



## DESIGN PHILOSOPHY

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Throughout my work, I aim to embrace ideas and concepts that, on the surface, seem like contradictions. On the broadest level, this means I don't approach graphic design as part art, part communication, but rather as communication through art. Design, for me, transcends text or image alone, carrying a greater capacity to persuade, connect, and stimulate.

As a working designer, I am the link between clients and their intended audience. Thus, for me, design starts with curiosity--What is the content and purpose of the client's message? What is the posture of the intended audience? I work to connect these two seemingly disparate parties with a design that results in clarity evident to client and audience alike.

Because each client, target market, and set of challenges are unique, so too are my design solutions. Style is a tool of communication, not a uniform aesthetic across all my work. In this way, my design takes on a chameleon-like quality, changing skin but never substance.

Though I may not employ the same aesthetic for each project, I do employ the same values for creating work. My aim is to distill the message to its essence, removing any extraneous information that might act as a barrier to communication. Then I layer meaning and nuance through each element - typography, image, color, texture, and style - and harmonize them to create an impression larger than the sum of its parts.