

## DESIGN STATEMENT

I like problems.

I get excited trying to solve problems.

If I were Jay-Z, I would be very content with 99 problems, but probably want more problems.

It is one of the reasons programming and design have been so intricately linked in my career. Each offer thrilling problems to solve, inclusive and exclusive. My solution to a problem always starts in a sketchbook. Nothing great is achieved without thorough research, which means lots sketches, thumbnails, googling, reading, not reading but just looking at the pictures, sketching, daydreaming, talking with friends, possibly enemies, possibly frenemies, more sketching, possibly sleeping, etc.

When trying to solve a large conceptual problem, such as a logo or website design, I use a 21 step method I learned in college. I, also taught this method in that same very same college.

It systematically, yet organically allows you to look at problems directly and indirectly, so you are not bogged down with expected results. I like how tedious the method becomes and

how it forces you to go far away from the first option you sketched out (mentioned earlier).

Overall, I design for that wonderful feeling you get the moment you solve the problem in an elegant, beautiful and functional manner...and at that exact moment, the impending pit in your stomach, that you now have to make it better.

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