

**revolution design**

# About Revolution Design

Revolution Design is a design firm with the expertise and know how to effectively brand and market companies. With so much visual clutter in the marketplace, it takes having a unique presence in this world to be seen and get noticed. Revolution Design has assisted several companies - small and large - in building unique and lasting brands turning their investment in their company into a renewed or new awareness in their marketplace.

**Branding** (company logos, logo guidelines, stationary components, forms, packaging, signage, tradeshow booths ...)

**Digital Photography** (day rates and hourly rates available)

**Marketing communications** (brochures, direct mail pieces, ad layouts ...)

**Website design and build** (every website we launch is a unique concept created for each client down to the content and the photography ...)

**Exhibit Signage** (solid knowledge of fabrication, printing processes, design and layout practices for museum-level projects. Illustration, photo-manipulation, solid knowledge of typography standards, etc.)

Every company brings its own set of challenges, whether it is a unique target market, limitations due to budget, restrictions from a governing board, etc., but none of these should ever interfere with a company's entitlement to a compelling and thought provoking brand presence.

# Liz Buila

Liz is the founder of Revolution Design and brings to the table a keen design and branding sense formulated from over 25 years of experience in the field. She holds a degree from The Ohio State University where she had the opportunity to study under some very influential designers with international acclaim. She has worked with various agencies large and small serving clients both national and international. She has guest lectured at The Ohio State University where she has also served as a judge for design competitions.

Working with clients such as the Smithsonian, Jane Goodall Institute, The United Way, Value City Furniture, The Limited, Express, Victoria's Secret, Anchor Hocking, Adidas, a handful of museums, and others, Liz has experience across many sectors with award winning work as a result — **“Top Pick” by the Washington Post.**

Her work extends beyond the 2D printed page, websites and interactive kiosks, to three dimensional spaces to include entire way-finding signage systems, interior signage campaigns for retail environments, to the rollout of compelling packaging implemented in stores nationwide. Liz's true strength lies within the effective implementation of branding across all forms of communication.

Whether it is through the initial formulation of an identity and identity standards guide, or stepping in to adapt a piece under the company's existing branding umbrella, Liz has a solid understanding of the power of branding and how it can be used most effectively to propel a company forward.



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The Ohio State University  
BSID, Visual Communication  
Design  
1995 – 2000

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New Media Designer  
Retail Planning Associates  
1998 – 2000

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Associate Designer  
Integrate, Inc  
2002 – 2006

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Designer - Principal  
Revolution Design  
2006 – Present

**identities**



Sterling Lofts are renovated condominiums within the historic Brewery District.

Pulling from a common architectural element within the area, the earthquake bolt was chosen as key identifier for the building and dimensionalized for the logo.

STERLING LOFTS

identity / stationary + pocket folder

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**STERLING** LOFTS

STERLING LOFTS

stationary + pocket folder

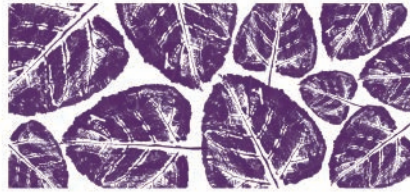


When starting a fresh, new healthcare consultancy, it was paramount for my client to separate herself from the mass of blue and green healthcare logos flooding the field. We chose to take a 180 turn and dive into bold color choices so her initial blip on the radar would spark interest and ultimately lead clients to her expertise.

LINDEN HEALTHCARE CONSULTING

identity

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**LINDEN**

Collaborative, Strategic Strength

LINDEN HEALTHCARE CONSULTING

stationary / marketing collateral / tradeshow booth artwork / website



Collaborative. Strategic Strength



127 E Liberty St  
Suite 207  
PO Box 272  
Wooster, OH 44691  
P: 330-439-6788  
F: 330-439-6789  
www.lindenhc.com



Tech Ease is a small company aimed at alleviating peoples' frustrations with their tech gadgets. The logo developed needed to convey a capable and approachable message.

TECH EASE

IDENTITY

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**tech ease**  
connect with **your technology**



TECH EASE

BUSINESS CARDS / MAILER / POSTCARD



How do you get parents excited about helping out with the PTO? Spruce up the communications — make them fun and exciting!

Making communications clear, concise and engaging is the way to gain participation from busy parents.

IDENTITY



COMMUNICATIONS



# Welcome to Deer Run Elementary!

Hello parents,

The Deer Run Elementary Parent Teacher Organization (PTO) would like to extend a warm welcome to both our new and returning families! Did you know that as a parent or guardian of a child at Deer Run Elementary, **you are automatically a member of the PTO?** That's right! **You** are in the PTO, and we hope that you will take this opportunity to join us and become an active part of our school. For the PTO to be effective and truly representative of our school, your participation is essential. It takes all of us – parents, guardians and teachers – working together to create the best educational experience for our children.

The beginning of the school year is a great time to think about what each of us can do to help make our school the best that it can be! **Please take a few moments to review the information contained in this packet and complete your Parent To-Do List below.**

If you have any questions, comments or concerns, please just let us know. We are looking forward to another great year at Deer Run Elementary!

Yours truly,  
  
 Tricia Shinnick and Kent Walz

### Parent To-Do List:

1. Complete the brief online Parent Communication Form located on the PTO website at: [drepto.com/volunteer](http://drepto.com/volunteer). **It only takes a few minutes!**
2. Make your DRE PTO Pledge Drive contribution: Contribute **ONLINE** at [mkt.com/dre-pto-store](http://mkt.com/dre-pto-store) - OR - Make your **CHECK** payable to "Deer Run Elementary PTO" and bring it along with your completed DRE PTO Pledge Drive form to the Walk-Through on Tuesday, August 15 (or send it to school with your child by Monday, August 31).
3. Contact your HR department to see if they provide **company matching contributions**. You could double your contribution for the school!
4. Make sure you enroll in The **Kroger** Community Rewards Program and/or the **Giant Eagle** Apples for the Students Program.

WELCOME FAMILIES | DEER RUN ELEMENTARY PTO 2017-2018

**PTO DISCOUNT CARD**  
 2018-2019  
 DUBLIN, OHIO

DEER RUN  
 ELI PINNEY  
 GLACIER RIDGE

THANKS FOR SUPPORTING YOUR PTO!

**J2 Southpaws LLC**  
 SERVING DUBLIN AREA BUSINESSES ACCESS  
 25 VOSHING AND TECH, VALUE: AND 801  
 J2SOUTHPAWSOLUTIONS.US

CARD EXPIRES 8/31/2019

WELCOME FAMILIES | DEER RUN ELEMENTARY PTO 2017-2018

While you are at redeisgning the PTO logo, why not go ahead and give the school logo an overhaul so there is a nice, cohesive look to all communications coming from the school?

Couldn't agree more so that's just what I did.

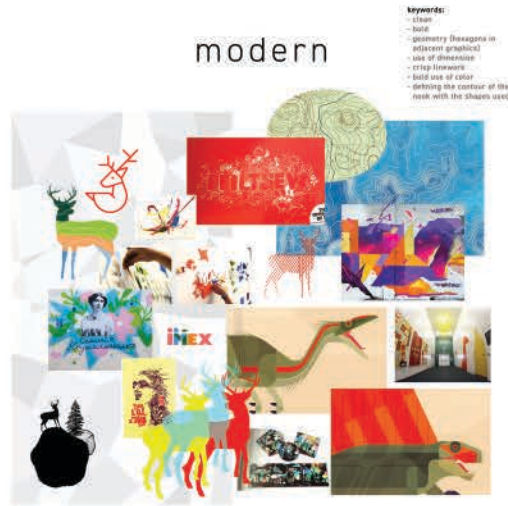


Lead,  
Lend a Hand,  
Learn,  
and Leave a Legacy!

A small, independent zoo in Pennsylvania renovated their welcome center and part of the new space was a coffee shop for visitors to gather and mingle. An absolute must to be incorporated into the logo was a buck - the key figure in a sculpture located elsewhere in the zoo created by a local craftsman. The graphics within the space needed to integrate seamlessly with surrounding signage and blend in as if part of the zoo from the beginning.

ELMWOOD PARK ZOO WELCOME CENTER

VISUAL STUDY MOOD BOARDS TO DEFINE THREE UNIQUE DIRECTIONS: RUSTIC - MODERN - COLLAGE







Four Navy Seals turned avid sports fishermen decided to improve upon the spear fishing equipment available in the marketplace. Devising protection floats to surround divers while fishing, Blue Rim Diving Company is poised to reduce the risk many fishing enthusiasts face each time they jump in the water.

BLUE RIM DIVE COMPANY

IDENTITY CONCEPT + THREE PRODUCT LOGOS



**MANGROVE**



**MK-48**



**DESCENT**

All Seasons Spas is one the country's leading sources for Hot Tubs, Swim Spas and Saunas. Their growth and success needed an updated branding system to more accurately portray their stake in the game. I helped them transition from a handful of inconsistent logos, random color palette and mail order business cards, forms and letterhead.



**All Seasons Spas**  
Central Ohio's Largest Spa & Hot Tub Dealer!

B Well Ayurveda was looking for a logo to provide a soothing and natural presence to align with the ayurvedic practices she utilizes.

TECH EASE

IDENTITY

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**B·WELL·AYURVEDA**  
H E A L T H C O A C H

Master Youngjin Kim was looking to update his existing logo to work more efficiently across a myriad of platforms. Taking into consideration the multitude of reproduction methods he utilizes, a sustainable system was established so with every reproduction the brand integrity remains intact.



J. TIGER TAEKWONDO

IDENTITY REFINEMENT



Wenning Law Firm was looking to open the doors and hit the ground running. I worked with Rachel Wenning to establish a solid branded platform from which she could build her communications platform.

WENNING LAW FIRM

IDENTITY

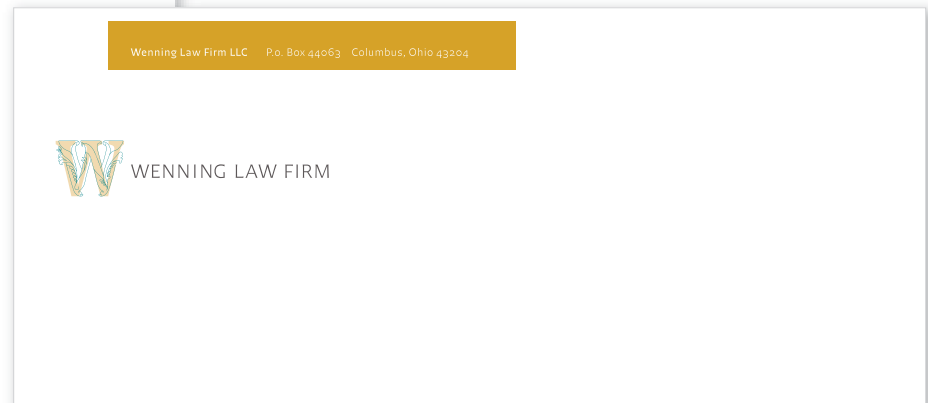
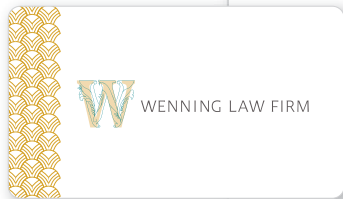
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WENNING LAW FIRM

WENNING LAW FIRM

IDENTITY



With their proprietary software suite, Lobby Central simplifies and takes the guesswork out of the customer check-in experience. It allows customers to manage wait times, send status updates, provide online scheduling, and more.

I provided an overhauled brand inclusive of stationary and app icon and a comprehensive standards guide (provided for every brand I complete).

LOBBY CENTRAL

IDENTITY

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LOBBY CENTRAL

APP ICON










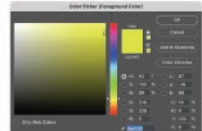
LOBBY CENTRAL

STANDARDS GUIDE

<b>Lobby Central</b>	<b>revolutiondesign</b>																																
Standards Guide:	30 Fox 1346 / Columbus, Ohio 43218 cell 614.226.9686																																
May 5, 2022																																	
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<b>Lobby Central</b>	<b>revolutiondesign</b>
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May 5, 2022	
Logo Spacing and Minimum Clear Space	<h3>Minimum Clear Space</h3>  <p><b>Minimum clear space</b> refers to the minimum amount of blank space which should be left around the logo to create some breathing room for the logo. Keeping the logo with either text or other graphics will create tension which is logical and make the logo harder to interpret.</p> <p>Lower ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt lobis. Ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt lobis. Ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt lobis. Ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt lobis. Ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt lobis. Ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt lobis.</p>
Logo Sizes	 <p>7: To ensure legibility on a compromised logo should never appear smaller than 1/4" in size.</p>

<b>Lobby Central</b>	<b>revolutiondesign</b>
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May 5, 2022	
Gradients	 <p>To give the impression that the "L" shadow is fading into the background, it is important to make sure the gradient is set to the proper adjustments (see paragraph below).</p> <p>On dark backgrounds, the shadow goes from a white to a transparent gradient to help emphasize the shadow and allow it to blend well.</p> <p>Depending on the background, it may be the case that this gradient will need to be adjusted.</p> <p><b>When kept on a white background, this has a minimal impact making the white background the ideal and suggested background color whenever possible.</b></p>  <p>White Gradient (on color field)</p>  <p>Grey Gradient (on white background)</p>

<b>Lobby Central</b>	<b>revolutiondesign</b>
Standards Guide:	30 Fox 1346 / Columbus, Ohio 43218 cell 614.226.9686
May 5, 2022	
Primary Color Value Breakdowns	<h3>Secondary Color Value Breakdown</h3> <p><b>GREEN:</b></p> <p>PMS: Uncoated Paper: <b>PMS 396U</b> Coated Paper: <b>PMS 396C</b></p> <p>CMYK: C:18 M:0 Y:100 K:0</p> <p>RGB: R:88 G:45 B:105</p> <p>HEX: #0E712D</p> 

Simple yet sophisticated. This logo solution combines the initials of the photographer to form the shape of the camera lens.



alex bringer  
P H O T O

Sunbury Plaza Dental was looking to refresh their look and modernize their appearance. The final design chosen was a loose interpretation of a sun created by a dashed line creating a fun, modern approach more indicative of the attitude of the practice.

SUNBURY PLAZA DENTAL

IDENTITY

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Sunbury Plaza  
**Dental**

Nestled in the heart of Clintonville,  
Dr. Gardner was looking to introduce  
a family-friendly dental practice true  
to the values and quality of the  
surrounding neighborhood.



**Robert W. Gardner DDS**  
CLINTONVILLE GENERAL DENTISTRY

BiWeekly Guarantee Company  
devised a software program that  
establishes a mortgage payment  
every two weeks for homeowners.

The logo is a stylized “B,” as well as, a  
graphic representation of a calendar  
month with 2 days highlighted.





**BiWeekly**  
guarantee company

BIWEEKLY GUARANTEE COMPANY

STATIONARY



Setting themselves apart from the myriad of financial advisors, Rider Financial Group was looking for a refreshed presence in the marketplace. Sophistication, professionalism, experience and growth were the key attributes they were looking to portray and, I think, what I achieved with their new brand.



RIDER  
FINANCIAL GROUP

RIDER FINANCIAL GROUP

STATIONARY / TRADE SHOW HANDOUT



Wedgewood Endodontics was a new practice preparing for their grand opening in the Columbus area. They understood the importance of a branded presence and worked with us to establish a collateral system that presented them as the caring professionals they are.

W E D G E W O O D  
E N D O D O N T I C S

WEDGEWOOD ENDODONTICS

REFERRAL FORM / BUSINESS CARDS / NOTE CARDS





Merion Village Dental is a progressive dental office that sought to delineate themselves from the “typical dental office.”

They traded in their mail-order stationary system for a fully branded collateral system that elevated them to the top notch dental office they truly are.

MERION VILLAGE DENTAL

IDENTITY / STATIONARY / COLLATERAL / SIGNAGE / WEBSITE

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**merion village dental**  
vesha, janikian, voyles

MERION VILLAGE DENTAL

STATIONARY / COLLATERAL / NEW PATIENT FORM / DIRECT MAIL CARDS / APPOINTMENT CARDS



MERION VILLAGE DENTAL

BROCHURE



WD Partners needed a logo to co-exist with their corporate identity to represent their internal managerial course offered to employees.



Working with a very small budget is, often times, just part of the challenge. Barker's Choice Bakery was the dream of a dog lover devoted to providing her animals with healthy alternatives to the treats found in most stores. Working on a shoestring budget meant creating materials that she could reproduce affordably without sacrificing quality.





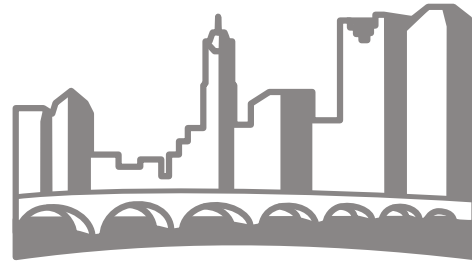


Cap City Dental Lab wanted to get the word out that they are Columbus's premiere, full service dental lab. They were printing their marketing materials in-house as they needed them, but weren't happy with the mediocre response to their mailings. We updated their look, gave them an edge and now they have the business and respect they deserve.

CAP CITY DENTAL LAB

IDENTITY

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**Cap City Dental Lab**

CAP CITY DENTAL LAB

STATIONARY / DIRECT MAIL / SALES PORTFOLIO



CAP CITY DENTAL LAB

SALES PORTFOLIO



Capturing the feeling of the downtown and the festival, itself, was the objective of this identity for a small nonprofit in Wooster, Ohio. Marrying symbolism for the arts, jazz and an icon for the downtown ultimately resulted in a logo the town is effectively employing for their festival today.



Grove City Family Dentistry had just renovated their office. The results were breathtaking and they were energized to spread the word. Their established brand in the community was a hot air balloon, so updating it was the first step. From there, I took them to new heights with a complete stationary package and eventually various marketing pieces, brochure and a website.



GROVE CITY FAMILY DENTISTRY

IDENTITY

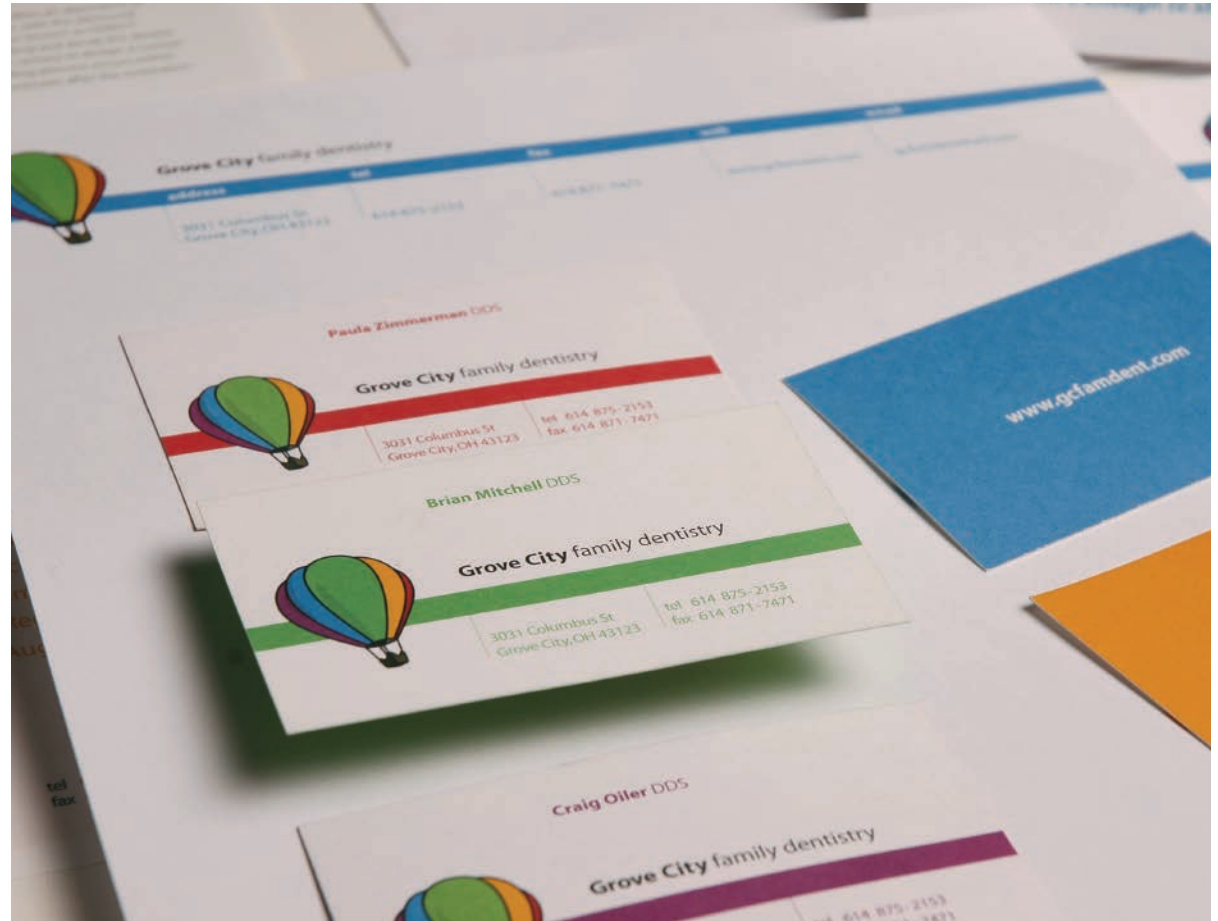
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**Grove City** family dentistry

GROVE CITY FAMILY DENTISTRY

STATIONARY / NOTE CARDS / MARKETING COLLATERAL / BROCHURE / WEBSITE





**Dr. Oiler**

Dr. Oiler is a graduate of The Ohio State University College of Dentistry, and a member in the American Dental Association, the Ohio Dental Association, and the Columbus Dental Society. He also served as a part-time instructor at The Ohio State University College of Dentistry. Dr. Oiler has a strong connection to Grove City having grown up in the area and has been in the practice here since 1990.

**Dr. Paula Zimmerman**

Dr. Zimmerman is also a graduate of The Ohio State University College of Dentistry, and a co-owner of Grove City Family Dentistry, Inc. She is an active member in the American Dental Association, the Ohio Dental Association, and the Columbus Dental Society. She is certified in Invisalign® Orthodontics and was featured on "A Better Life" on ABC Channel 6. Dr. Zimmerman was awarded "Top Doc" by Invisalign® in the Great Lakes Region. In her spare time, she is involved in early childhood dental education and enjoys giving speeches at local schools.

**Dr. Robert Gardner**

Dr. Gardner was born in Keokuk, Iowa. He graduated from The Ohio State University and is a resident of Grove City, Ohio. He has three children: Lilly, Ashley, Hanna, and Eli.

GROVE CITY FAMILY DENTISTRY

EXAMPLES OF SOME OF THE ENVIRONMENTAL SIGNAGE



**3D projects**

Attorney General Mike DeWine was interested in an educational installation educating visitors to his downtown headquarters about what exactly the Attorney General's office does. I had one large wall to bring to life and that is what I did.

Photography, dimensional type, vinyl, bumped-off signage, you name it – we used it to create a fun and informative installation.



OHIO'S ATTORNEY GENERAL WALL OFFICE TIMELINE

ENVIRONMENTAL GRAPHICS



OHIO'S ATTORNEY GENERAL WALL OFFICE TIMELINE

ENVIRONMENTAL GRAPHICS

# 1970

## The Modern Era 1976 - Present

1969

1970



The Modern Era (1976 - Present) section features a large red card with white text. To its left are two smaller cards: one for 1969 with a photograph of a person, and one for 1970 with a photograph of a person in a suit.

### MAP OF ATTORNEY GENERAL REGIONAL OFFICES & REGIONAL THROUGHOUTS

2001

TOLEDO est. 1982

Bowling Green est. 1985

Cleveland est. 1950

Richfield est. 2002

Youngstown est. 1945

Youngstown est. 2007

Columbus est. 1846

London (BO Headquarters) est. 1890

Cambridge est. 2011

Athens est. 2007

Cincinnati est. 1950



The map of Ohio displays the locations of regional offices and throughout. Callout cards provide details for each location: Toledo (1982), Bowling Green (1985), Cleveland (1950), Richfield (2002), Youngstown (1945 and 2007), Columbus (1846), London (1890, BO Headquarters), Cambridge (2011), Athens (2007), and Cincinnati (1950). A central card for 2001 features a photograph of a circular seal with the text 'GOD ALMIGHTY'.





With a very quick timeline,  
Michael Farrell Salon was looking to  
incorporate their spin on the AVEDA  
concept store.

The use of subtle dimensional  
type and soothing graphics were  
incorporated to seamlessly coincide  
with the predetermined  
AVEDA graphics.



MICHAEL FARRELL SALON

ENVIRONMENTAL GRAPHICS



Open E Cry wanted traffic at their tradeshow booth.

I created a fully customized modular system that lit up the room...literally. A framework of lights illuminated the plexiglass panels of the back wall allowing the entire booth to glow.

Imagine the traffic.

OPEN E CRY

TRADESHOW BOOTH



American Signature Furniture came to us with a need for a sophisticated signage and collateral solution for their lifestyle driven furniture store.

The end result allowed for informational graphics to appear within the store without taking anything away from the furniture itself, as well as, a complete collateral system to support the brand.



AMERICAN SIGNATURE FURNITURE

NASHVILLE FLAGSHIP STORE: STORE SIGNAGE / IN-STORE COLLATERAL / STATIONARY COLLATERAL / FLEET GRAPHICS



Elmwood Park Zoo, as part of a renovating process, updated their administrative offices. A specific directive was to provide a space where attention could be paid to accomplishments throughout the year to help encourage comradery and to generally celebrate one another. The fixturing had to be easily updatable allowing images and awards/mentions to be swapped out.



ELMWOOD PARK ZOO

ADMINISTRATIVE OFFICES



ELMWOOD PARK ZOO

ADMINISTRATIVE OFFICES - MODULAR PEGBOARD SYSTEM TO ALLOW STAFF TO UPDATE IMAGERY AS NEEDED



Juxtaposed with the new logo for their “Buck Cafe” logo, Elmwood Park Zoo wanted graphics to help tie the coffee shop into the new construction while at the same time introducing a whimsical world representing the local habitat and highlighting animals native to the area.

ELMWOOD PARK ZOO

BUCK CAFE MURAL



**museum signage**



I have worked extensively with a local exhibit design company providing me the opportunity to work on countless projects ranging from children's science museums, privately held collection exhibits to spaces in the Smithsonian American History Museum in Washington DC. Here are a few visuals from those exhibits.


(I am limited in what I can show so more information is available upon request).

In the 9,000 sq ft renovation within the Denver Museum of Science and Nature, I provided support revising graphics including stunning monoliths embedded in unique exploration zones, murals and interpretive signage. Part of the renovation included a fantasy spaceship where visitors could “command” the ship from the bridge and participate in interactive experiences.









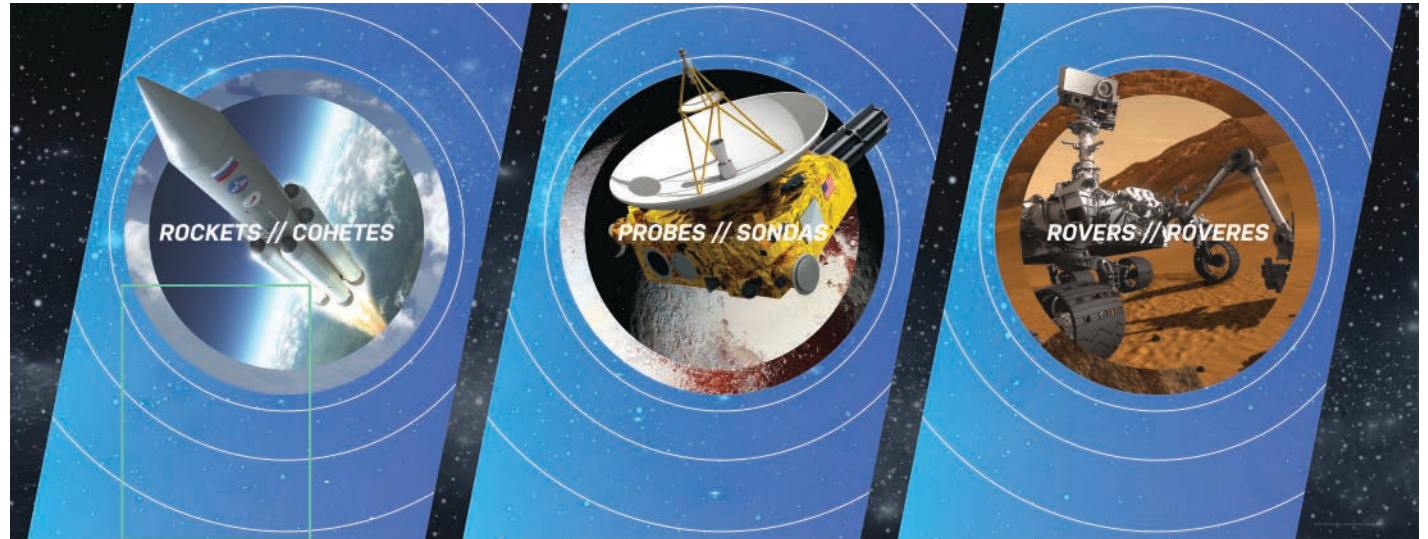
**THE MOON**

Each person who has walked on the surface of the moon has reported that its dust has a smell, often described as "spent gunpowder." Unlike the other smells, which are based on spectroscopy, people have actually smelled the moon; however, its origin remains an intriguing mystery.

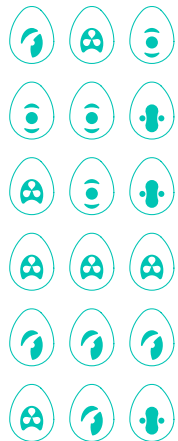
**LA LUNA**

Todos los que han caminado sobre la superficie lunar han informado que su polvo tiene un olor, a menudo descrito como "pólvora usada". A diferencia de otros olores, que se basan en la espectroscopia, estas personas realmente han olido la Luna; sin embargo, su origen sigue siendo un misterio intrigante.

PHOTO: GETTY IMAGES







**LOUNGE**  
SALÓN

**SPACEWALK**  
CAMINATA ESPACIAL

**LASER CANNON**  
CAÑÓN LÁSER

**BRIDGE**  
PUENTE

**COMPUTER CORE**  
NÚCLEO DE MOTOR

**AIRLOCK**  
ESCLUSA

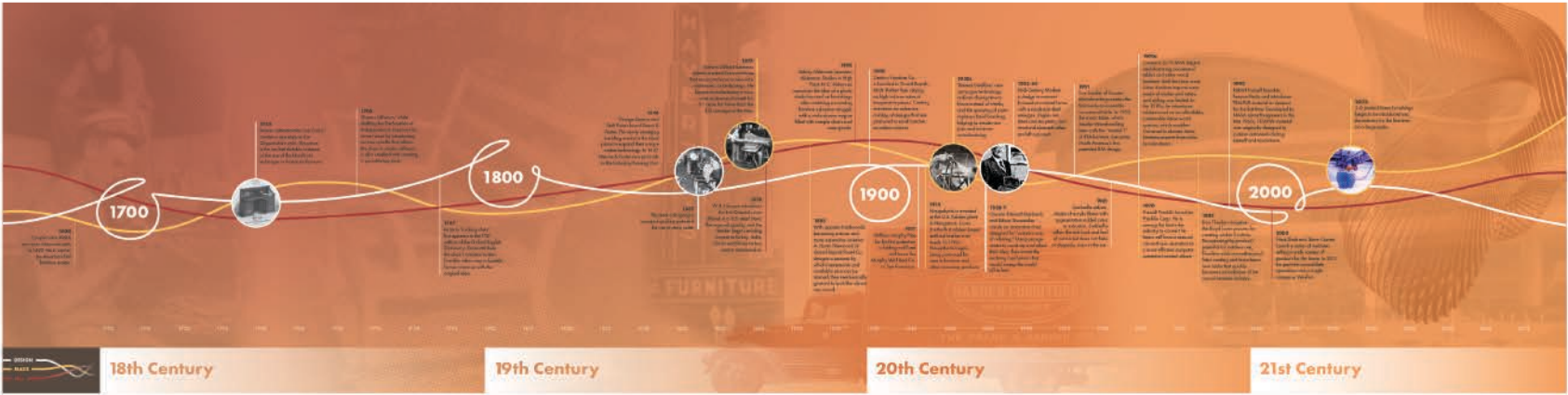


In this state-of-the-art venue, I provided design support and implementation within the galleries and exhibits. The Hall of Fame Gallery, being the heart of the institution, combined murals, interpretive signage, plaques and interactive projected visuals.

- 25,000 sq ft, 11.5M project took three years to complete from initial concept to installation
- Interpretive signage, wayfinding signage, murals, wall texture patterns, banners, interactive elements, modular donor signage system







### 2023 INDUCTEES

Each inductee was selected by a points-based ballot based on four foundational qualities:

- 1. ENDURING RESILIENCE**  
The inductee has demonstrated a long and successful career in the industry.
- 2. SUPERB ACCOMPLISHMENTS**  
The inductee has achieved significant milestones and accomplishments in their field.
- 3. INNOVATION AND CREATIVITY**  
The inductee has brought new ideas, products, or services to the market.
- 4. PHILANTHROPIST GENEROSITY**  
The inductee has made a significant contribution to the industry or community.

## HOME FURNISHINGS

*Why is High Point the Home Furnishings Capital of the World?*

Generally, visitors attend Market here for one of three reasons:

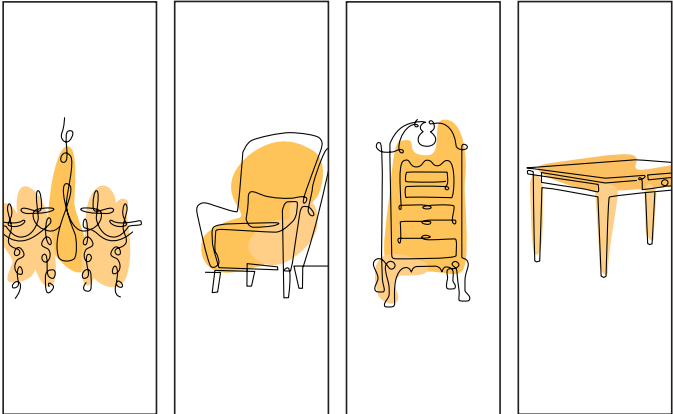
- EXHIBITORS**
- BUYERS**
- PRODUCTS**

## CAPITAL OF THE WORLD

*How does Market affect You?*

*We are a viable industry. We improve lives around the world by creating beautiful homes.*

**PROFESSIONAL ENRICHMENT**









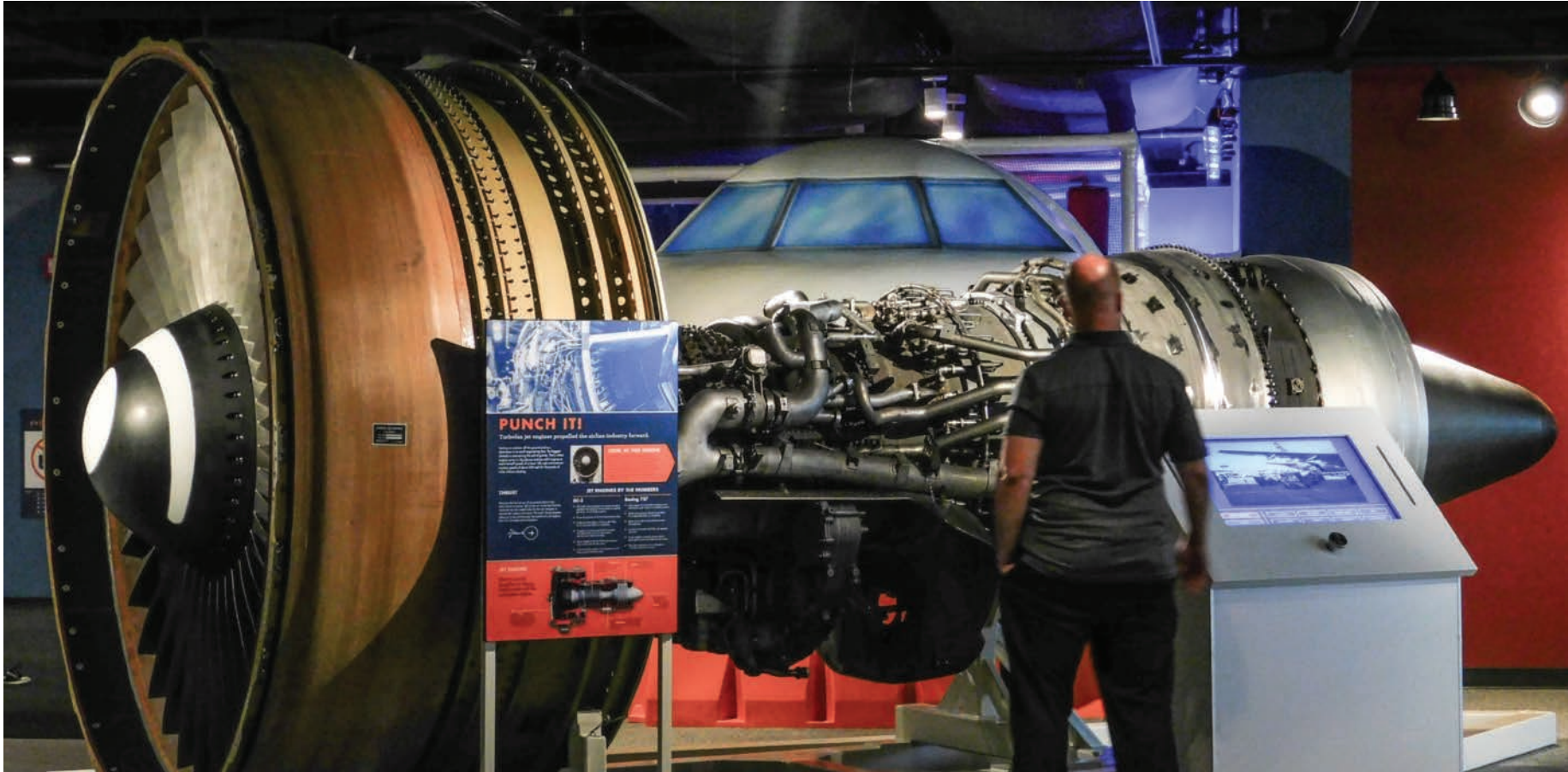
Opening in March 2024, the Change Your Game exhibit was highlighted as a “Top Pick” by the Washington Post. With 4,000 square feet, this exhibit highlights the role of invention and technology in sports, from the perspective of the inventor.

- 4,000 Square Foot Gallery Space
- 13 Custom interactive media experiences
- 6 uniquely engaging areas of exploration
- Worked as a subcontractor alongside Roto to assist with impl



The CR Smith Museum (American Airlines) located in Dallas, Texas, underwent a major renovation in 2017-2018. The project focused on transforming the 25,000 sq ft facility by replacing nearly all the interactive, media, and interpretive exhibits. My role involved translating a graphic direction to newly created fixtures, displays and interactive experiences.







## DON'T RUN

- 1 Lorem ipsum dolor sit amet, consetetur elipsum.
- 2 Rem ipsum dolor sit amet.
- 3 Em ipsum dolor sit amet, consetetur elipsum.
- 4 Ipsum dolor sit amet, consetetur elipsum.

## THE SKY'S THE LIMIT

What began as a fledgling mail carrier in 1938 now soars to new heights as American Airlines, one of the most enduring names in aviation history.

Today, more people around the world are flying than ever before, and airlines transport more products and cargo than ever imagined. From coast-to-coast to far-away destinations, it takes a combined effort of over 100,000 employees of American Airlines and regional partners to get people and packages from place to place.

On any given day, more than 3,000 American Airlines flights take off, bound for some 210 destinations worldwide.

**HARD TO FATHOM THAT NUMBER OF PLANES?**  
Check out this remarkable fleet of global airbases on the move!



## WE ARE AMERICAN AIRLINES

There is no single way to describe the dynamic workforce of over 100,000 people that forms the backbone of American Airlines.

On the ramp, clerks shepherd millions of pieces of precious belongings and cargo on and off of flights.

In the hangar, maintenance crews inspect every inch of each aircraft to insure safety in the skies.

At the airport, passenger service and reservations agents process 8# million reservations each day.

Aboard each plane, flight attendants and crew serve passengers en route to their destinations.

Behind the scenes, revenue managers and the Integrated Operations Center coordinate every aspect of 6,700 flights...every minute of every day.

### WE ARE AMERICAN AIRLINES GALLERY

Featured here are seven core American Airlines work groups that keep the airline humming:

- Passenger Service
- Maintenance
- Fleet Service
- Pilots
- Flight Attendants
- Reservations
- Revenue Management



I was brought on to assist with the the opening of Da Vinci Science Center in Allentown, PA in May 2024. My role involved the refinement and implementation of more than 80 unique signage pieces, 6 murals and various miscellaneous pieces including games and puzzles.

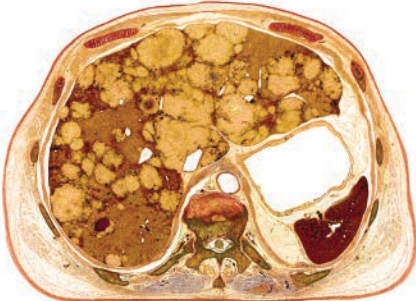
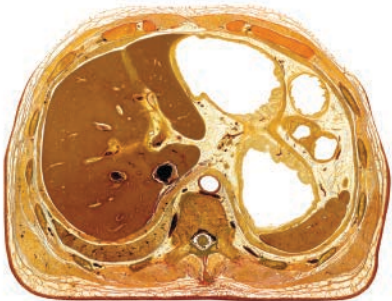
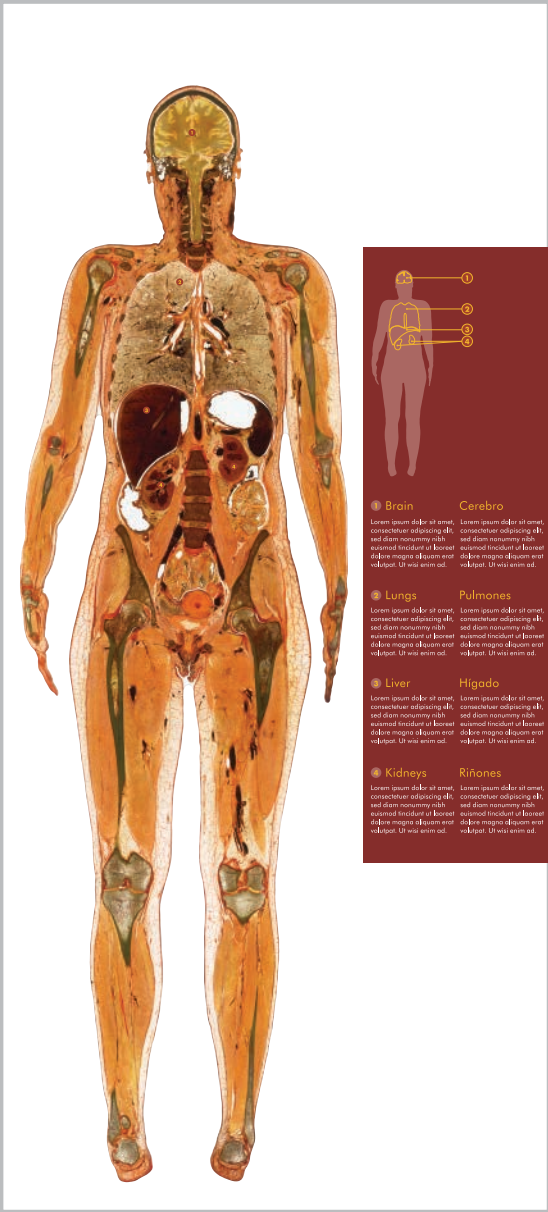
- 21,000 sq ft of exhibit space

- Two-story immersive model of the human body



DISCOVERY SCIENCE CENTER

ENVIRONMENTAL GRAPHICS - KEY CODING SYSTEMS



### healthy liver



stomach  
liver  
spleen

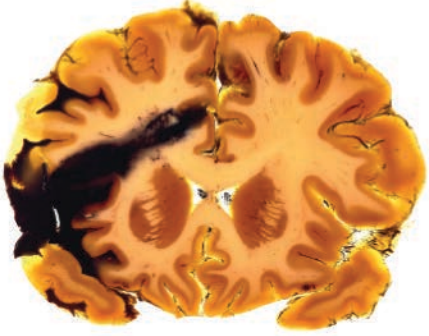
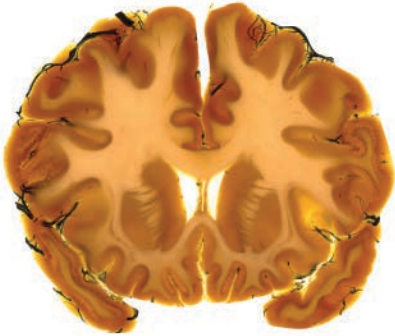
Located in the abdomen, the liver cleans toxins from our blood, processes nutrients, and helps digest fats. To keep your liver healthy, reduce its workload; eat a healthy diet and avoid toxins like alcohol.

### liver with cancer



liver with cancer

The light-colored areas on this liver are densely packed tumor cells. When tumors form, their cells can be carried by blood to other organs, causing new tumors. Since all blood passes through the liver, tumors often spread there.



### healthy brain



gray matter  
white matter

Your brain needs lots of energy and oxygen, and it relies on your blood to supply it. Brain health thus depends on heart health. Getting good sleep and staying socially connected and mentally active also helps keep brains healthy.

### brain after stroke



bleeding

The dark area on this brain shows cells damaged by stroke. A stroke disrupts blood flow to the brain, killing cells. This impairs brain function and can cause paralysis, speech problems, vision loss, or other issues.

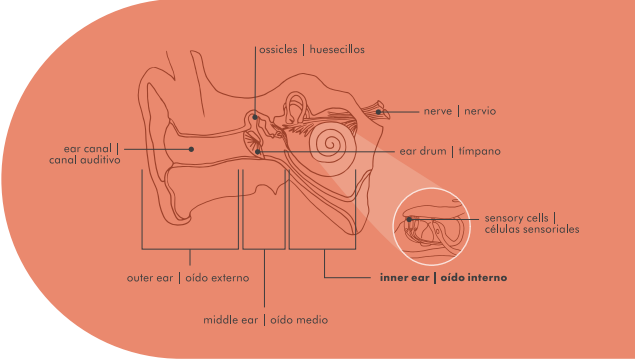
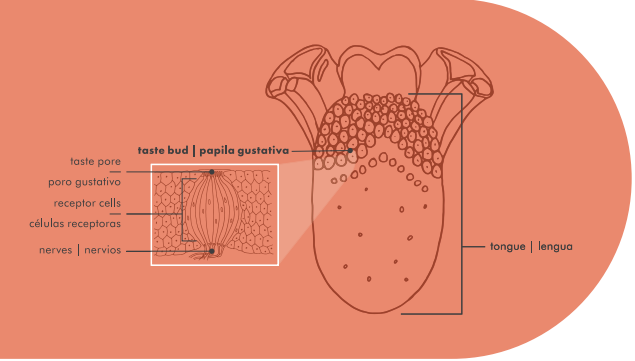
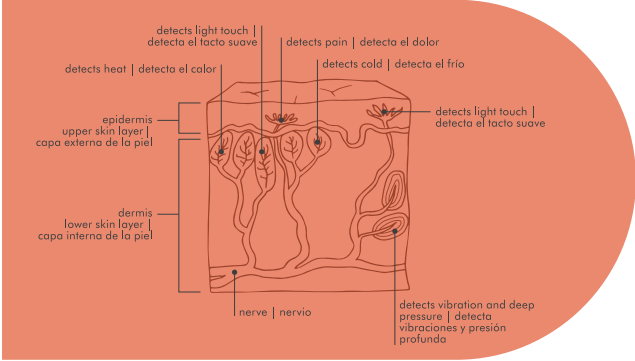
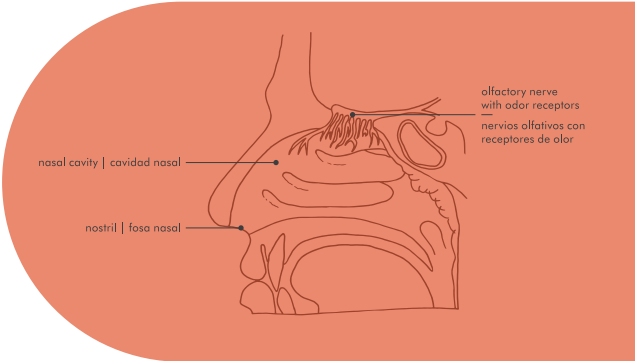
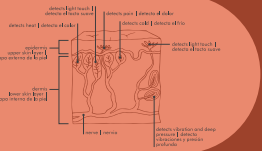
DISCOVERY SCIENCE CENTER

ENVIRONMENTAL GRAPHICS - INFORMATIONAL DIAGRAMS

# touch tacto

## Five types of nerves contribute to touch / cinco tipos de nervios contribuyen al tacto

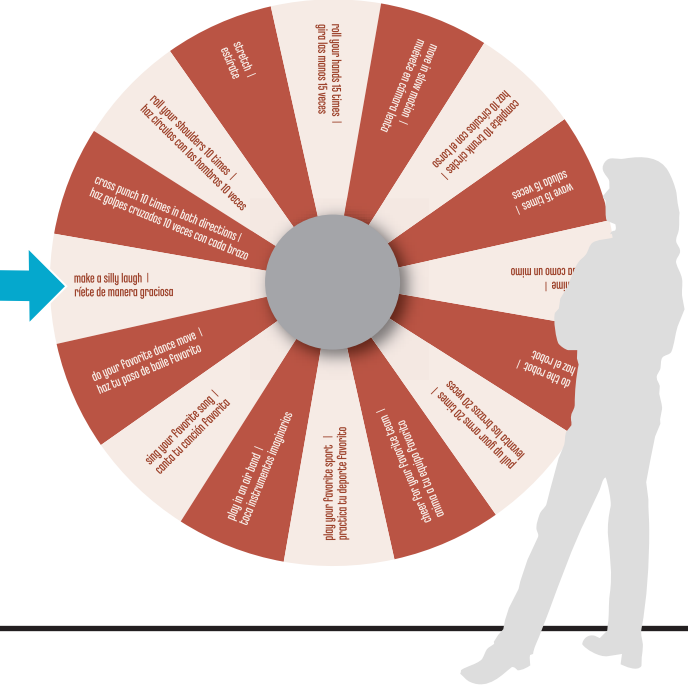
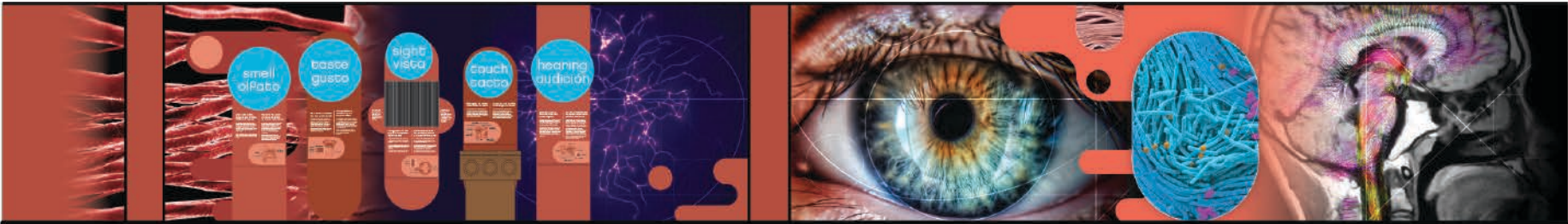
Touch does not have a single sense organ. Instead, various types of nerve endings spread throughout the skin can detect different kinds of contact, including texture, pressure, stretching, vibration, and temperature. The brain combines and interprets the input from all these nerves to create our experience of touch.





DISCOVERY SCIENCE CENTER

ENVIRONMENTAL GRAPHICS - INFORMATIONAL DIAGRAMS



**super foods | súper alimentos**
  
 What is the best way to support your health? Eat super foods! They are packed with nutrients that help you stay healthy and active.

**what's for dinner?**
  
 It's time to think about dinner.

**"Provide education about nutrition and healthy lifestyles."**
  
**"Provide education about nutrition and healthy lifestyles."**



**build a super supper**
  
 Build a super supper with healthy choices.

**¿Se enfiesta que?**
  
 Edificarse sobre el plato de la dieta y hacerlo de manera sana.



The National Museum of Military Vehicles aims to honor American veterans and their families by sharing their stories through the lens of military vehicles in their 10,000 sq ft museum.

I worked with Roto to implement the established graphics, helped execute mural designs and worked to determine user interface standards for several interactives.



NATIONAL MUSEUM OF MILITARY VEHICLES

READER RAIL GRAPHICS

M-170

AMBULANCE JEEP

The ambulance version of the post-Korean War M38A1 "round fender" jeep. The extended wheelbase and soft suspension with dual stabilizers afforded the M-170 an extremely smooth and comfortable ride, a key feature in evacuating wounded, injured and sick soldiers. A total of 4,155 of the M-170 model were produced from 1953 to 1963. It could carry three litter patients, and saw extensive service in Vietnam, particularly at smaller, more remote hospitals and airstrips not suited to the larger, less off-road capable wheeled ambulances. This ambulance jeep has been immaculately restored.



Image de Finibus Bonorum et Malorum Nam libero tempore, cum soluta nobis est eligendi



Image de Finibus Bonorum et Malorum Nam libero tempore, cum soluta nobis est eligendi

gettyimages



M725

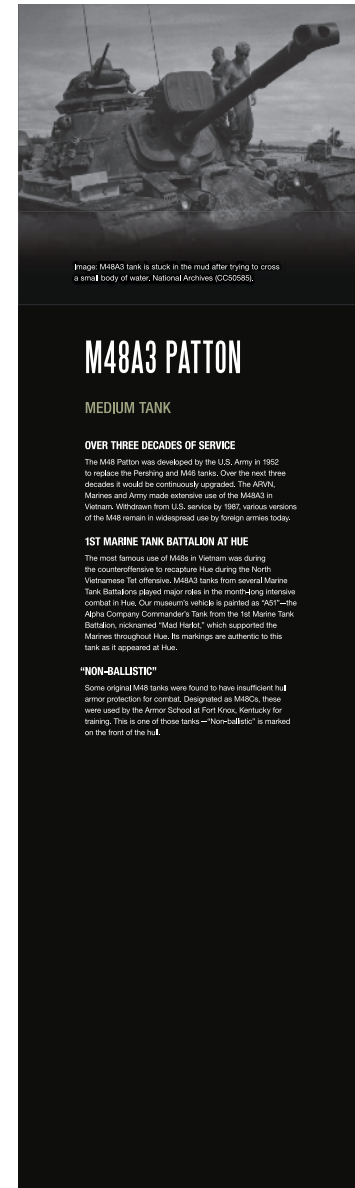
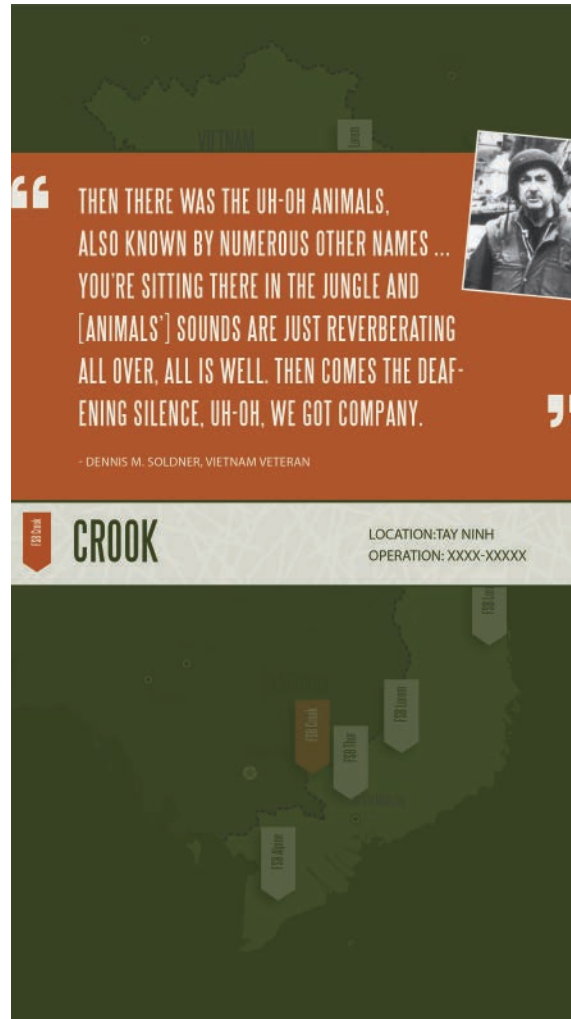
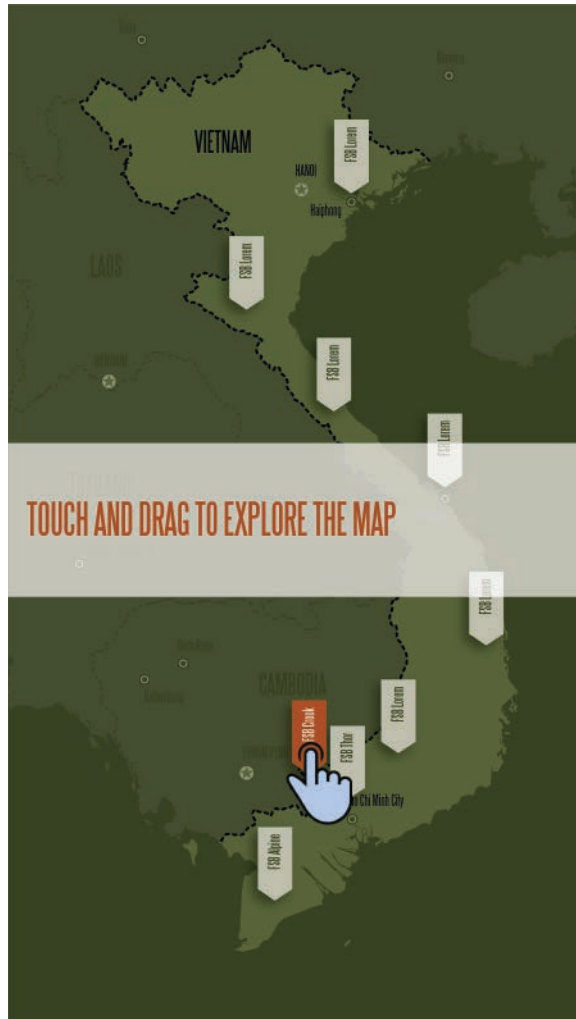
KAISER AMBULANCE

Between 1967 and 1969 the Kaiser-Jeep Corporation produced a 4x4 heavy ambulance based upon their civilian "Gladiator" full-sized pickup trucks. Although a boxy and unattractive vehicle, this ambulance rendered reliable service in Vietnam, usually at established hospitals. It could carry five stretcher cases or eight ambulatory wounded. Its rear compartment included ventilator fans, a heater and even a surgical lamp. As with all Vietnamese vehicles, it would be replaced by High Mobility Multi-Purpose Wheeled Vehicles (HMMWV) beginning in 1984. The ambulance has been meticulously restored.



NATIONAL MUSEUM OF MILITARY VEHICLES

INTERACTIVE SCREENS + INTERPRETIVE







The Gantry at LC-39 was designed to be home to innovative and interactive experiences for visitors to Kennedy Space Center. The exhibit explores the relationship between technology and nature as it is within a national wildlife refuge. I supported the design process by contributing work on experience interpretives, wayfinding signage and interactives including games.



LC  
39

### A Multi-User Spaceport

NASA Partnerships

Due to its prime location, advanced infrastructure, and flexible architecture, Kennedy Space Center is home to many of the world's top space capabilities companies, such as SpaceX, Blue Origin, ULA, and Lockheed Martin.

All these capabilities, in addition to Kennedy Space Center's role as a hub for commercial launch and operations, are key to the future of space exploration.



#### World-Class Infrastructure

With its world-class design infrastructure, 13 space launchers, including heavy-lift, commercial launchers, and heavy-lift launchers, development and assembly of space hardware, and the world's largest launch complex, Kennedy Space Center is the heart of the nation's space program.



Small Interpretive Pillar

LC  
39

### Sea Turtles

Multi-generational  
Floridians

Kennedy Space Center (KSC) is an important habitat for many endangered sea turtle species. The most commonly seen species are the Loggerhead, Leatherback, and Green Sea Turtles, and Laysan Albatross.

Sea turtles use mangroves for protection from predators and to rest, and are also important nesting sites. KSC staff monitor nesting activity and provide protection for the eggs and hatchlings. You can see them here at KSC.




#### What happens to sea turtles during launches?

KSC has several measures in place to protect sea turtles and their habitats, especially during rocket launches. Before and after launches, KSC staff check the water for turtles and other wildlife that could potentially be harmed by rocket debris.

During major nesting events, KSC staff also monitor launches to avoid disturbing sea turtle nests.



#### Hatchlings at Kennedy Space Center

In summer KSC staff use satellite tracking to monitor the progress of sea turtles as they migrate across the Atlantic Ocean to their nesting sites in the Caribbean and South America.

Using satellite tracking, KSC staff can determine the location of sea turtles as they migrate across the Atlantic Ocean. This information is used to protect sea turtles from threats such as bycatch in fishing gear and marine pollution.

#### Loggerhead Nesting Density



**Quick Facts:**

- In 2015, KSC staff monitored 1,000 sea turtle nests.
- KSC staff monitor sea turtle nesting activity from May through September.
- KSC staff monitor sea turtle nesting activity from May through September.
- KSC staff monitor sea turtle nesting activity from May through September.

Large Interpretive Pillar



## Protecting our planet from NEOs (Near Earth Objects)

Tracking asteroids is a crucial part of NASA's mission to protect life on Earth.

NASA has several missions in place to protect Earth from potential asteroid impacts through detection and deflection.



**Detection**

NASA's Asteroid Detection Mission (ADM) is the first mission to search for and track asteroids that could pose a threat to Earth. ADM will use a combination of ground-based and space-based telescopes to detect and track asteroids that are larger than 100 meters in diameter.



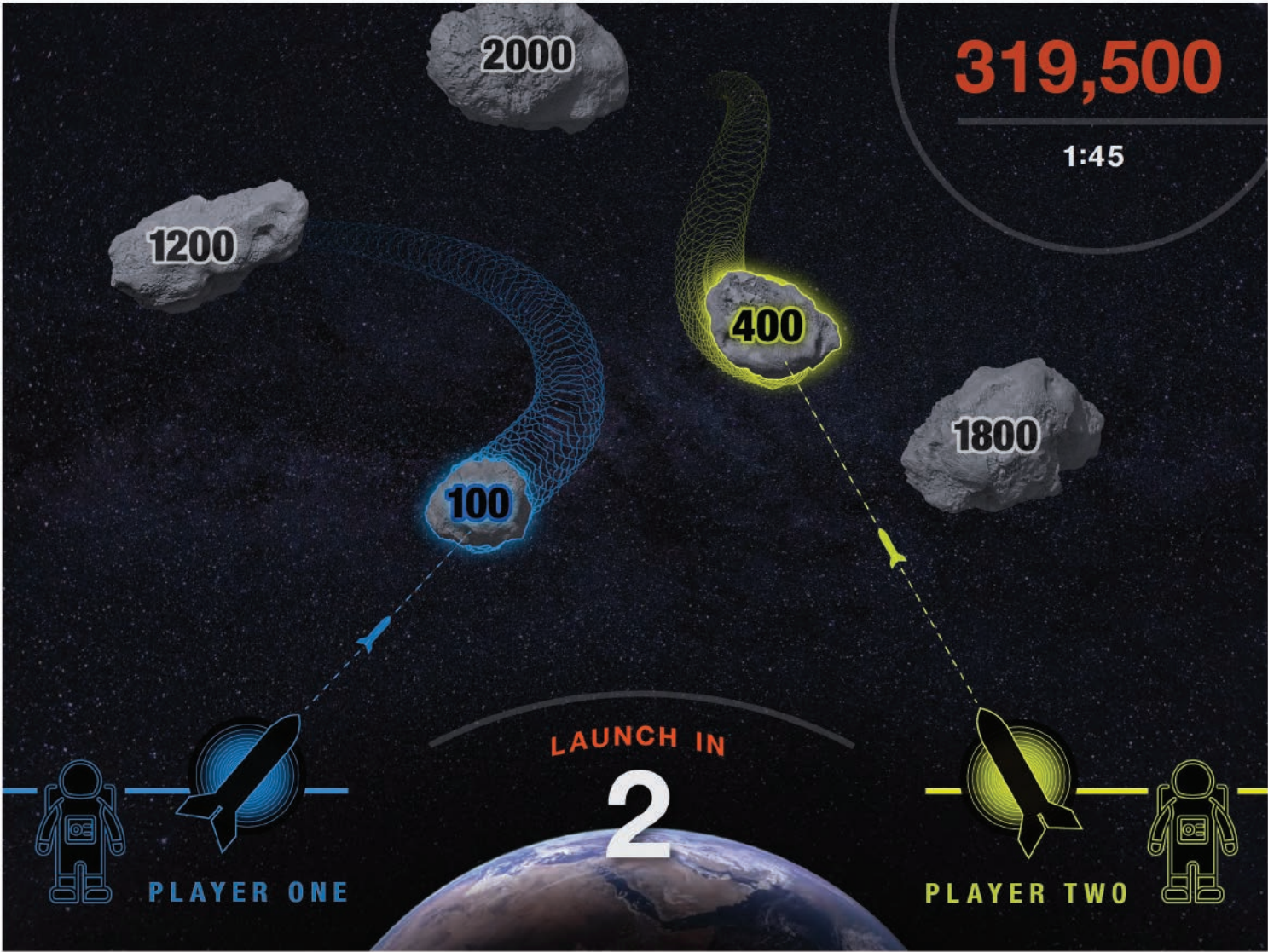
**Deflection**

In 2025, NASA will launch the Asteroid Deflection Test (ADT) mission. ADT will test the ability to deflect an asteroid's path by a few centimeters. This mission will demonstrate the feasibility of using kinetic impactors to deflect an asteroid.

Gallery Interpretive Pillar

KENNEDY SPACE CENTER LC39

VIDEO GAME SCREEN DESIGN



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