

## NAOMI PEARSON

### CONTACT

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### EDUCATION

Carnegie Mellon University  
BFA in Graphic Design  
May, 1994

### COMPUTER SKILLS

Illustrator  
Photoshop  
InDesign  
Filemaker Pro  
CAD Tools

### PROFESSIONAL MEMBERSHIP

AIGA  
SEGD  
o2NYC Eco Design Network  
Designers Accord

### SPECIAL INTERESTS

Sustainable Design  
Illustration  
Architecture, Art, Film

### RECOGNITION

SEGD Distinguished  
Member Award  
Triplepundit.com  
Graphic Design USA

## WORK EXPERIENCE

### Sustainable Freelance Graphic Design and Consulting

Brooklyn, NY

May 2008 - Present

Establish methods and implement strategies for solving design problems with a focus on sustainability. Clients include The Massachusetts Recycling Facility and the Society for Environmental Graphic Design. Host of "Design Evolution," a radio show about sustainable design on Voice America's Green Network. Show archives: [voiceamerica.com/thegreentalknetwork](http://voiceamerica.com/thegreentalknetwork)

### Pentagram

New York, New York

Senior Graphic Designer

May 2007 - April 2008

Introduced sustainable design strategies and materials to the office. Participated in The Society for Environmental Graphic Design LEED Teleconference. Contributed to the trade magazine "Signs of The Times" article on sustainable project approaches.

Design of wayfinding environmental graphic programs. Responsibilities included project coordination, design concept, and development. Projects included The World Trade Center in New York, Marina Bay Sands Casino Hotel in Singapore, Mount Sinai Hospital, and the 250W55 Office Tower in New York.

### Two Twelve Associates

New York, New York

Manager of Sustainable Design, Senior Graphic Designer

May 2003 - May 2007

Earned Two Twelve national recognition as a leader in sustainable design by contributing to the Society for Environmental Graphic Design Green Paper introduction and presentation at SEG D's annual conference. Led office implementation of sustainable practices. Established a green library, a presentation and film series, weekly green design method presentations, a sustainable project audit, monthly green material presentations, and a popular word of the week game with pop quizzes and prizes.

Design of environmental graphic programs. Responsibilities include client contact, and design direction through wayfinding strategy, design concept and development, and construction administration. Projects included Meyerhoff Symphony Hall for the Baltimore Symphony Orchestra, MGM City Center in Las Vegas, University of Indianapolis/Purdue University, Beacon Court at 731 Lexington in New York, and Northern Arizona University.

### Selbert Perkins Design

Somerville, Massachusetts

Freelance Graphic Designer

September 2002 - November 2002

Design assistance with environmental graphic projects. Projects included The Jewish Children's Museum in New York. Responsibilities included design construction intent and sign programming.

References furnished upon request.