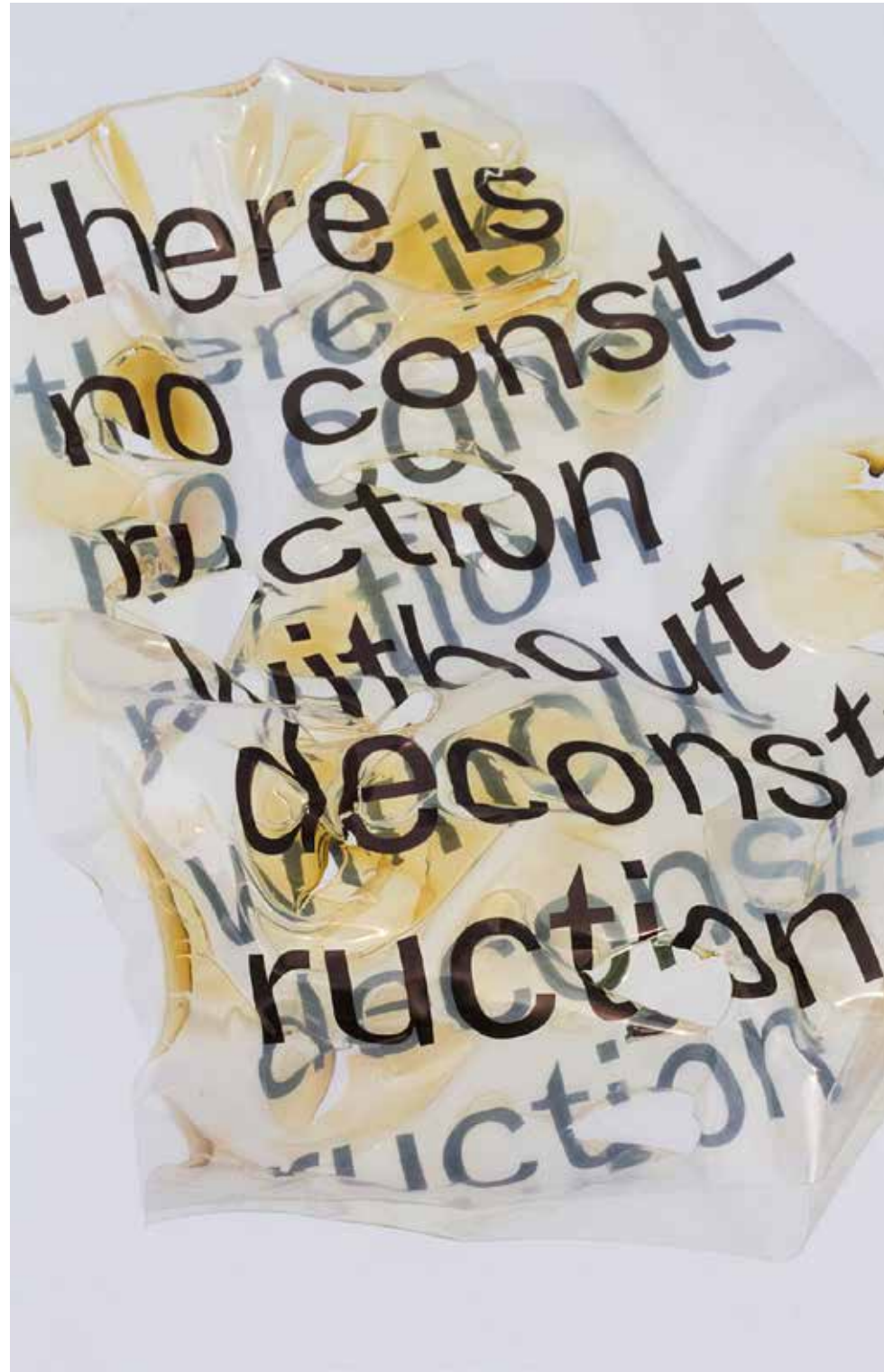


Whitney Badge

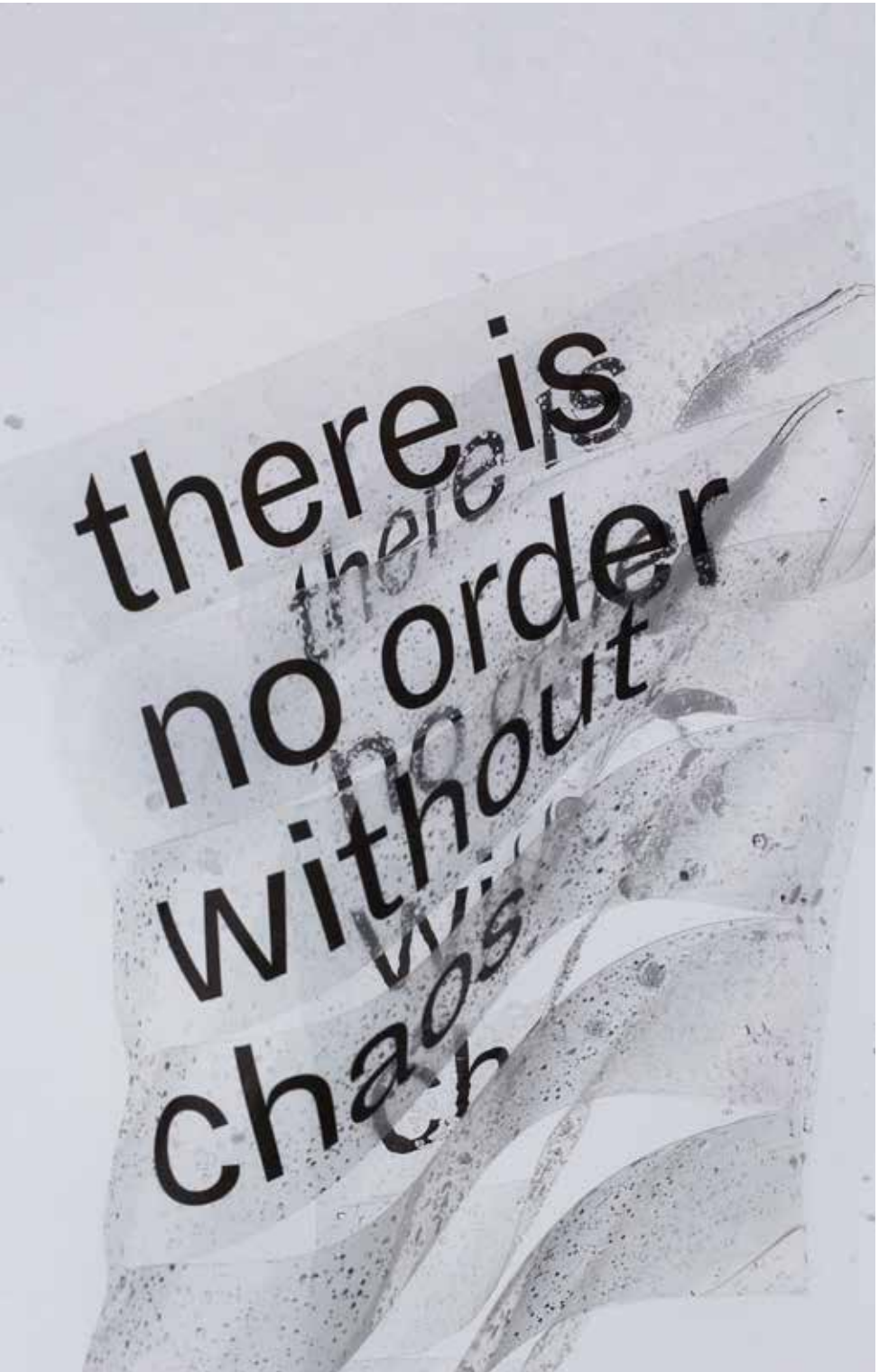
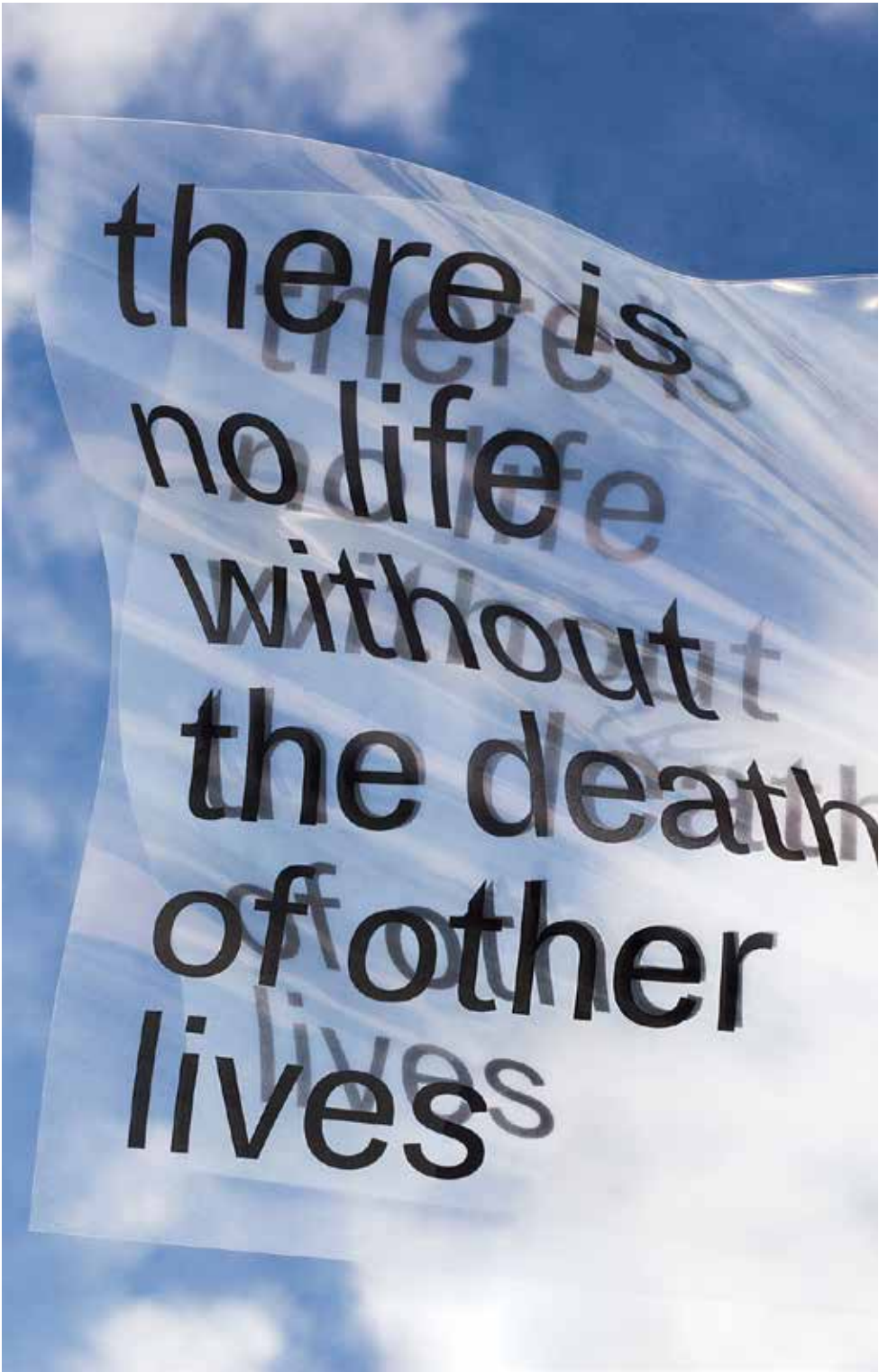
The Law of Entropy

This three-part poster series explores the law of entropy through the manipulation of materiality, transparency, and reflection. The words used in these works are from Klaus Nürnberger's book, *Martin Luther's Message for Us Today*. The full text reads, "there is no construction without deconstruction, no life without the death of other lives, no order without chaos."

The text was segmented into three parts, printed them on plastic sheets, and manipulated them based on their content. Each piece was photographed against a mirror, allowing the weather conditions to dictate the ultimate visual treatment.



Full Triptych





Process Photographs



Shift to Question

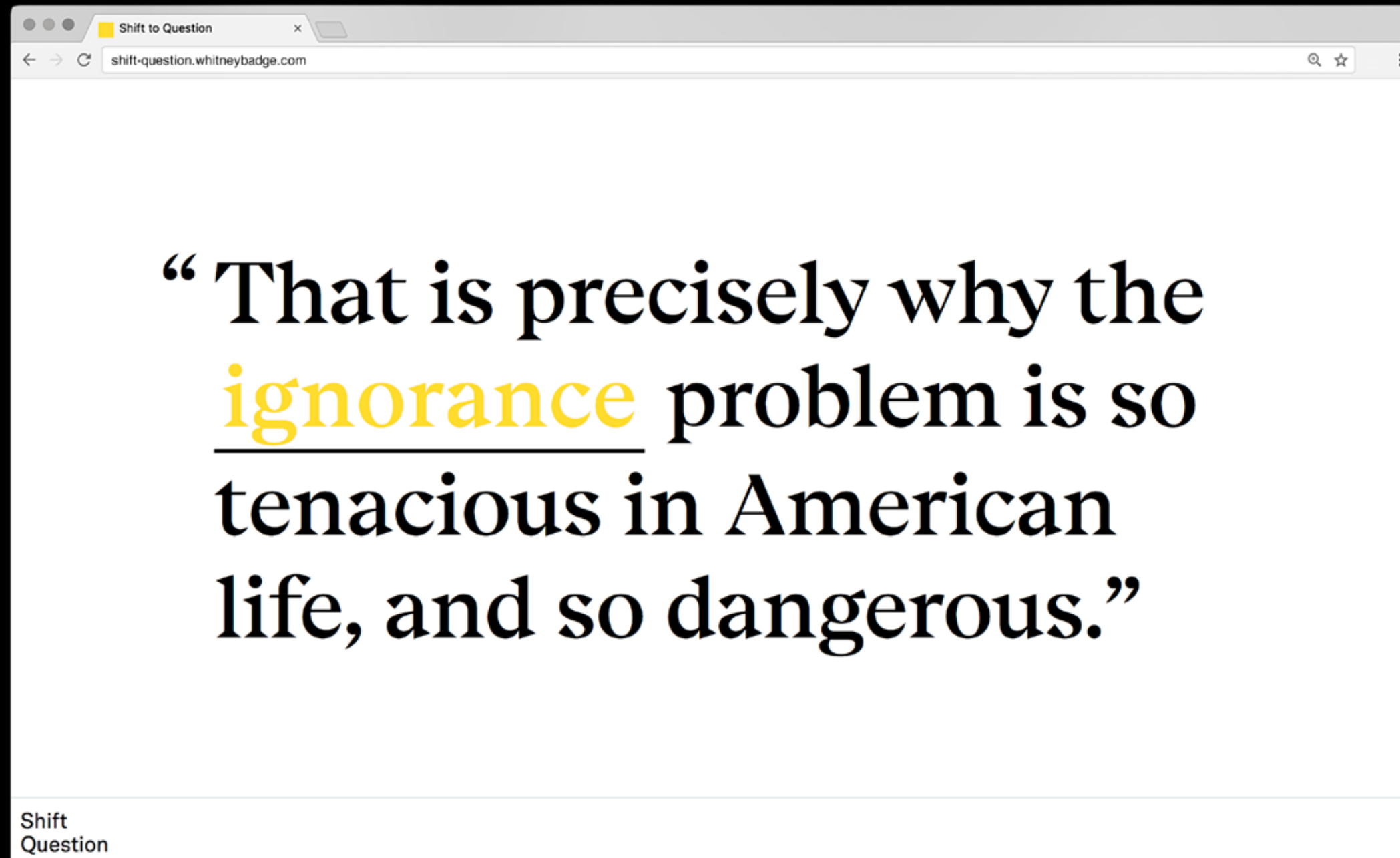
Social structuralism is the idea that people operate within pre-established systems. It takes a conscious effort to remove oneself from their immediate realm of understanding to see the greater context. Our perspectives are shaped by what we've been taught, whether through personal experiences or repeated patterns of behavior. These norms remain intact unless a shift in context forces those norms to be acknowledged.

The critique that humans are not intelligible except through their immediate interrelations is a harsh truth to bear. These relations constitute a structure that remains constant in abstract culture. Nobody ever wants to admit they're wrong and everybody wants to have an opinion. Therefore, it's important to understand how our responses are direct reflections of our personal ideals and to acknowledge how they can hinder our ability to see things as they are.

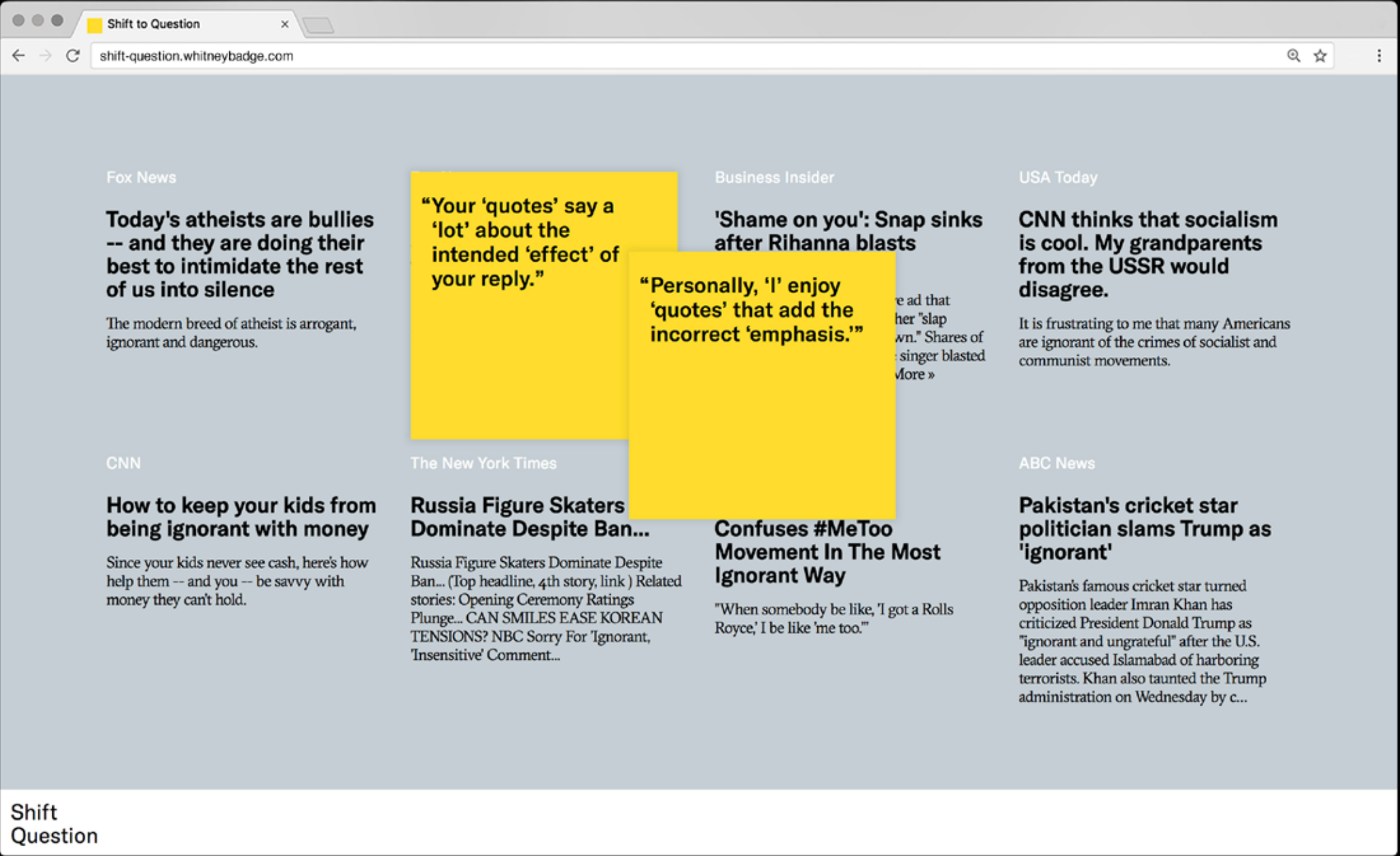
Through a two-part experience, Shift to Question features a web-based interactive and research journal that reveals an analysis of social structures by juxtaposing them with current issues. People can gain a greater understanding of how social structures are formed within their context by analyzing how people assign, convey, and process meaning.

Web Experience

shift-question.whitneybadge.com



Users are invited to type in a word that reflects their personal values.



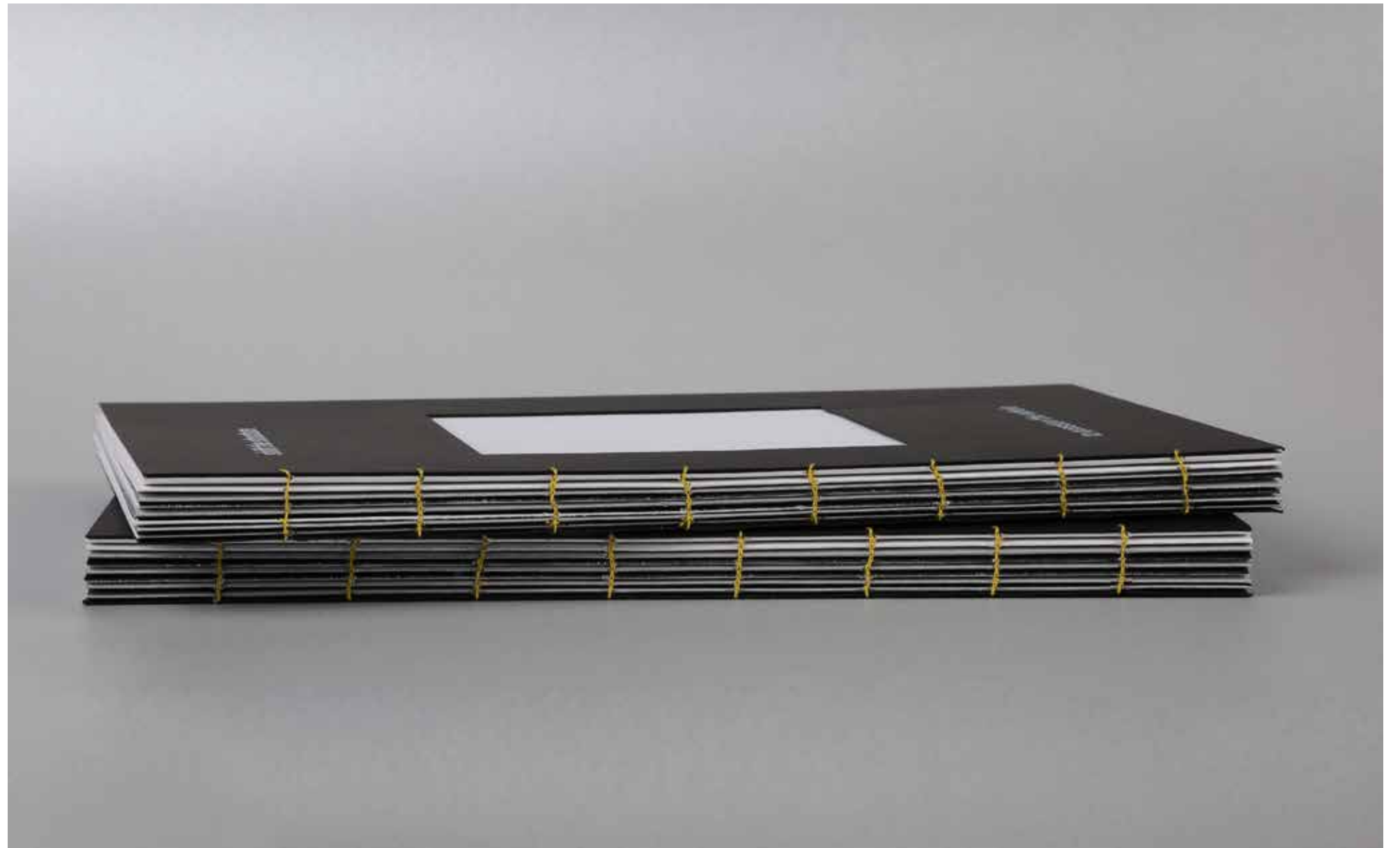
Based on the word that users type into the prompt, news articles and Twitter comments are displayed on the screen.



As the user attempts to click on articles, more Tweets are layered on top to show the relationship between formal writing and comment culture.



Research Journal juxtaposing formal reflections with current issues.



Exposed coptic-bound stitch in yellow thread represents transparency and self-reflection.



Excerpts of James Baldwin's *Nobody Knows My Name*. Pull quotes and highlighted text are used to illuminate themes that directly relate to social structuralism.

Articles of current issues that directly reflect topics addressed James Baldwin's writing. Post-It notes with internet commentary are placed on top of the articles, suggesting a larger conversation at hand.

The Wing

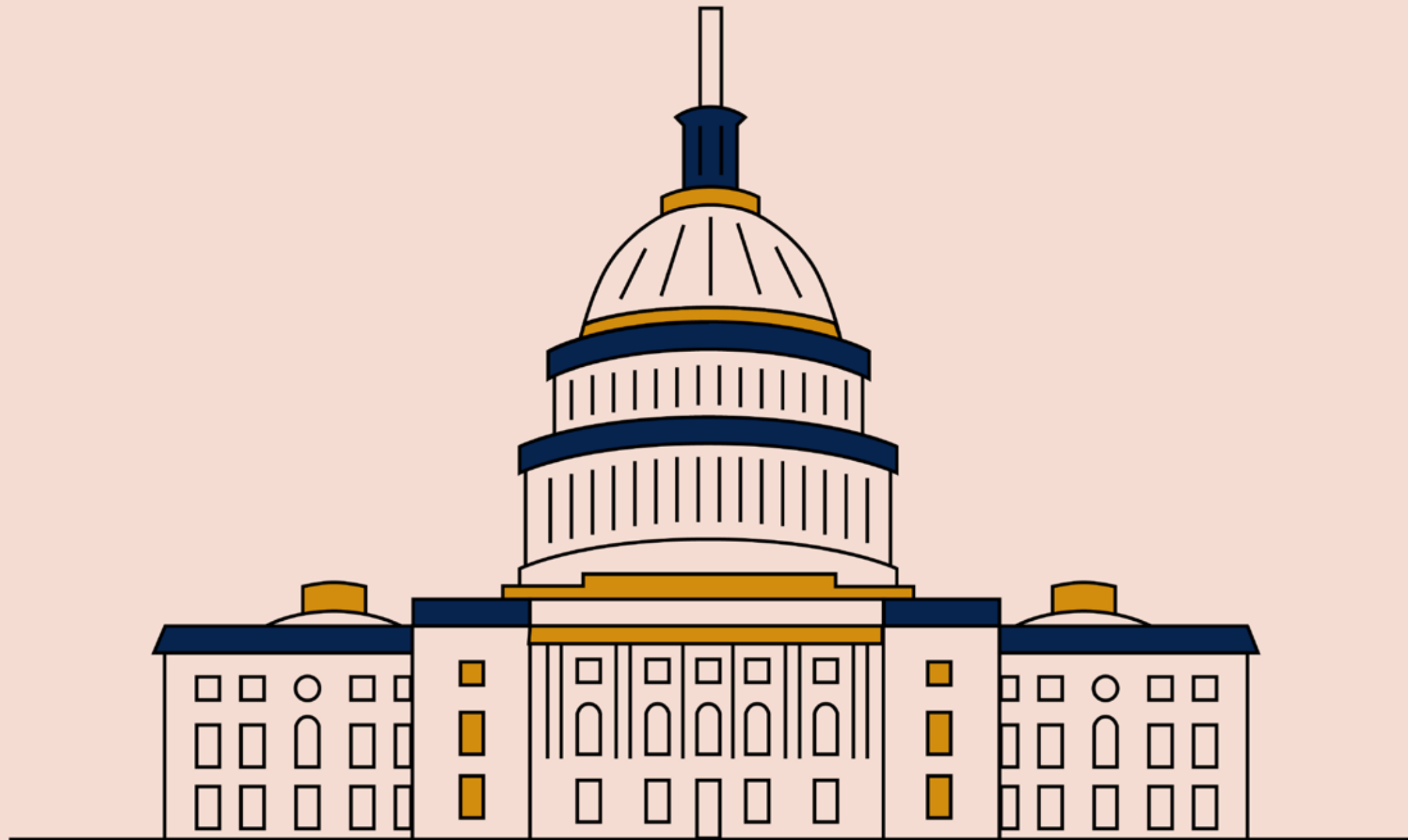
The Wing is an all-womens community and co-working space that was founded in New York City in 2016. During the Fall of 2017, I held an internship that consisted of product design on both the digital and physical scale. Beginning with building out their library of iconography, the work extended to various user touch points such as on-location signage, digital promotional material, and brand partnership collateral.

Created at The Wing

Design Director
Deva Pardue

Design Intern
Whitney Badge







Themed tote bags for
a location opening in
Washington, D.C.







Stationary party favors
provided in partnership
with American Express



Sunspot

Sunspot is an application that syncs the user's location and schedule with solar weather to give suggestions on when and where to experience the sun's energy. It is inspired by electromagnetic waves that interfere with the Earth's atmosphere that generates visual spectacles of light and color.

These instances are caused by solar flares, which propel bursts of energy out into space to create an unstable environment of charged particles in the Earth's atmosphere. Scientists at NASA used a supercomputer to generate visualizations of what these electromagnetic waves look like in real time. What they discovered is a spectacle even greater than the beauty we observe in the sky.

Mission

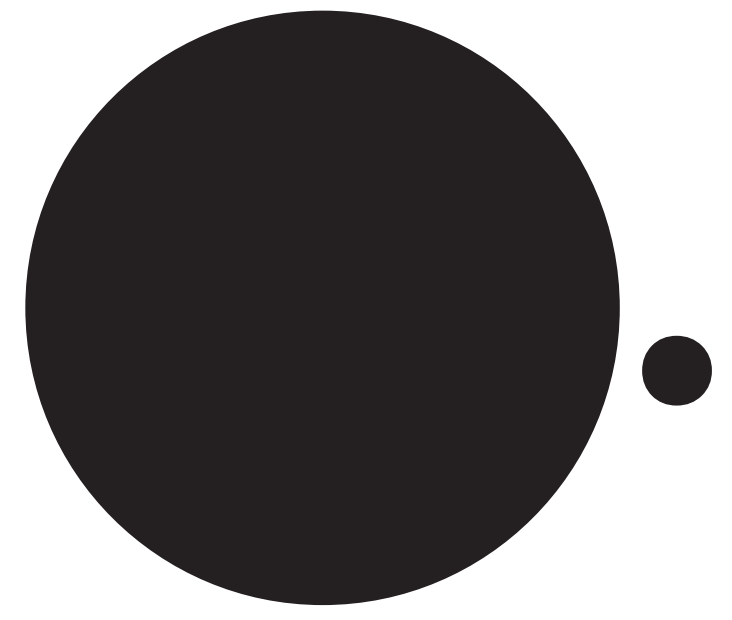
Rather than blocking time for meetings, appointments, and to-do's, Sunspot's mission is to advert from the 'heads down' mentality, encouraging people to step away and look up.

Value

- Balance
- Mindfulness
- Shared Energy

Personality

- Spontaneous
- Bold
- Inviting







Sunspot

Branding

Sunset Across The World



Electromagnetic Waves



Meet Ups



Nostalgic Photography





Print Advertisement
for a Subway Stop



Print Advertisement
at a Park Entrance



**Limited Edition
Eclipse Glasses**



Yearly Calendar Marking
Solar Weather Events



Thrive

Thrive is a refugee support program located in Grand Rapids, Michigan, whose goal is to provide assistance to refugees post-resettlement. When refugees arrive, they are only given support for their first 90 days by a resettlement agency, and then they're left on their own to figure things out.

Thrive's goal is to provide support and assistance after that initial 90-day period. They use community building to strengthen relationships and create programs that provide refugees with the tools they need. Services include education assistance, mentorship programs, social services, and community engagement.

Mission

To give hope to refugees through relationships and resources that enable them to connect with their community and succeed in life post-resettlement.

Value

- Empowerment
- Hospitality
- Community

Personality

- Supportive
- Welcoming
- Empathetic

THRIVE

Thrive's offerings are divided
and categorized with color:

Social Services

Education Assistance

Mentorship Programs

Community Engagement

THRIVE

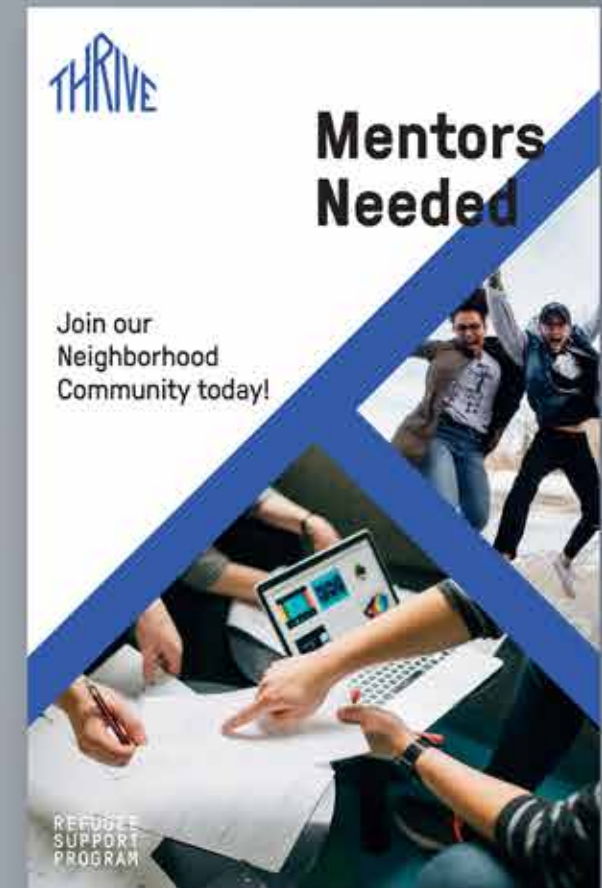
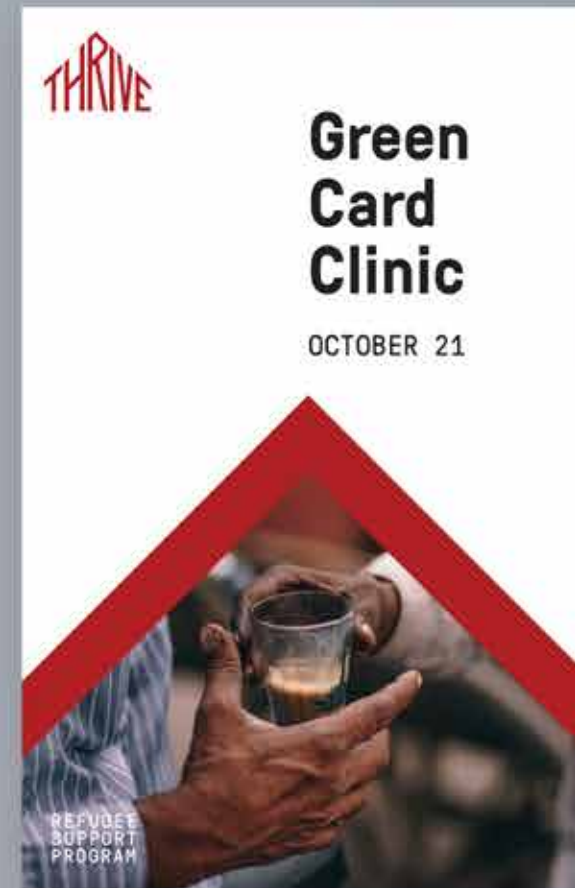
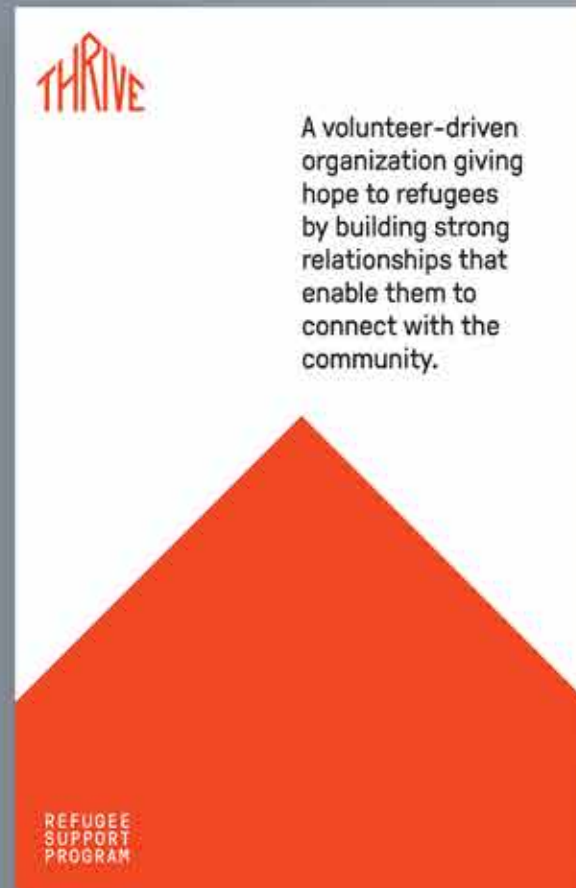
REFUGEE
SUPPORT
PROGRAM



Shirts for Volunteers



Name Tags
for Volunteers



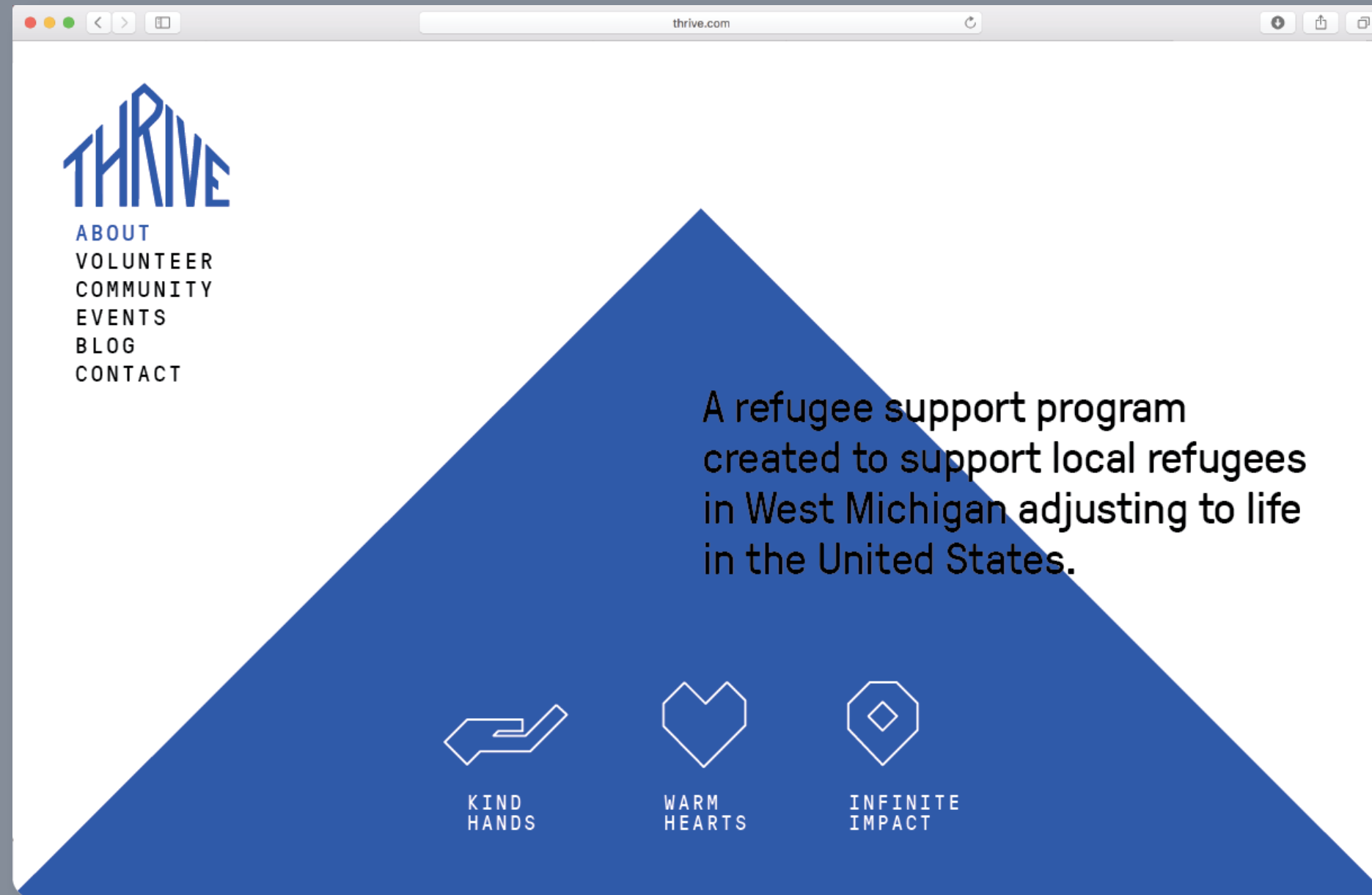
Graphic Variation
on Posters



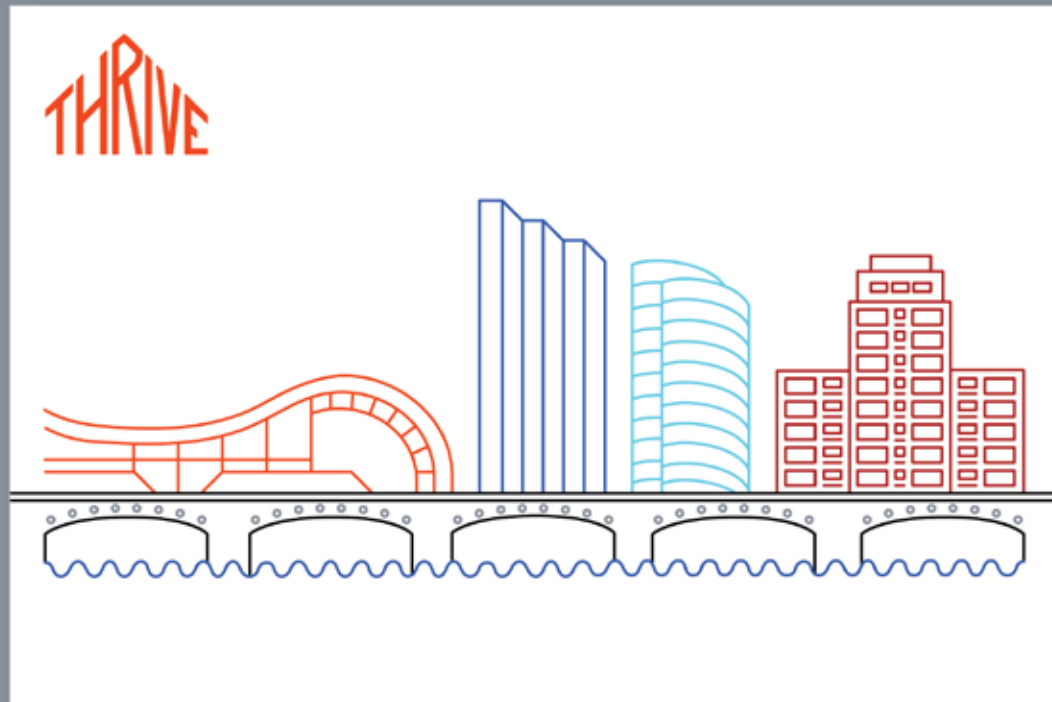
Business Card



Letterhead



Website



Post Card



Wall Mural

Gender Pay Gap

This is a visual campaign that addresses gender pay inequities which remains prevalent in the United States today. Using data from the American Association of University Women, this campaign uses data to promote hard-hitting truths about equity inequalities in the workplace.

This work has been featured on the Instagram accounts of Parsons School of Design, Huffington Post, and Huffington Post Women, and Huffington Post Spain.

Video

vimeo.com/217438530



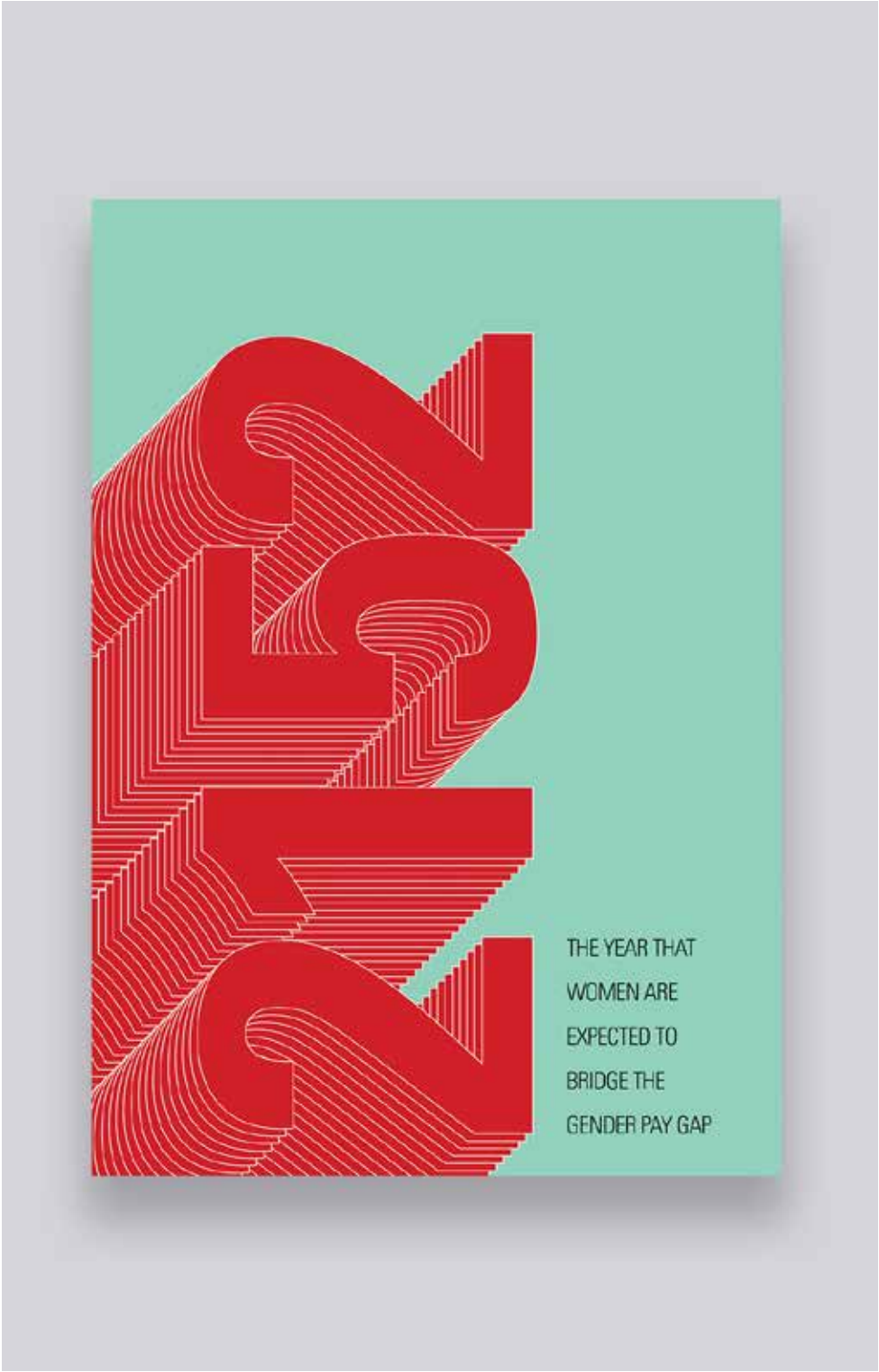
Vinyl installation
in the New School
University Center.



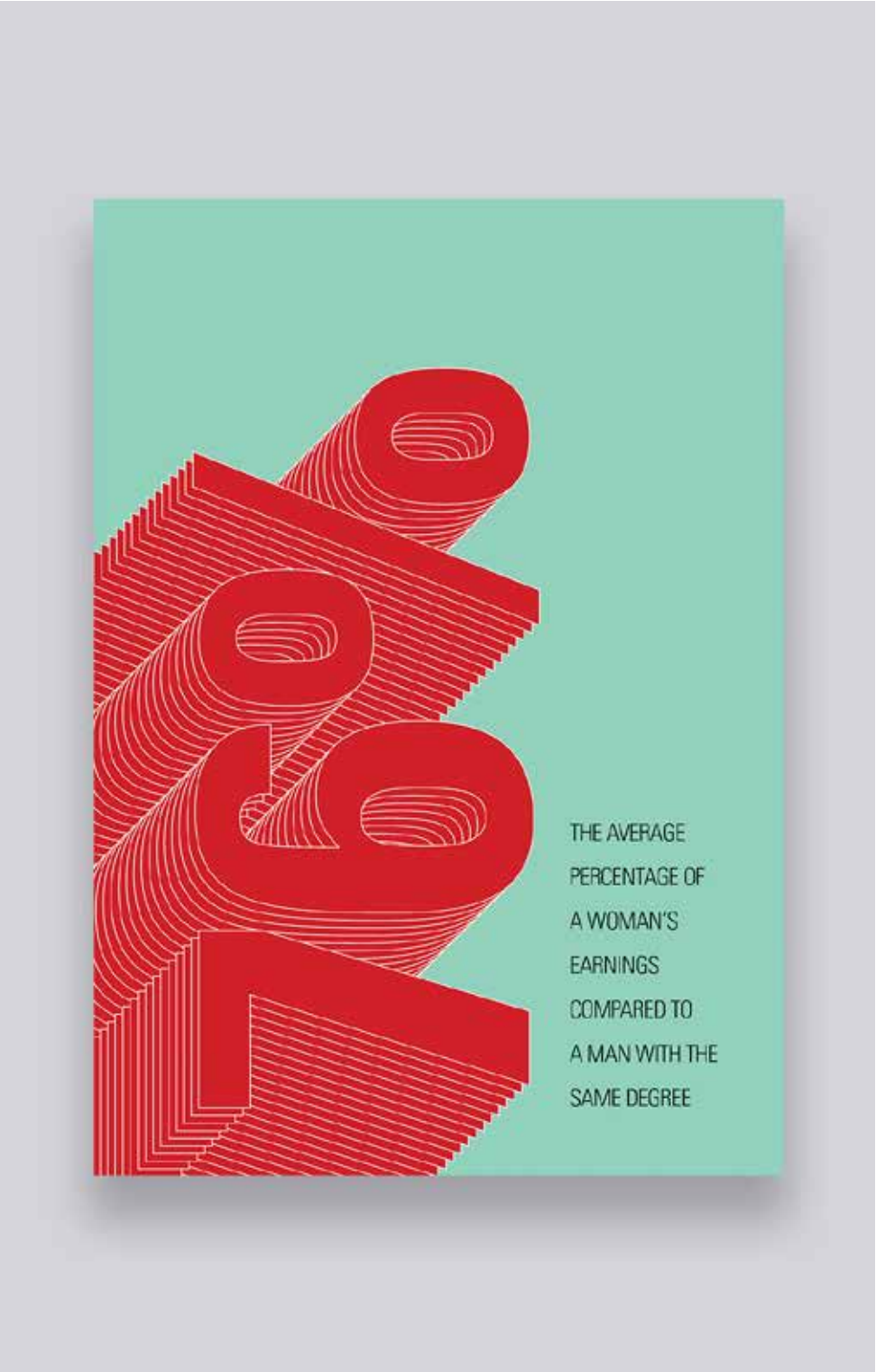


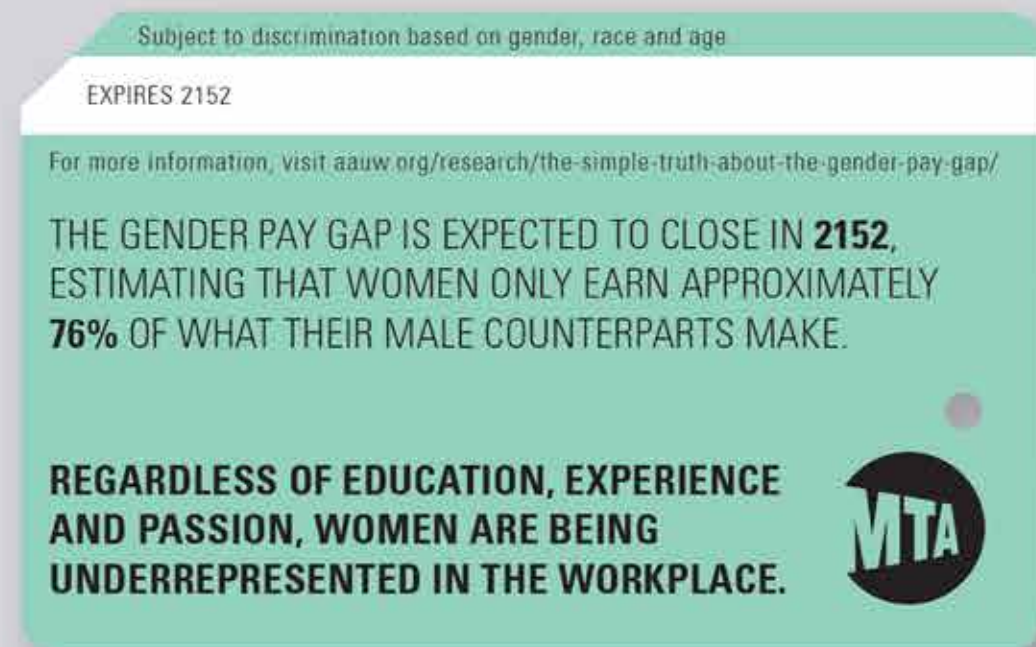


Campaign Shirts



Statistic-Driven Posters





MTA Metro Cards

Thank You