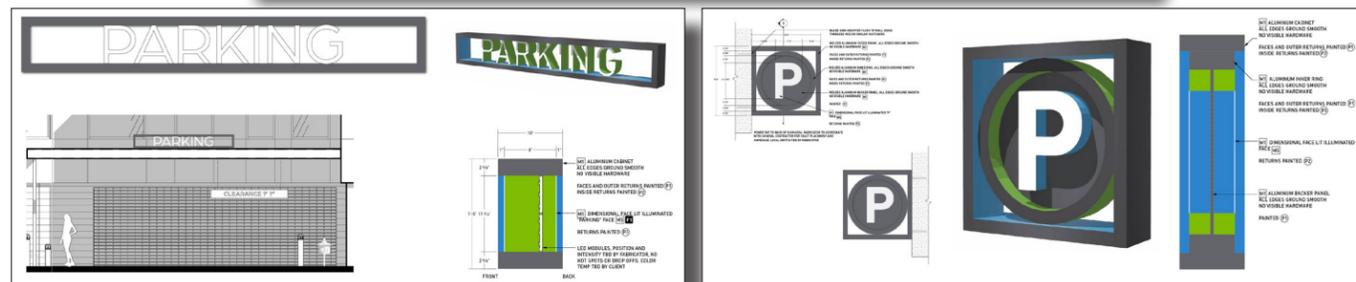
Maintaining the look and feel of the design language from the outside to the inside required some bold and creative fabrication methods.

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.

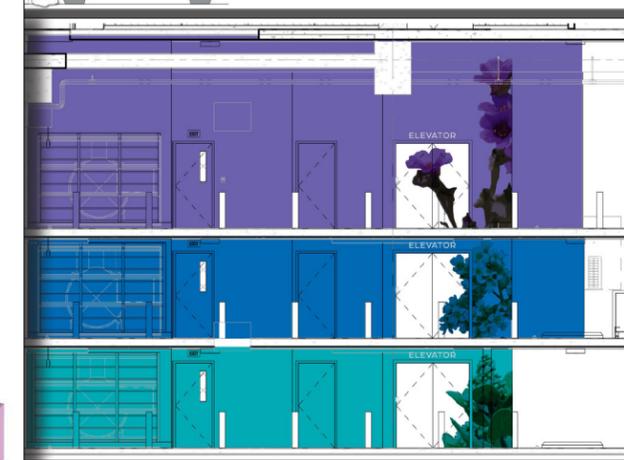
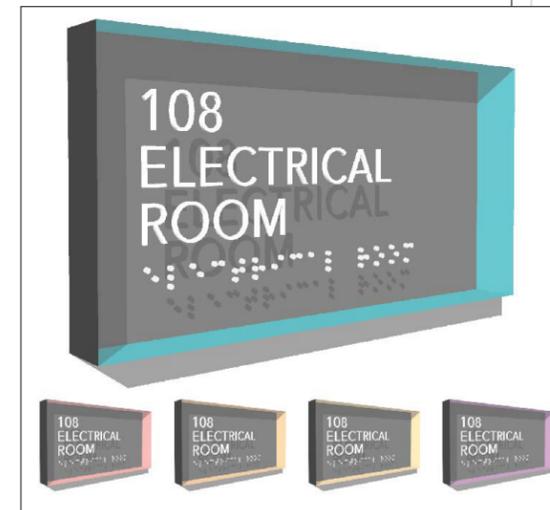
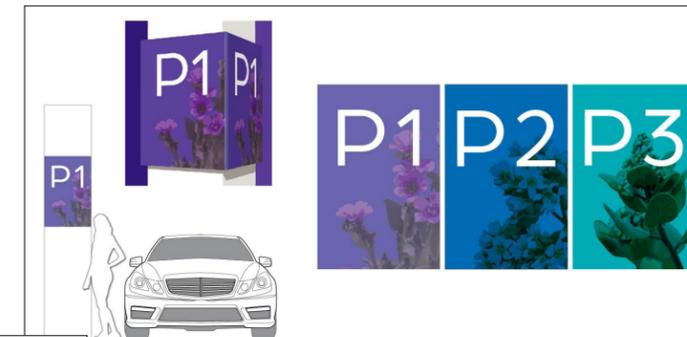
The ADA required tactile and braille on the surface provided a dimensional element when it cast a shadow on the background, further highlighting the depth of these pieces.

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.



USING COLOR IN BOTH SUBTLE AND EXPRESSIVE WAYS TO AID THE TRAVELLER TO FIND THEIR DESTINATION, AND TO SELL THE CLIENT ON THE POWER OF ENVIRONMENTAL DESIGN



	P8	P9	P10	P11	P12	P13	P14
PAINT COLOR							
GRAPHIC	LEMNADE BERRY	BUCKWHEAT	CALANDRINA CILIATA				

RELYING HEAVILY ON THE BRAND COLORS, WE ENDEAVORED TO CREATE A DYNAMIC ARRIVAL EXPERIENCE FOR THE PATIENTS

# BRETT W. ELLIS

brett.w.ellis@gmail.com  
Portfolio: bwellis.com

## SCOPE

- Experiential Graphic Design
- Fabrication
- Client and subcontractor presentation decks
- Wayfinding
- Branding

## THE PROJECT

Destinations like Zadun in Cabo San Lucas are intended to inspire a feeling, an environment of relaxation and adventure, solitude and community, with simple and complex pleasures.

Aside from the entry graphic that is positioned over a mile up the long and winding road leading to the resort, we generated the internal branding graphics used to call out the amenities of this luxury resort.

Each amenity was crafted to become a part of a traditional Mexican village, from gourmet restaurant to the cantina and taco shack next to the pool.

Using local materials like reclaimed stone, along with rustic metallic textures and the local plant life reassembled a village that gives all the comforts of the Mexican Riviera within walking distance of the finely appointed homes.

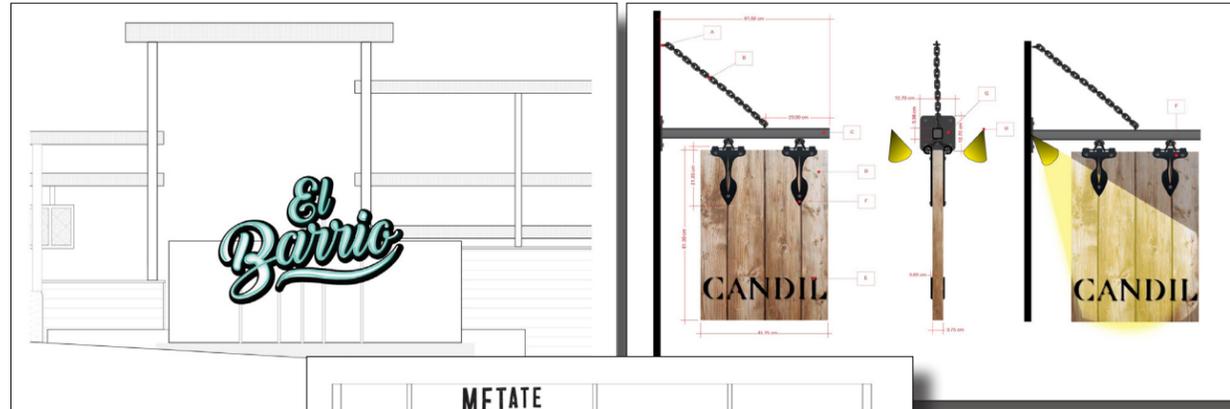
The initial concept of the wayfinding signage for the resort was festive and bright, but we quickly determined that wouldn't work.

We eventually came to a design that was both minimalist and took into account the local wildlife, drawing in more of the mood and cultural flavor of the region. With "hidden" destinations and amenities, the wayfinding became part of the adventure in what it showed and didn't show the traveler. Some paths are best left for the imagination to discover.

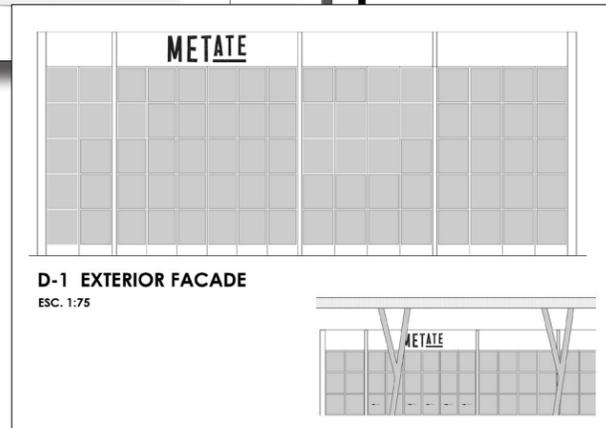
# ZADUN, RITZ CARLTON PRINT, EXPERIENTIAL, PRESENTATION SLIDES, COORDINATION WITH FABRICATION, WAYFINDING, AND IDENTIFICATION ASSESSMENTS



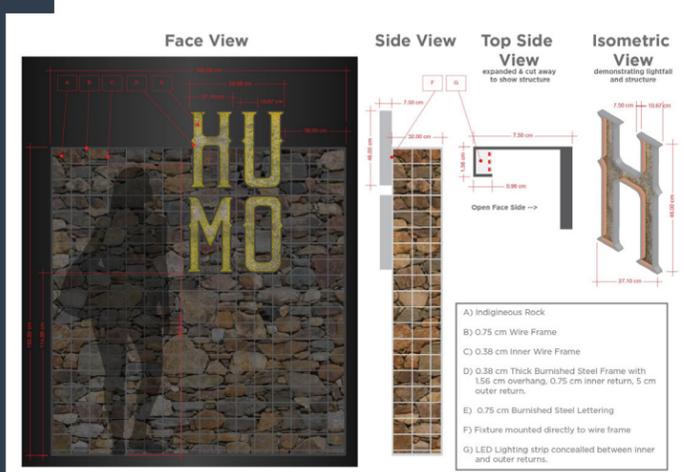
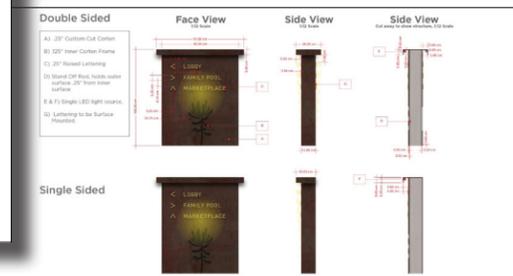
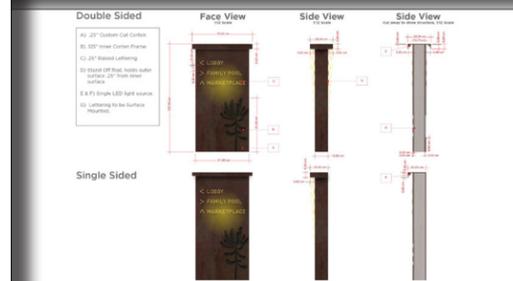
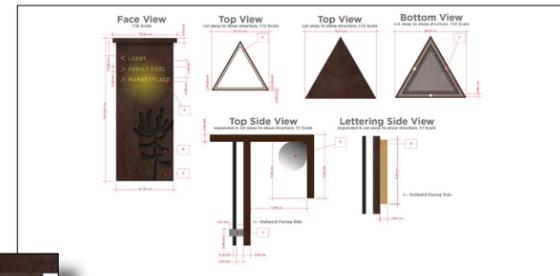
48 FREE STANDING AND WALL MOUNTED STRUCTURES TRAVELLED TO CABO SAN LUCAS TO PRESENT \$150K DESIGN PACKAGE TO THE CLIENT



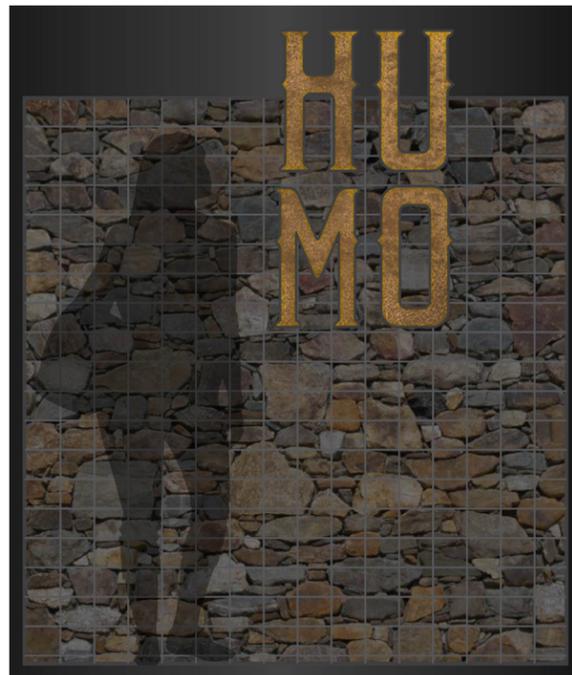
EACH AMENITY OF THE RESORT BOTH HAS ITS OWN FLAVOR AND WORKS AS PART OF THE WHOLE



D-1 EXTERIOR FACADE  
ESC. 1:75



- A) Indigeneous Rock
- B) 0.75 cm Wire Frame
- C) 0.38 cm inner Wire Frame
- D) 0.38 cm Thick Burnished Steel Frame with 1.56 cm overhang, 0.75 cm inner return, 5 cm outer return.
- E) 0.75 cm Burnished Steel Lettering
- F) Fixture mounted directly to wire frame
- G) LED Lighting strip concealed between inner and outer returns.



LOCAL STONE WAS USED FOR THE INTERIOR DECORATION WHILE SILHOUETTES OF AREA PLANT LIFE ADORNED THE CORTEN

## EL CAMINO HEALTH CLIENT PRESENTATIONS, PROJECT MANAGEMENT, BRAND IMPLEMENTATION, EXTERIOR EGD

### SCOPE

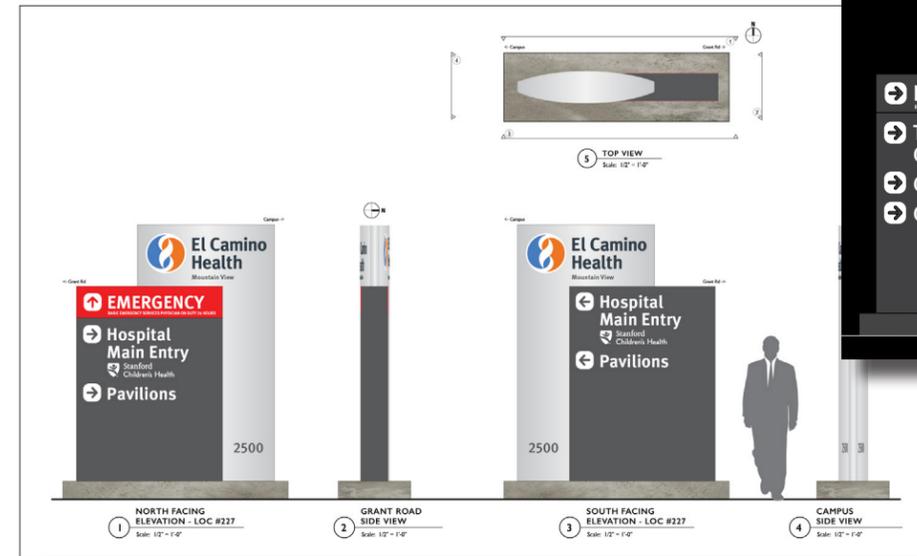
- Branding
- Site surveys
- Wayfinding
- 2D schematic design
- 3D modelling/BIM for fabrication
- Client presentations and coordination
- Fabrication specifications
- Permit Acquisition
- Precise positioning
- Quality control

### 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.

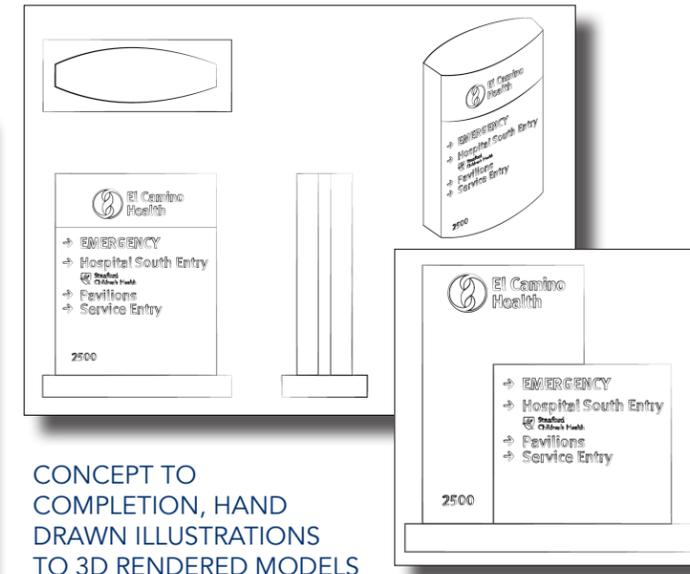
The challenge that we encountered for the following 30 months was to please all of the people involved, and then get the City of Mountain View to allow the signs. Everything was scrutinized, discussed, debated, paired down, expanded, and in the end product was something all of the internal stakeholders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

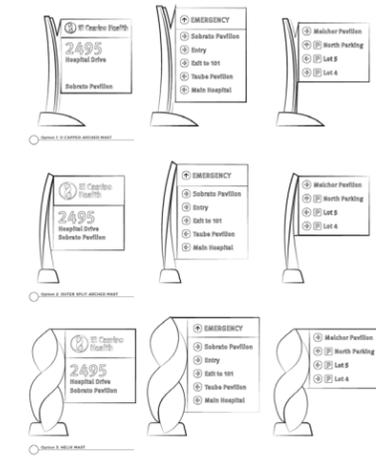
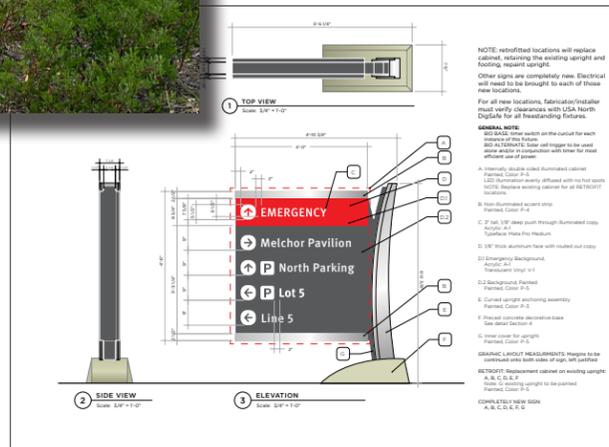


CONSTRUCTS ARE NOT COMPLETE WITHOUT BOTH DAYTIME AND NIGHTTIME RENDERINGS

126 STRUCTURES  
A SERIES OF PRESENTATIONS TO MULTIPLE STAKEHOLDERS  
30 MONTHS OF DEVELOPMENT  
\$2 MILLION BUDGET



CONCEPT TO COMPLETION, HAND DRAWN ILLUSTRATIONS TO 3D RENDERED MODELS



# EL CAMINO HEALTH DESIGN & PRODUCE BRANDING/EGD STANDARDS

## SCOPE

- 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.



COMBINING THE EXTERIOR, INTERIOR, AND PARKING STRUCTURE BUILD PROJECTS INTO A GUIDEBOOK FOR FUTURE EXPANSION



Sign Type Overview - Wayfinding

El Camino Health  
2 Sign Specifications, Graphic Layouts, & Construction Intent  
MASTER SIGN OVERVIEW

2.4 Freestanding Wayfinding

EXTERIOR SIGNAGE GUIDELINES | 2020 Version | Section 2 Sign Specifications, Graphic Layouts, & Construction Intent | Return to TABLE OF CONTENTS

El Camino Health  
2.1 Gateway & Entry Identification Monuments

Type: E-ID.05  
Description: GATEWAY ID

Callouts:  
A. Illuminated Branding Cabinet  
B. Illuminated Wayfinding Cabinet  
C. Round cement base  
D.1 Opaque "EMERGENCY" Panel  
D.2 Opaque Side Panel  
D.3 Curved Opaque Side Panel  
E. ECH Logo  
F. Lettering for logo, city name, and address  
G. Frame for arrow field and lettering

EXTERIOR SIGNAGE GUIDELINES | 2020 Version | Section 2 Sign Specifications, Graphic Layouts, & Construction Intent | Return to TABLE OF CONTENTS

Scale: 3/8" = 1'

2.102

El Camino Health  
2.2 Building Identification

Type: E-ID.14b  
Description: EYEBROW

Callouts:  
A. 1/8" aluminum rivet letters, 1" deep  
B. 1/8" aluminum cap  
C. Clear plexiglass hit  
D. Internal illuminator

EXTERIOR SIGNAGE GUIDELINES | 2020 Version | Section 2 Sign Specifications, Graphic Layouts, & Construction Intent | Return to TABLE OF CONTENTS

Scale: 1/2" = 1'



El Camino Health  
2.2 Building Identification

Type: E-ID.14b  
Description: N

Callouts:  
A. Double sided, internally illuminated cabinet  
B. Non-illuminated accent strip  
C. 3" tall, 1/8" deep push through illuminated copy & symbols  
D. Emergency background, translucent  
E. Opaque copy background  
F. Precast concrete decorative base  
G. Inner cover for upright  
H. Outer cover for upright  
I. Access panel

EXTERIOR SIGNAGE GUIDELINES | 2020 Version | Section 2 Sign Specifications, Graphic Layouts, & Construction Intent | Return to TABLE OF CONTENTS

Scale: 1/2" = 1'

2.402

## ZSFG WAYFINDING ANALYSIS, DIGITAL DISPLAYS & SCALE 3D MODELS, CLIENT AND COMMUNITY PRESENTATIONS

### SCOPE

- 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.

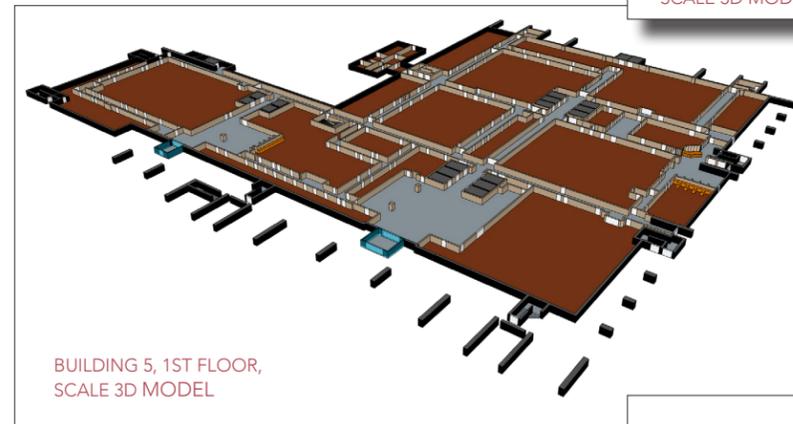
Using the latest architectural diagrams combined with measurements taken during numerous site surveys, I was able to accurately reproduce the two main structures of the campus. Seventeen levels with over 200 destinations and the routes that guide travelers between them.

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.

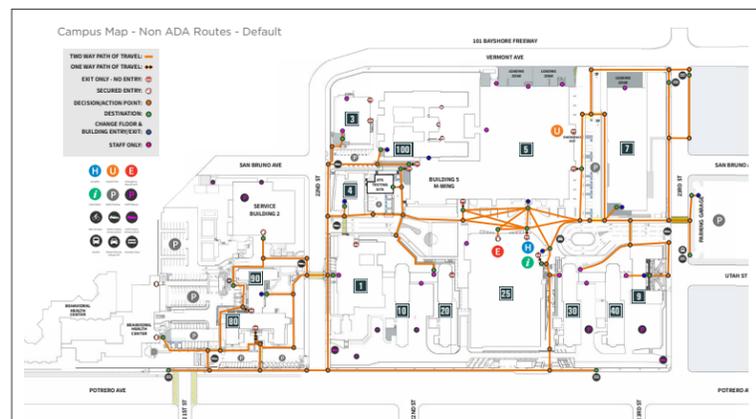
Project currently under construction, final installation images will be added as available.



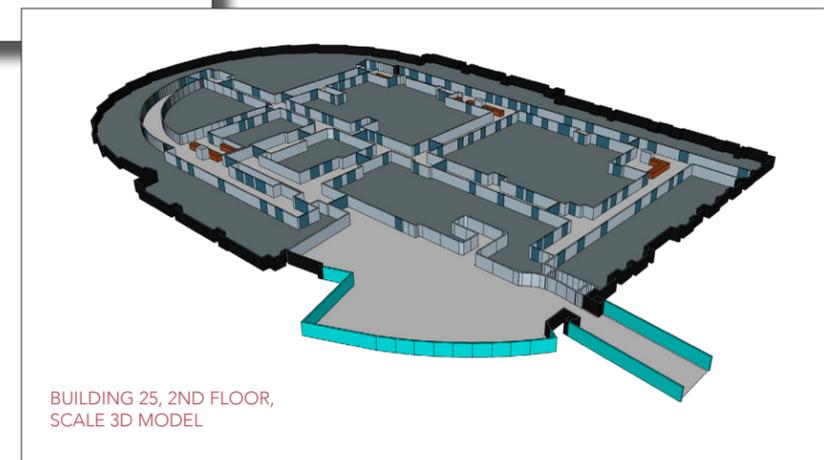
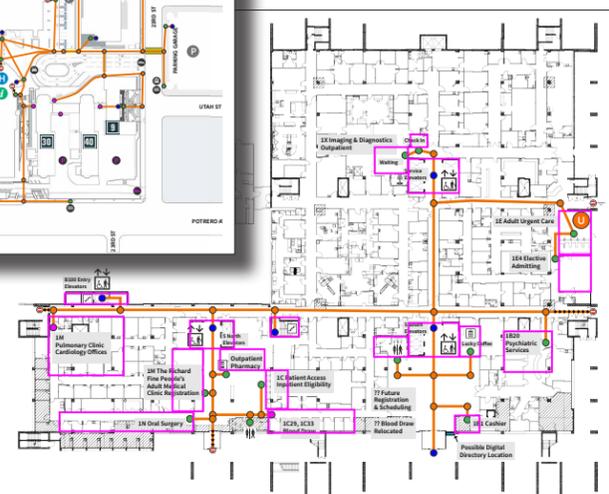
AFTER SEEMINGLY ENDLESS SALES AND DEVELOPMENT MEETINGS WITH HOSPITAL ADMINISTRATION, COMMITTEES, AND GOVERNMENT OFFICIALS WE SUCCESSFULLY DEVELOPED THE DIGITAL DIRECTORY INTERFACE AND MAPS



INTENSE SURVEYING AND ARCHITECTURAL DIAGRAMS COMBINED TO RECREATE ALL 25 FLOORS OF THE TWO MAIN BUILDINGS ON CAMPUS



COMPLEX PLANNING WAS NEEDED FOR TURN-BY-TURN DIRECTIONS ON THE CAMPUS AND IN THE DOZENS OF INTERIOR SPACES



## ZSFG PRESENTATION DECK: INTERIOR/EXTERIOR EGD, WAYFINDING ANALYSIS AND SCHEMATIC DESIGN

### SCOPE

- Presentation decks for presentations to stakeholders
- Wayfinding/path of travel determinations in partnership with architects
- Schematic design
- Fabrication coordination
- BIM Modeling

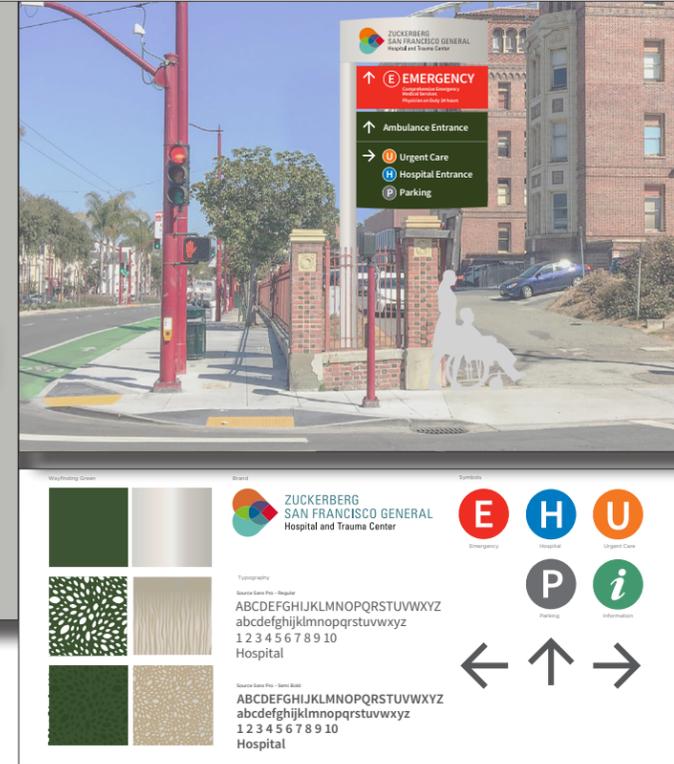
### THE PROJECT

Nothing came easy at the only trauma care center in the San Francisco peninsula. ZSFG is a melange of buildings as advanced as any built in the world, positioned alongside some of the oldest historical structures in the city.

A recipe for disaster when the overwhelming bureaucracy of interests combined in the presentation meetings I delivered to city officials, hospital administration, labor representatives, and eventually to community outreach programs.

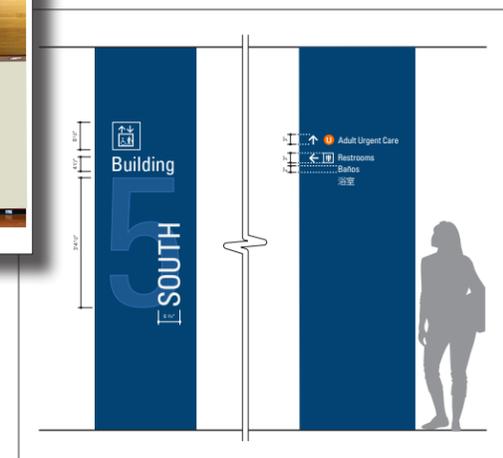
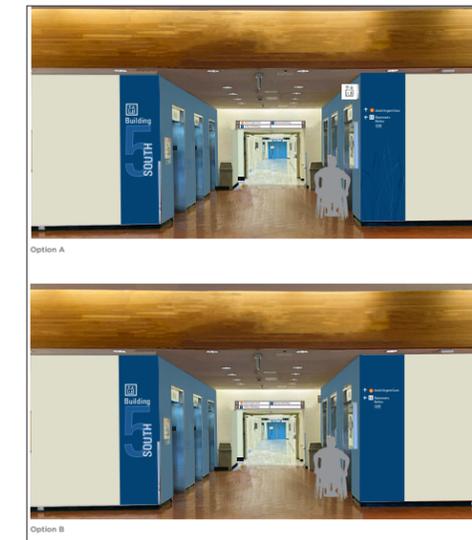
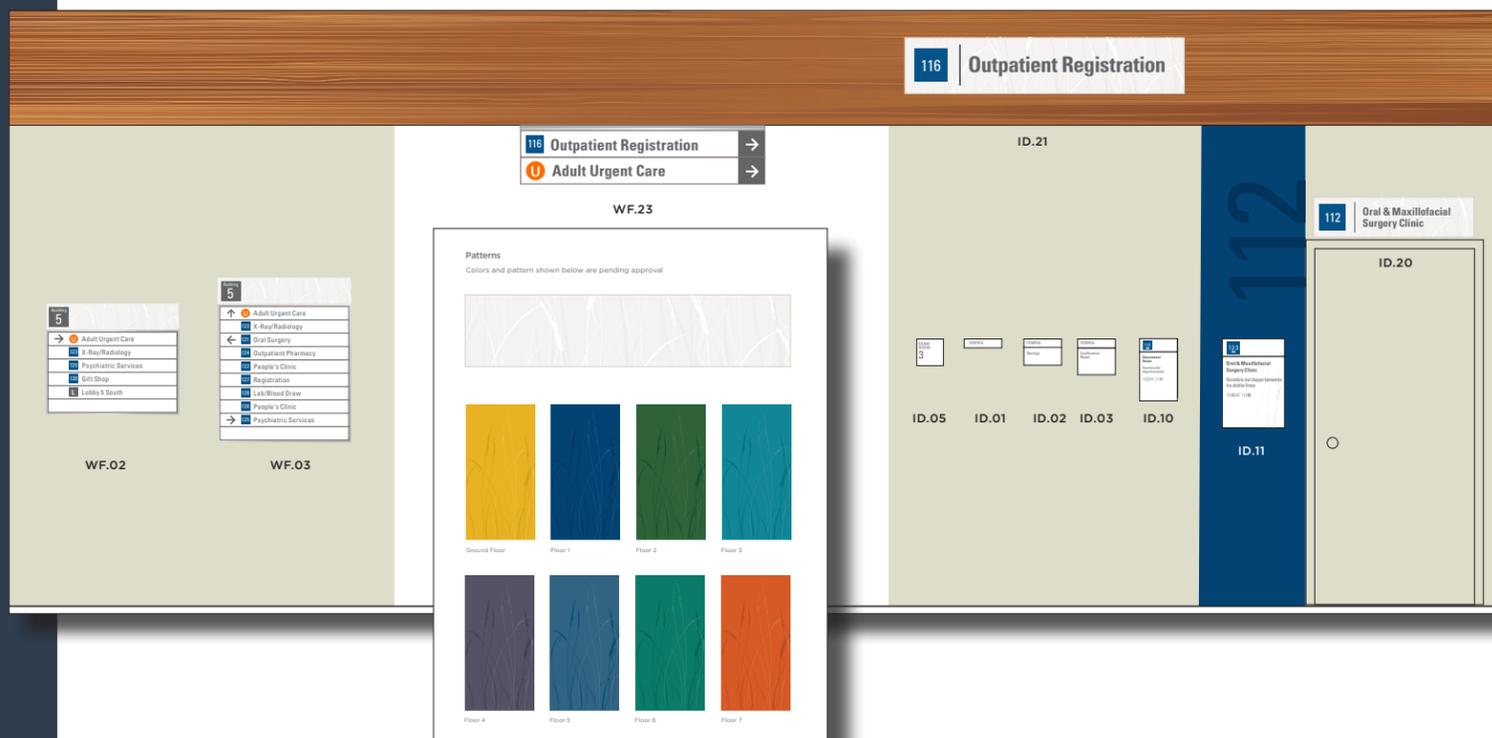
Serving the most at-risk demographics in our society was fulfilling as a human but challenging as a professional when creating and selling the designs to stakeholders.

This situation of being the creative spark that developed the concepts, the technical expert that made them function, and the broker bringing the deal over the finish line was educational to say the least.



SELLING THE CONCEPTS OF HIGH DESIGN, BIOPHILIC ICONOGRAPHY, DYNAMIC COLOR CONCEPTS, AND STATE-OF-THE-ART TECHNOLOGY WITH EASY TO FOLLOW PRESENTATIONS

MAKING A MEANINGFUL TRANSITION TO THE INTERIORS WHILE SHOWING, NOT TELLING, THE STORY OF THE PATIENT'S PATH



## UCSF RFQ PRESENTATION DECK

### SCOPE

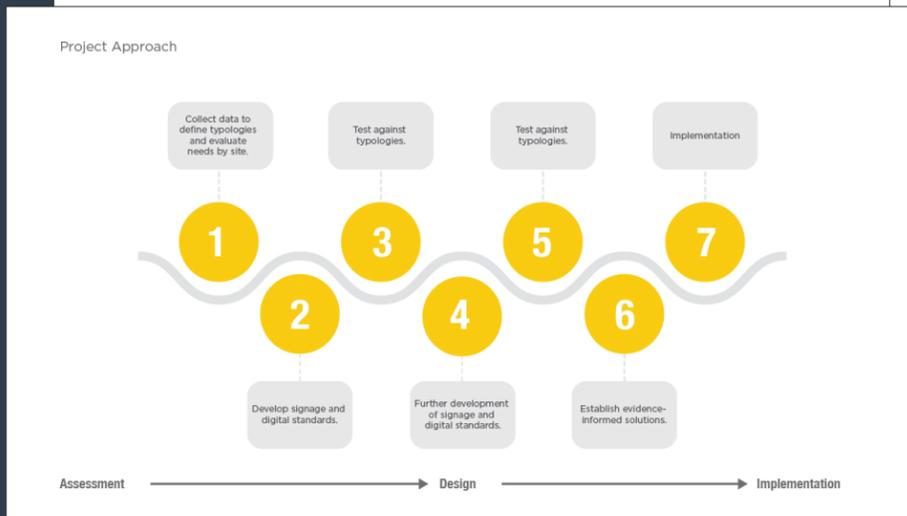
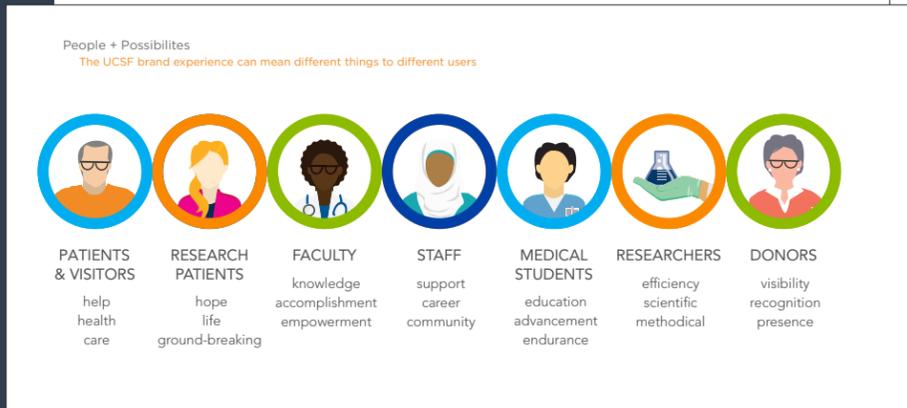
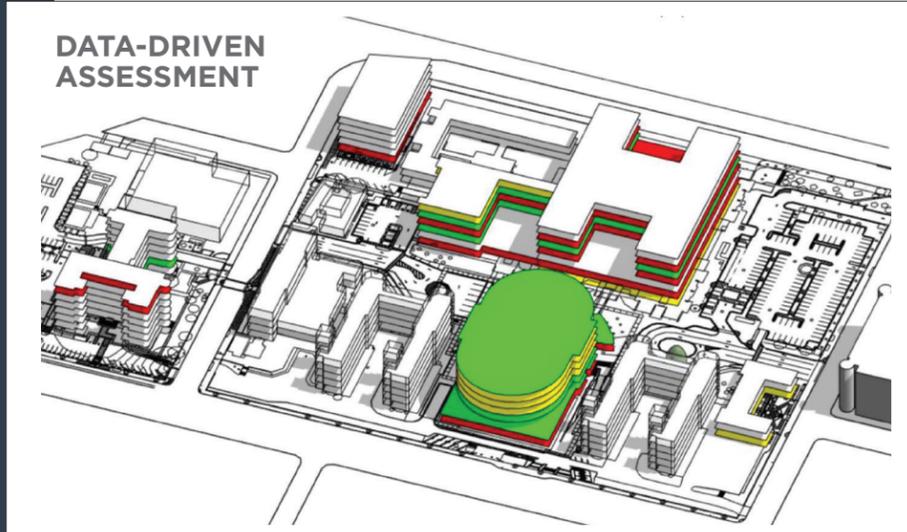
- Design of A/E/C presentation deck
- Marketing the firm to UCSF in response to RFQ
- Wayfinding/path of travel determinations
- Site surveys & analytics
- Evaluation of current locations

### 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 along side some of the latest technologies in digital directories and video/audio hardware.



### ONE OF HUNDREDS OF RFI/RFQ, SALES, AND DESIGN DECKS PREPARED FOR ARCHITECTURAL, ENGINEERING, AND CONSTRUCTION PROJECTS

Technical Assessment

Entry Level ————— Top of the Line

Pros	Cons
<ul style="list-style-type: none"> <li>• Basic capabilities</li> <li>• Easiest to use</li> <li>• Cost effective</li> <li>• Once implemented, does not change</li> </ul>	<ul style="list-style-type: none"> <li>• Robust capabilities</li> <li>• Customizable at every level</li> <li>• Serves up to date mapping data to web and applications</li> <li>• Updates instantly across all devices</li> <li>• Fulfills UCSF requirements and then some</li> <li>• Forward looking architecture that is future proof</li> </ul>
<ul style="list-style-type: none"> <li>• Doesn't fulfill UCSF requirements</li> <li>• Cannot be customized to the location</li> <li>• Doesn't link to web or applications</li> <li>• Extremely difficult update process</li> <li>• Not future proof</li> </ul>	<ul style="list-style-type: none"> <li>• Costs can be extremely expensive</li> <li>• Difficult to navigate the myriad of options</li> <li>• Requires extensive training and a dedicated employee to manage</li> <li>• Has features that will not be used for any facility or user type</li> </ul>

SHANNON LEIGH + Partners in Excellence

Data-Driven Assessment - Defining Personas

EXPERIENCE-BASED DESIGN METHODS

Persona-Based Challenges	Language/Literacy	Ability	Mobility	Seniority	Administrative	Optimism	Safety & Security	Identity	Recognition
Patients/Visitors	●	●	●	●	●	●	●	●	●
Staff/Faculty/Research	●	●					●	●	●
Students/Residents							●	●	
Donors									●

SHANNON LEIGH + BOULDER ASSOCIATES ARCHITECTS

Data-Driven Assessment - Defining Facility Typologies

EVIDENCE-BASED DESIGN METHODS

What are typological features?  
How are sites, buildings and departments performing across those features?

- Primary Campus Site: UCSF Parnassus Heights
- Stand-Alone Facility: Mission Center
- Space in Building/Campus: Zuckerberg SF General

SHANNON LEIGH + BOULDER ASSOCIATES ARCHITECTS

### INFORMATIONAL GRAPHICS, TIMELINES, CHARTS, DESCRIPTIONS OF DEMOGRAPHICS, AND ANY OTHER DATA DRIVEN INFORMATION

Experienced Project Team: Schedules

# RONALD MCDONALD HOUSE INTERIOR/EXTERIOR EGD, WAYFINDING ANALYSIS



## SCOPE

- Site surveys
- Wayfinding/path of travel
- 2D schematic design
- Client presentation

## THE PROJECT

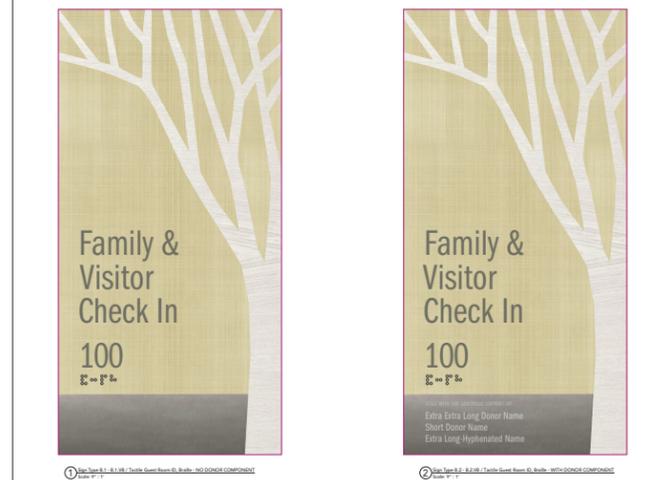
Walking around the Palo Alto location for Ronald McDonald House, seeing the families there, the children, you cannot help but feel the power of the place. Feel the responsibility you have to try to make the place better, to make it a little easier to navigate, or a little more fun for the children to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



THANK YOU!

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