

*"To design is much more than simply to assemble, to order, or even edit; it is to add value and meaning, to illuminate, to simplify, to clarify, to modify, to dignify, to dramatize, to persuade, and perhaps even amuse. To design is to transform prose into poetry. Design broadens perception, magnifies experience, and enhances vision."*

—Paul Rand

Graphic design is a burgeoning field. As a society, we are coming to expand our understanding of what design is. Design is more than visual; It's much more than marketing or print production. Graphic designers are writers and producers of culture, and being a designer carries a cultural responsibility. As a designer and producer of visual culture, I strive to find means by which to let public memory emerge from the stories of the people it is bound to define. I believe a single story does not have to be the only one we tell.

This philosophy runs through the core of my professional practice. My studio is a multi-disciplinary design practice specializing in projects for cultural institutions, social activism, civic engagement, and public memory through experimental media, collaborative storytelling, and interactive design for physical spaces. The projects and exhibits I work on seek to empower the individual to participate in the storytelling process and expand public memory to include previously unheard voices. Exhibits utilize site for the interpretation and continuation of historical narratives by linking research, education, and social engagement into an interactive designed experience.