

NAOMI PEARSON

CONTACT

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www.draw.naomipearson.com

EDUCATION

Carnegie Mellon University
BFA in Graphic Design
May 1994

COMPUTER SKILLS

Illustrator
Photoshop
CAD Tools
InDesign
SketchUp
Filemaker Pro

RECOGNITION

Judge, AIGA (Re) Design Awards 11
SEGD Distinguished Member Award
Juror, Material ConneXion
Computer Arts (UK)
Net Impact Green Challenge
Graphic Design USA

PROFESSIONAL MEMBERSHIP

SEGD Sustainable Design Forum
AIGA
Biomimicry NYC

SPECIAL INTERESTS

Sustainable Design
Illustration, Art,
Architecture, Film,
Landscape Design

WORK EXPERIENCE

Sustainable Graphic Design Consulting

Brooklyn, NY

May 2008 - Present

Establish methods and implement strategies for developing design solutions with a focus on sustainability. Clients include Interbrand, Russell Design, and GreenBlue. Member of the Society for Environmental Graphic Design's Sustainability Forum. Guest editor and freelance sustainable design writer for SEGD's "eg" environmental graphics magazine. Hosted Voice America's "Design Evolution" radio program series on sustainable design.

Wildlife Conservation Society at the Bronx Zoo Exhibit and Graphic Arts Department

Bronx, NY

Designer

September 2009 - April 2013

Designed exhibits and environmental graphics for the New York Aquarium and Bronx Zoo. Projects included a 50,000 sq. foot exhibit on Sharks and Ocean Conservation, and a Komodo Dragon exhibit. Design lead and art direction of interpretive tactics involving interactive digital media, sculpture, illustration, mechanical interactives, and graphics. Implementation of sustainable strategies, materials and methods.

Pentagram

New York, NY

Senior Graphic Designer

May 2007 - April 2008

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

Two Twelve Associates

New York, NY

Senior Graphic Designer, Manager of Sustainable Design

May 2003 - May 2007

Designed wayfinding, identity, interpretive, and donor recognition environmental graphic programs. Responsibilities included client contact, and design direction through wayfinding strategy, design concept and development, and construction administration. Clients included Downtown Brooklyn, 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.

Arrowstreet Graphic Design

Somerville, MA

Senior Graphic Designer

June 2000 - July 2002

Wayfinding and design of interpretive environmental graphic programs, web site, and print pieces. Responsibilities included design concept and development, and construction administration. Clients included the Simons IMAX Theater at the New England Aquarium, and The Bushnell Center for The Performing Arts in Connecticut.

References furnished upon request.