

Hi There!
I'm Craig Gephart.
I have 17 years experience
as a design leader.

My interests lie at the intersection of design and technology.

I have actively participated in every step of the design process, from research, wireframing, & prototyping, writing production-quality code on a daily basis, to testing and iterating on designs.

I love collaborating with engineers and I believe the best solutions come from involving each other throughout the design/build process.

I have built and managed design teams and served as the product lead at rapidly-growing companies.

Here is a brief look at what I've been up to...

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ABOUT ME

I am a Senior UX Designer at Google working in Core Identity projects, such as connected home identity management and account lifecycle over the last two years.

I previously spent 10 years at early-stage startups, including Alloy & Addepar, where I have been in every phase of the design process, from research, wireframing, prototyping, to writing production-quality front-end code, and shipping iterations. I often played the role of product manager.

I started my career at C&G Partners in NYC, and I am experienced creating branding programs and guidelines. I have recruited and managed design teams.

I co-founded an HR tech company called Livelii, which was acquired in 2016.

I serve as a design advisor to several startups, including Ripio, and I have lectured on design at Whitespace Design Accelerator and UC Berkeley.



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DESIGN MANAGEMENT

A design team can touch every part of the organization every day. It has the unique ability to capture the imagination and inspire team members. In addition to the layouts and wireframes we're creating, how can we use our design talents to educate the rest of the company, bring the company closer together, disseminate the mission through external outreach and recruiting? How can we learn from each other, and educate the company about design?

I created and oversaw several initiatives at the individual, team, and company level, such as:

TEAM MANAGEMENT

- Quarterly & Annual Team Planning
- Weekly 1:1 with reports
- Bi-annual reviews
- Sprint Planning, Daily Scrums
- Curating Project Backlog

INDIVIDUAL DEVELOPMENT

- Established design workshop with full screenprinting setup and shop tools
- Charettes - 15 mins daily where the team sits together to work on individual creative projects unrelated to daily work

INTERNAL CULTURE

- In-house design lecture series
- Office murals & graphics
- Milestone stickers
- Company swag
- Offer/Welcome packets
- Cultural videos

EXTERNAL OUTREACH

- Established company design blog and design twitter feed
- Philz partnership - exclusive screen prints in exchange for company discount
- Recognized by design blogs and design quarterly magazine
- Hosting design meetups
- Published a book detailing branding exercises
- On-campus recruiting & interviews
- Created an extension of the company branded aimed at recruits



Visualizing the global supply chain network

Alloy is a platform for consumer goods companies to aggregate their supply chain and retail data to gain better insight into where their products are going, how they're performing, and where their untapped opportunities are.

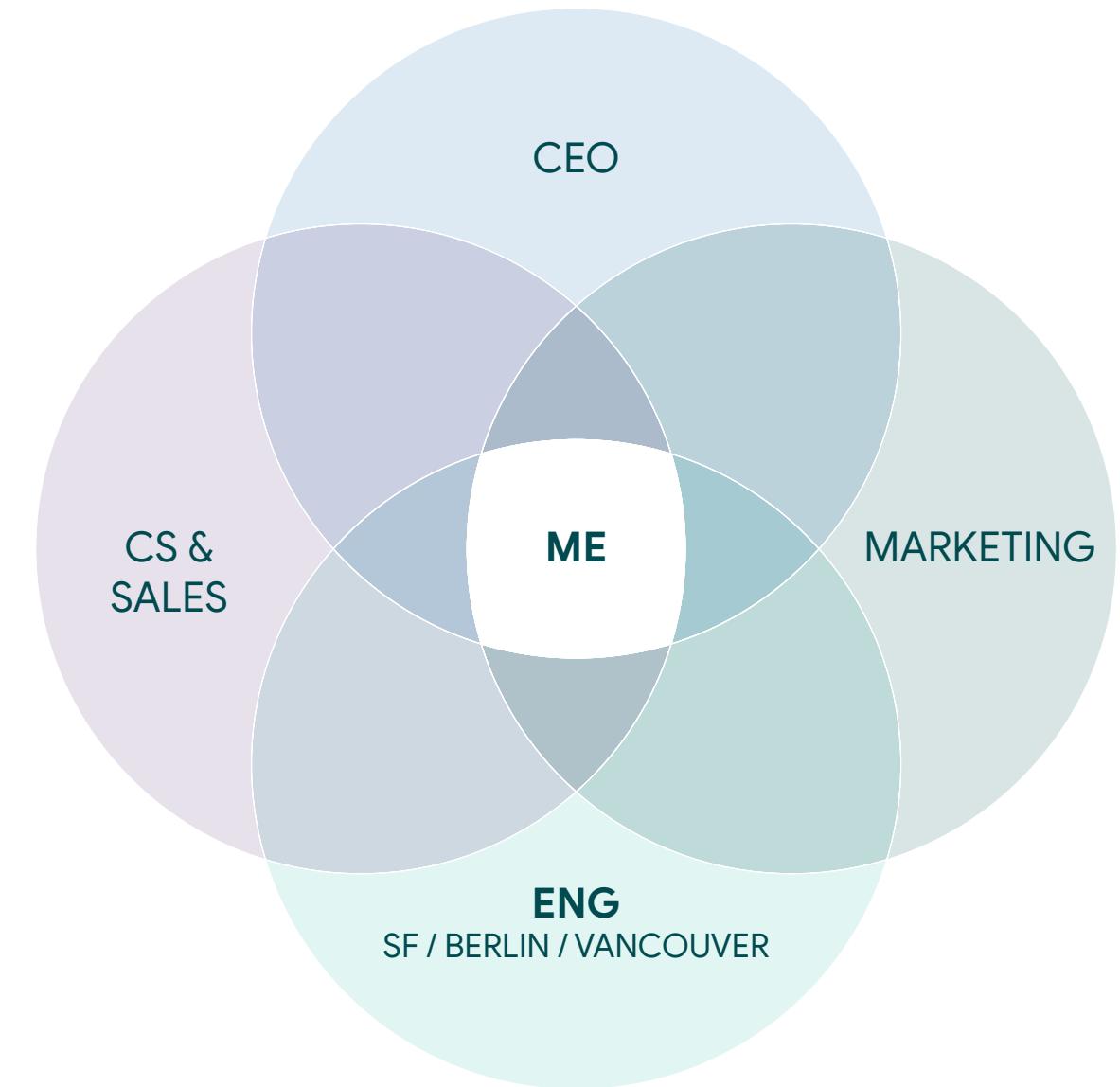
I was among the first hires after the founders when the company had almost no revenue and the product consisted of the data layer and a static, basic dashboard. As the only designer my entire time at the company, I designed all aspects of the product, and all the branding and marketing materials.

Role	Years
Head of Design	2016-2019

With no product managers the majority of my time at the company, and an engineering team distributed across 3 offices globally, I acted as the defacto product lead. I sat with the client solutions team, learning about the gaps in the current product, and met regularly with the members of the sales team, who helped me understand where the opportunities to add new functionality might be. I translated those insights into the product backlog, and wireframes. Then I would meet with the 3 engineering leads to help plan the sprints. Since these teams were all working in remote offices, they lacked access to the CS & sales teams, as well as customers who visited the office.

KEY RESPONSIBILITIES

- Designed entire product, brand, & marketing materials
- Wrote majority of the production HTML/CSS code for the React app
- Created design component library
- Conducted extensive user interviews & research sessions
- Collaborated with sales & client solutions team to better understand gaps in the product
- Collaborated with all 3 engineering teams across 3 offices globally to build the product



MY PROCESS

User interviews sessions

Discuss findings with Client Solutions/Sales/Marketing/CEO

Define interaction flows & critical tasks

Visual Exploration / rough wireframes

Follow up with specific users for feedback on mockups

Refine wireframes

Meet with eng leaders

Build Prototypes

Plan with CS/Sales to identify prospects for feedback

Create Production Specs

Build production functionality

Meet with CS to asses gaps in product

Refine product

DESIGN PRINCIPLES

As the only designer at a fast-growing company spread across 3 offices globally, it was important that instill design-related thinking throughout the organization. I created a set of design principles to help guide others.

Earn the Users' Trust.

Users should have confidence in the data. Alloy surfaces major errors or missing data in an obvious way. Minor issues are easy to find and understand. Confidence is emotional as much as it is logical.

Bias towards the Casual User.

Users should feel empowered to dive in and customize dashboards without training or support from Alloy. They should be able to understand what the different controls and settings mean. Confusing and complicated topics and ideas should have documentation in a help center.

Be a good buddy.

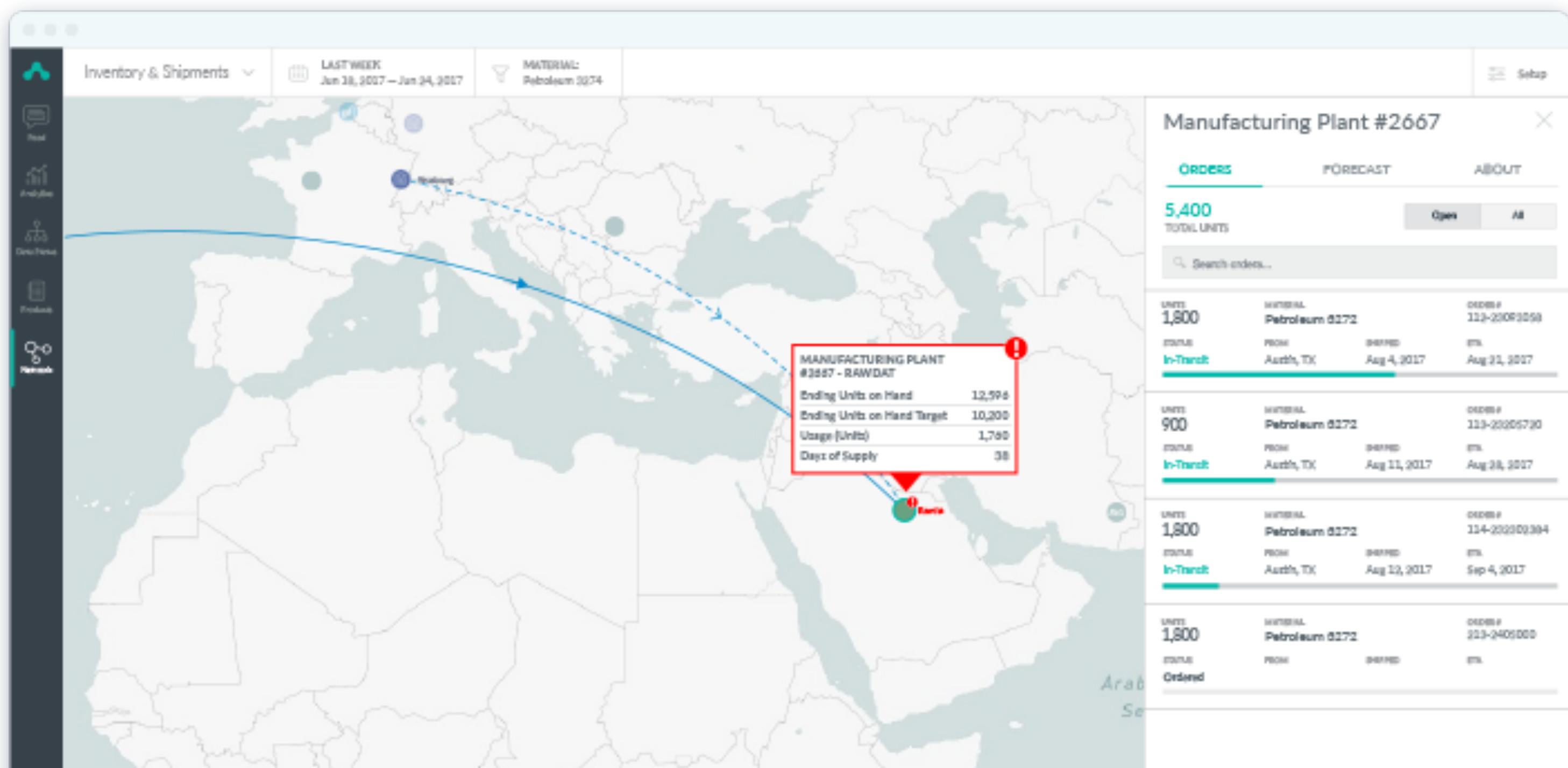
Prevent users from getting into states where the data doesn't work or the configurations are incompatible.

Have a soul.

Small things that delight are like a park in a data-dense city—they break up the monotony and give your brain a break, while also signaling to the user where they are in the app. AI - needs to sound and feel human. Can communicate in human ways.

CHALLENGES

One of the biggest challenges working with the product was balancing flexibility & customization vs. workflow-driven tools. Alloy allows customers to organize their data into customizable dashboards that fit their needs. Controls like the data chooser and filters needed to be easily accessible, while other less-used controls could be pushed away to avoid excessive screen clutter.



We built a powerful, extremely flexible tool that would allow users to visualize, and ‘slice and dice’ their data in any way they could imagine it.

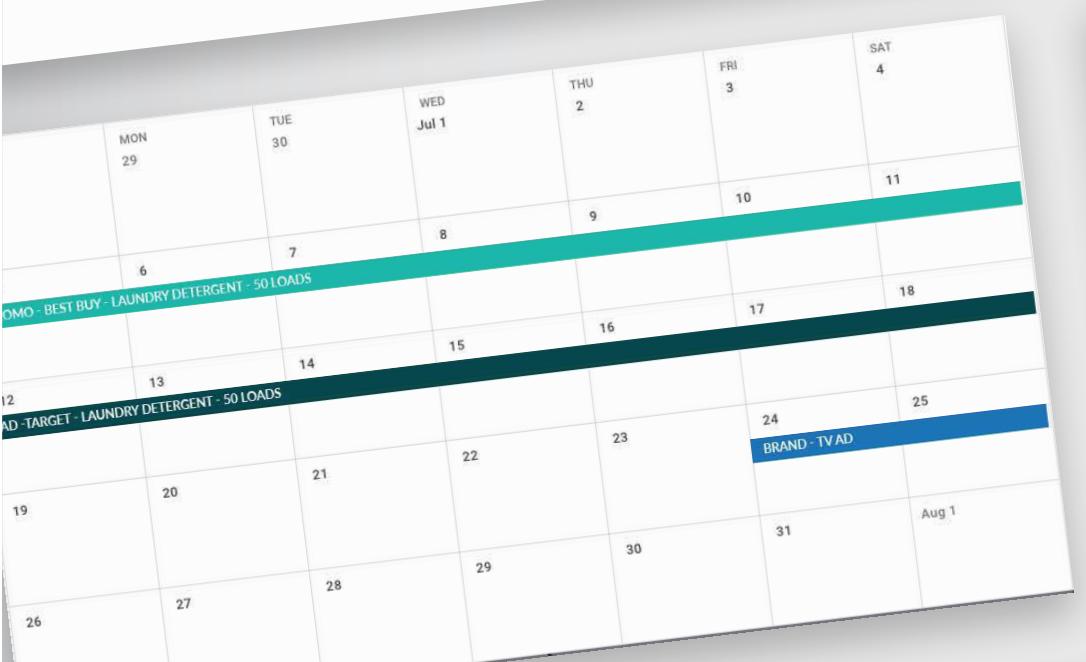
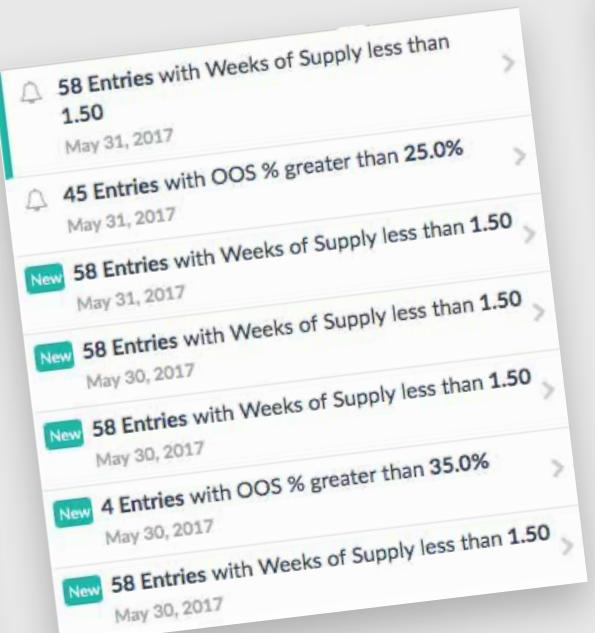
However, this could feel daunting sometimes to users, because they were not used to having this much data at their fingertips, nor sophisticated tools to interact with them.

We realized that we needed simpler, more workflow-driven tools built on top of this framework.

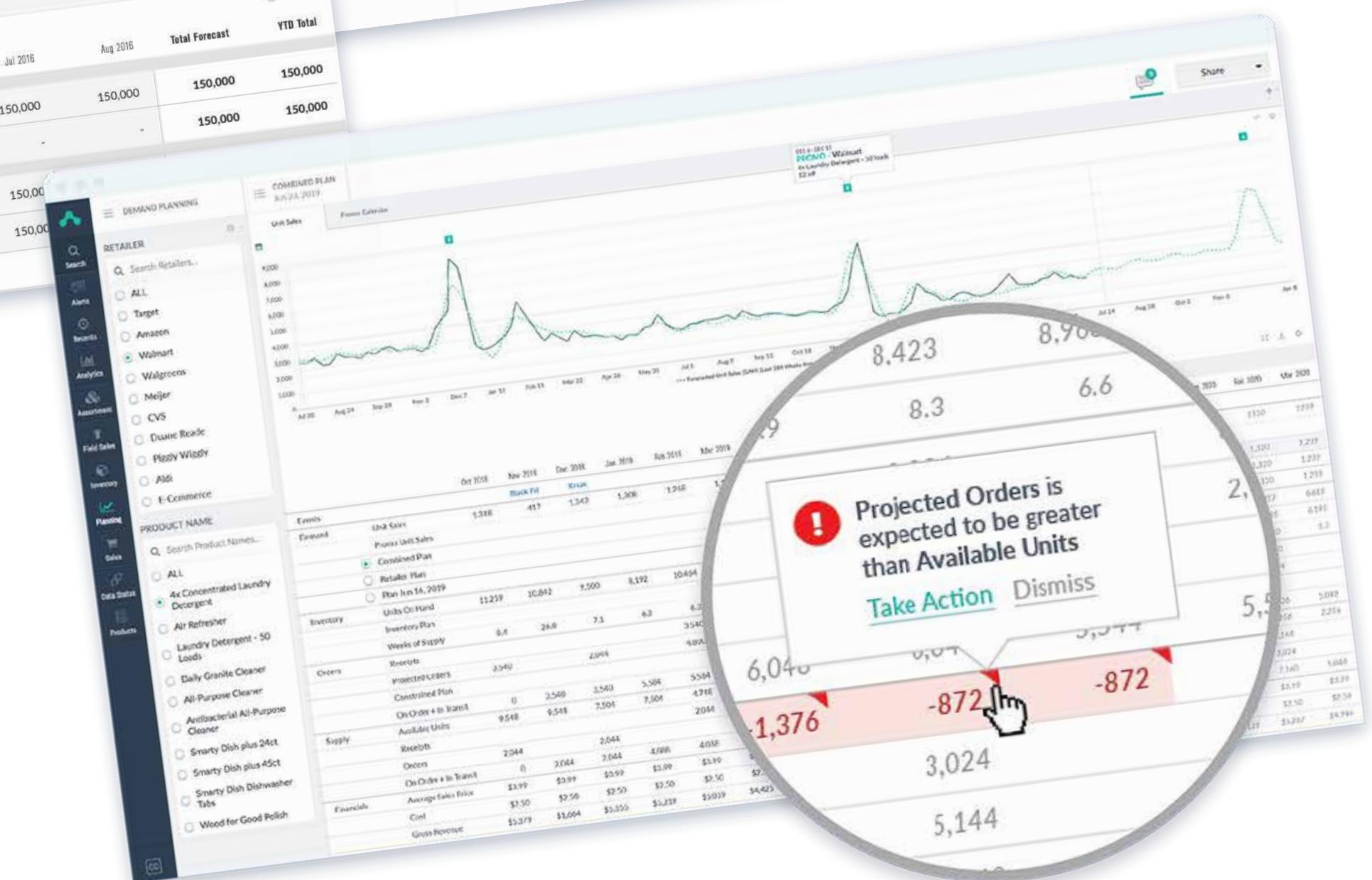
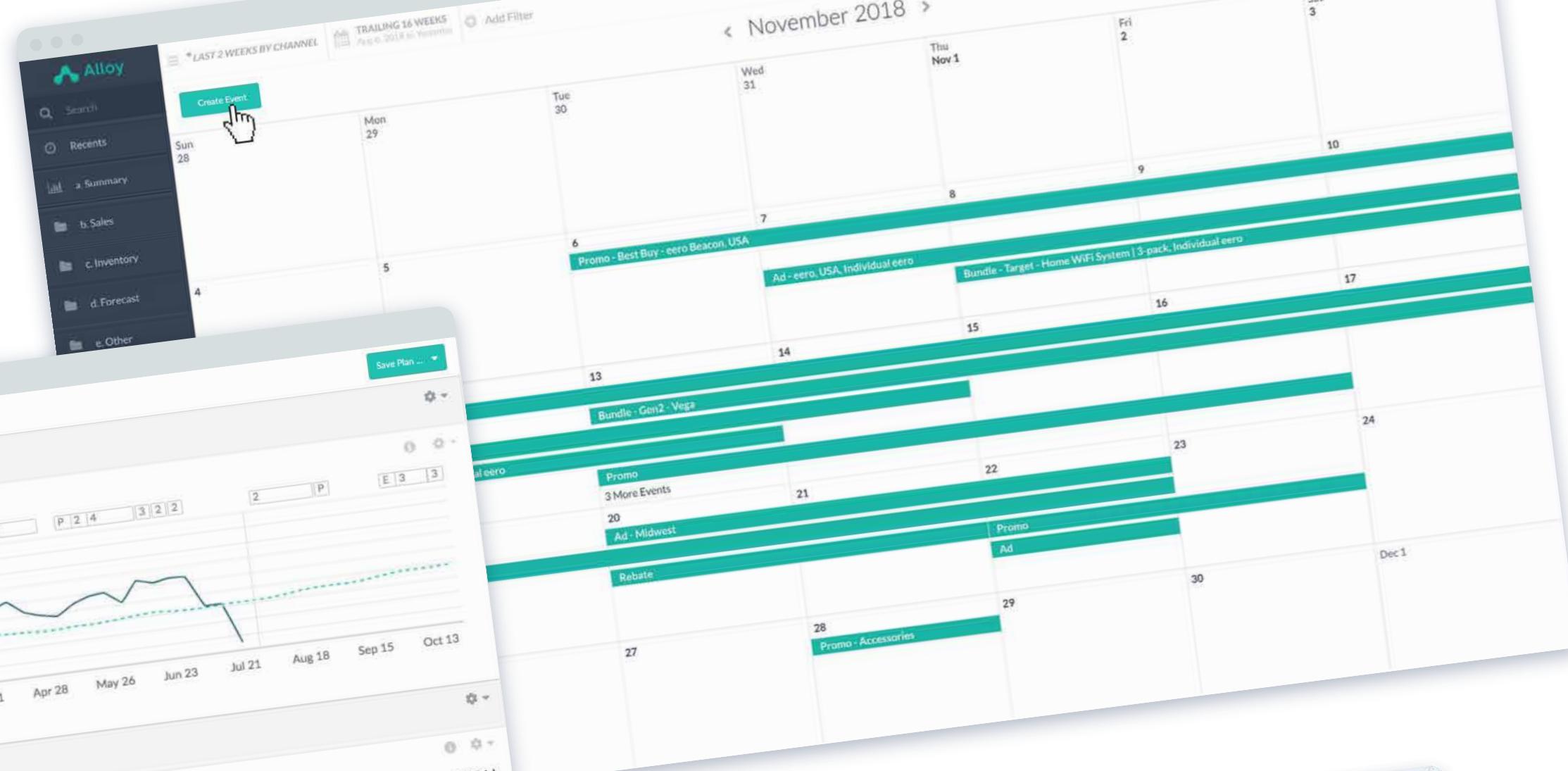
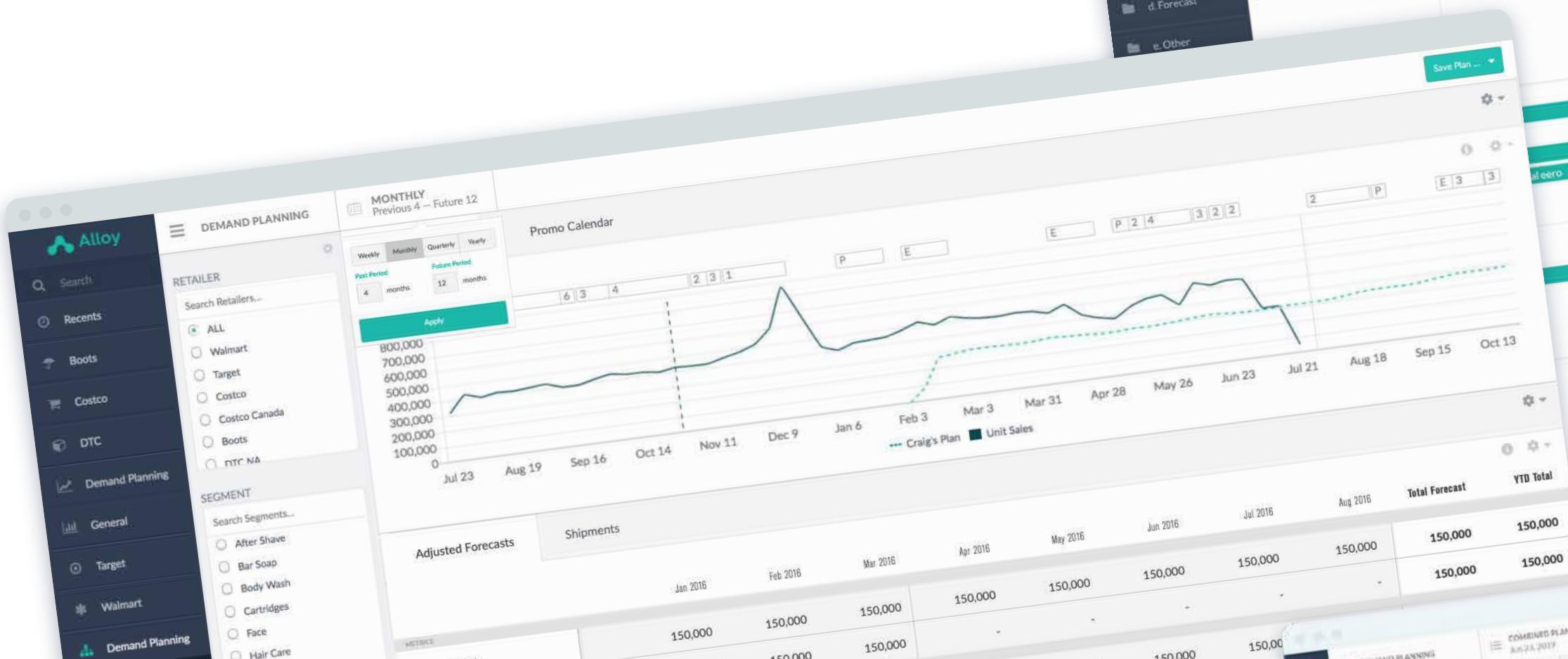


The image displays three overlapping windows illustrating the configuration and filtering process:

- Configure Widget:** A modal window titled "Configure Widget" with tabs for About, Types, Options, and Filters. It lists various widget types: Table, Pie Chart (selected), Stacked Bar, Time Series, Timeline, Alerts, Location Map, Supply Network, Flow Chart, and Calendar. Buttons for Cancel and Update are at the bottom.
- Calendar:** A calendar for May 2017 showing dates from 30 to 3. A specific date, May 9, is highlighted with a teal box and has a cursor pointing to it.
- Filter Sidebar:** A sidebar titled "Search..." with checkboxes for Target (checked), Walmart (checked), ACME Tech (unchecked), ACME Tech Warehouse (unchecked), and Unknown Retailer (unchecked). An "Apply" button is at the bottom.



Transaction Status	Order Date	Purchase Order Number	Origin Location	Product Name
Ordered	Jul 16, 2016	TAR1234-1333-O-3802	CPG Demo #5 - North Wareh	Antibacterial All-Purpo
Ordered	Jul 16, 2016	TAR1234-1333-O-587	CPG Demo #1 - Central Ware	Air Refresher
Ordered	Jul 16, 2016	TAR1234-1333-O-593	CPG Demo #2 - West Wareh	All-Purpose Cleaner
Ordered	Jul 16, 2016	TAR1234-1333-O-593	CPG Demo #2 - West Wareh	Antibacterial All-Purpo
Ordered	Jul 16, 2016	TAR1234-1333-O-590	CPG Demo #1 - Central Ware	Air Refresher
Ordered	Jul 16, 2016	TAR1234-1333-O-555	CPG Demo #2 - West Wareh	Air Refresher
Ordered	Jul 16, 2016	TAR1234-1333-O-553	CPG Demo #2 - West Wareh	Antibacterial All-Purpo
Ordered	Jul 16, 2016	TAR1234-1333-O-553	CPG Demo #2 - West Wareh	All-Purpose Cleaner
Ordered	Jul 16, 2016	TAR1234-1333-O-553	CPG Demo #2 - West Wareh	Air Refresher
Ordered	Jul 16, 2016	TAR1234-1333-O-558	CPG Demo #4 - South Wareh	Daily Granite Cleaner
Ordered	Jul 16, 2016	TAR1234-1333-O-580	CPG Demo #4 - South Wareh	Antibacterial All-Purpo
Ordered	Jul 16, 2016	TAR1234-1333-O-3811		



The finished product allowed users in multiple roles across the org to see all their forecast, promo, & historical data in a single place.



Making Hiring a Delightful Experience

Livelii makes tools to help restaurants automate their hiring process.

Restaurant operators are already busy enough managing their business, yet still must find time to hire employees. The restaurant industry typically sees turnover rates over 100% annually, so this is a never-ending process. We created a tool that makes it easier and faster for managers to source, screen, and schedule candidates with just a few clicks, and made the tool available on all devices, from desktop, to tablets and mobile phones.

[Livelii was acquired in 2016.](#)

Role	Years
Co-Founder, Head of Design	2014-2016

KEY RESPONSIBILITIES

- Designed entire product, brand, & marketing materials
- Wrote the entire fully-responsive HMTL/CSS front-end, & client and server-side javascript
- Conducted numerous user-research sessions with current and prospective clients

BRAND PERSONALITY

Even though Livelii was a technology company which automated some processes, we wanted to project the image that people were behind all the actions, facilitating the process. We established a strong brand personality through the use of color and language that would extend throughout the product, marketing materials, and interactions with customers.

A bright and colorful palette reinforces the idea of optimism and liveliness. A significant portion of users spoke either no English or were ESL. It was important that all of our communication was very simple and clear. We made it a point to use plain language throughout the app and all our communications with customers.

COLOR PALETTE

PRIMARY COLOR PALETTE



BRAND ARCHETYPE



Everyman

Friendly, Humble, Authentic, Hard-working

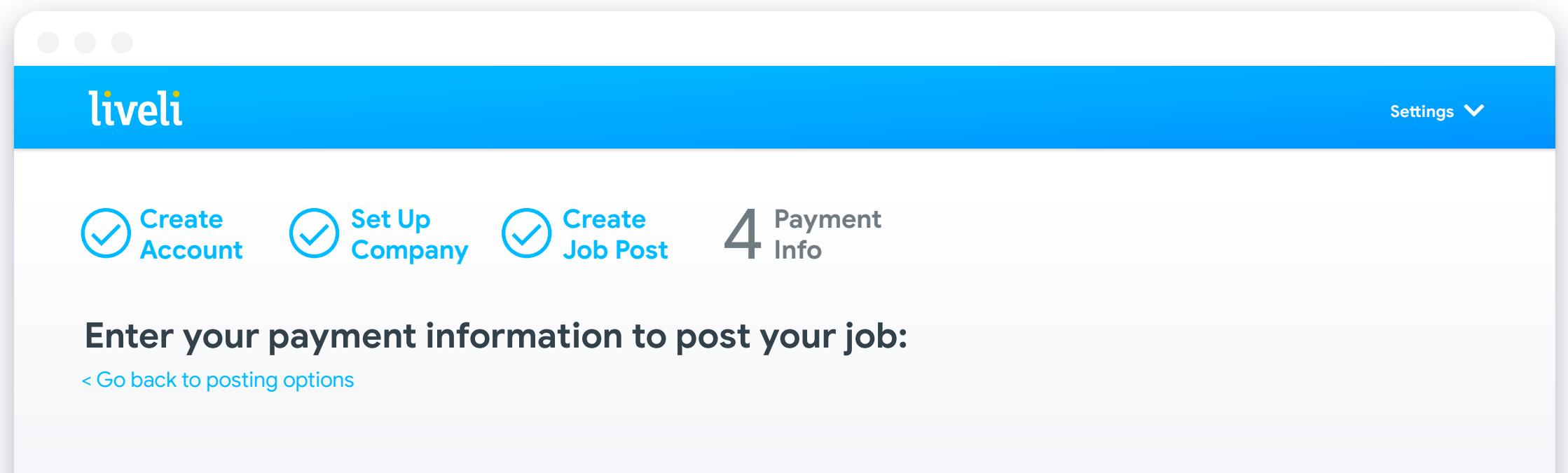
ONBOARDING FLOW

Initially we had the paywall higher up the conversion funnel. we thought capturing payment info earlier would lead to more conversions, but we realized this was problematic because users werent able to understand what liveli did or what value it provided.

- 1 Create Account
- 2 Payment Info
- 3 Set Up Company
- 4 Create Job Post

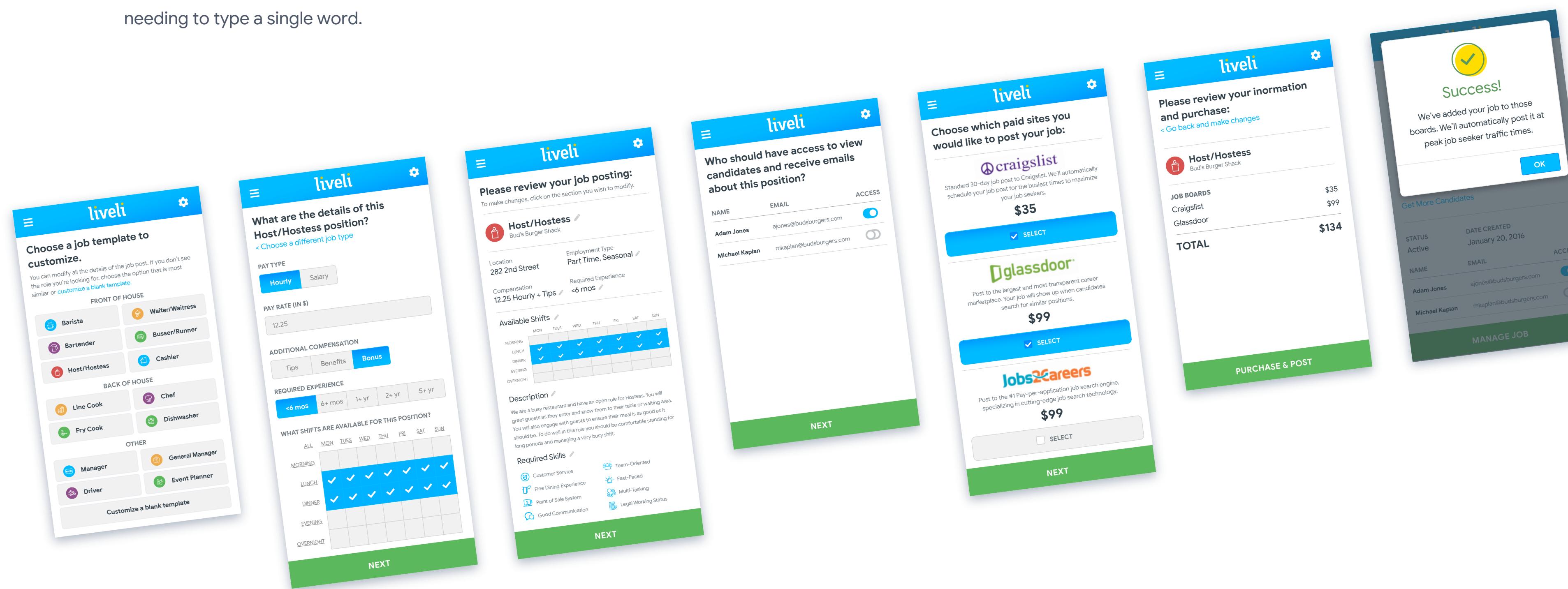
In the revamped flow, we allowed the prospect to go through the flow to create a job post. that allowed them to see just how easy that process was, and actually use the app, before asking for their payment information. they had more investment because they created something, and we also had a lot more information about their business and what they were looking for, which we could use to retarget abandoned users.

Then we allowed them to choose which job boards to post to as the last step. the results were immediate. we saw a 60% increase in conversions, and since most customers went on to post more jobs through the platform, this had an exponential effect on revenue spent through the platform.

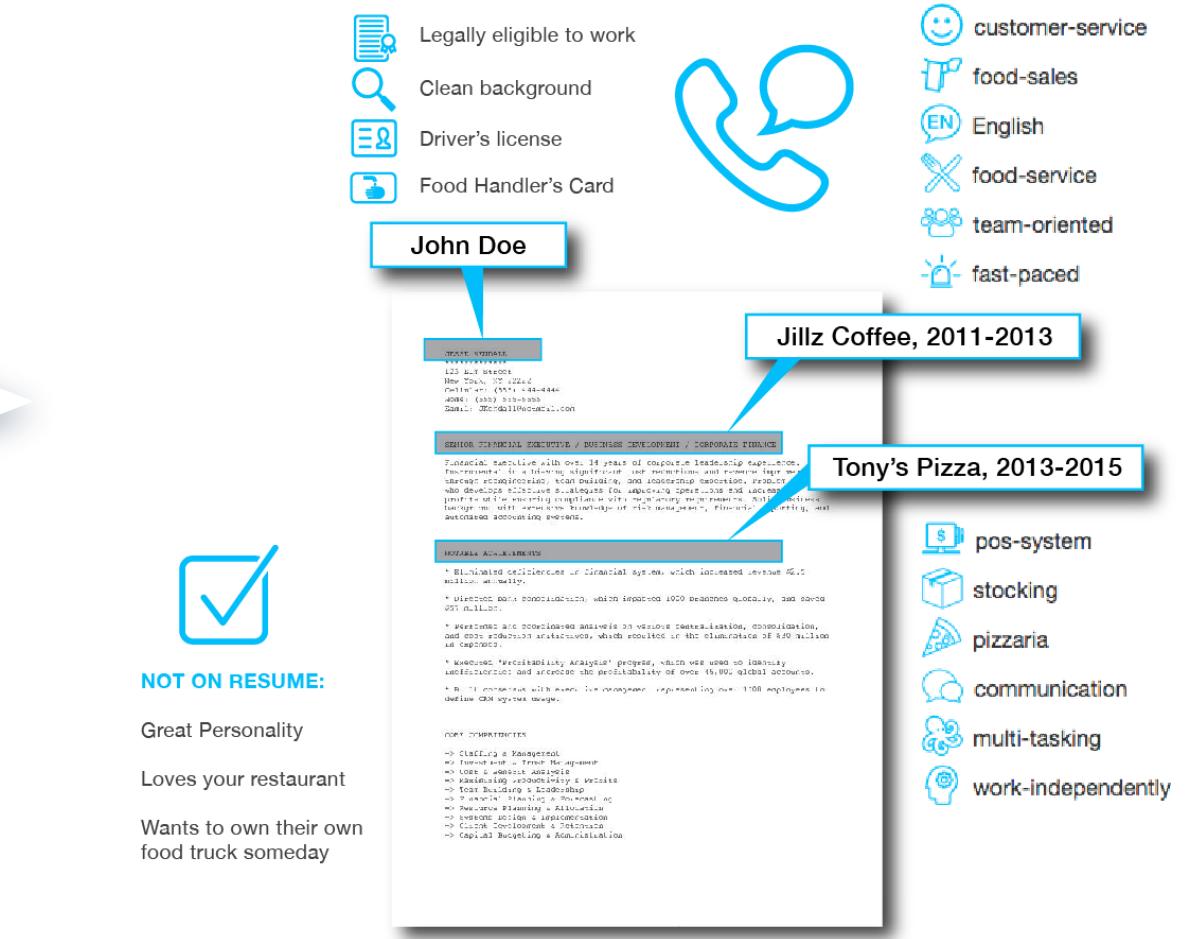
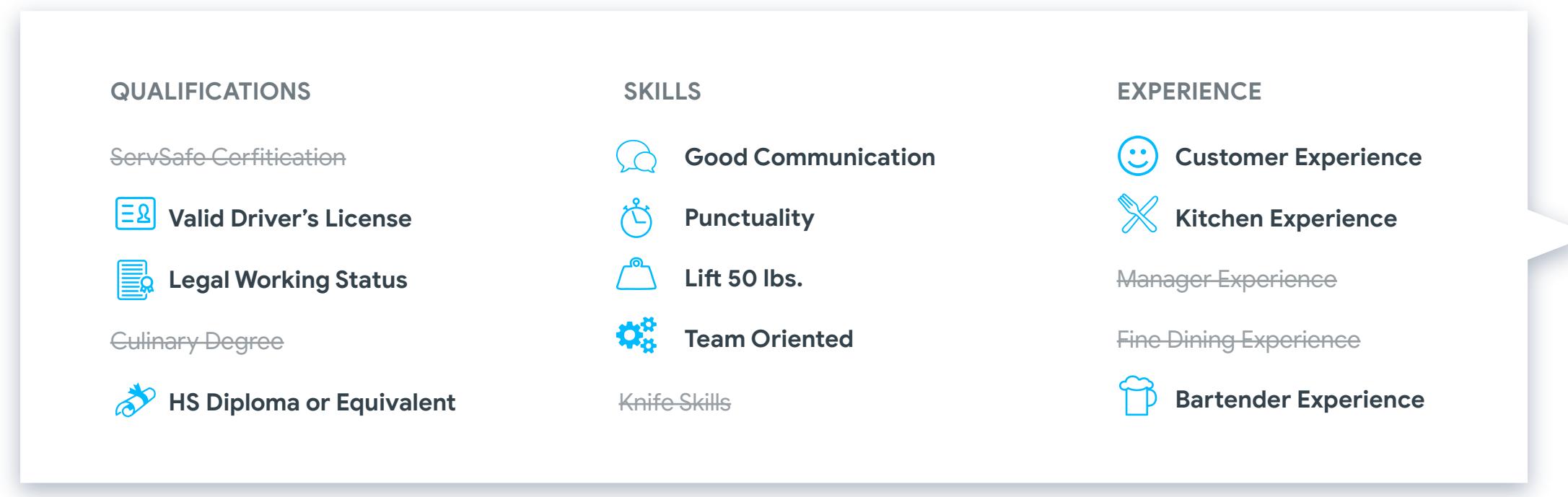


Craigslist is the dominant platform in sourcing candidates, and creating job posts is a painstaking process to generate and input all the necessary information. We conducted an extensive audit of Craigslist job posts and found that many posts were missing information about the restaurant, location, job description, interview times, & pay. Many had unclear Calls to Action, and in some instances the posts the CTA was completely missing.

Liveli streamlined this workflow to be as simple as creating a dating profile. Managers could choose from several job templates to start with, then customize with just a few taps, without needing to type a single word.



We broke down each of the job titles into a set of qualifications that could be mapped to each candidate. I created a set of dozens of icons for each of the skills, which made the skills in the lists easier to scan and understand visually. I turned all the icons into a font so that it could be used in the web application.



Hiring managers could easily scroll through lists of candidates automatically organized by job, location, and status and view detailed candidate cards that were populated via the automatic resume parser. Presenting candidate info in a consistent format made the candidates easier to scan and compare.

Name	Position	Location	Status	Applied
Steve Holt	Cashier	Newport Beach Pier	New Application	2 hrs ago
Rita Leeds	Dishwasher	Balboa Island	New Application	3 hrs ago
Stan Sitwell	Driver	Balboa Island	New Application	3 hrs ago
Michael Bluth	Cashier	Newport Beach Pier	New Application	5 hrs ago
Lindsay Fünke	Driver	Balboa Island	New Application	8 hrs ago
Ann Veal	Cashier	Newport Beach Pier	New Application	10 hrs ago
Marta Estrella	General Manager	Balboa Island	Invited to interview	Yesterday
Maggie Lizer	Cashier	Newport Beach Pier	Not Interested	Yesterday
Lucille Austerio	Dishwasher	Newport Beach Pier	BG Check Pending	2 days ago
			Not Interested	3 days ago
			Hired	4 days ago

Steve Holt
Invited to Interview
View Resume

Position: Bartender
Location: Newport Beach Pier
Applied: 3 days ago
Source: Craigslist
Email: steveholt@gmail.com
Phone: (555)994-1236

QUALIFICATIONS

- ServSafe Certification
- Valid Driver's License
- Legal Working Status
- Culinary Degree
- HS Diploma or Equivalent

SKILLS

- Good Communication
- Punctuality
- Lift 50 lbs.
- Team Oriented
- Knife Skills

EXPERIENCE

- Customer Experience
- Kitchen Experience
- Manager Experience
- Fine Dining Experience
- Bartender Experience

EMPLOYMENT HISTORY

- Barney's Beanery - Bartender - 1 year 11 months
- Yard House - Server - 3 months
- The 35er Bar - Bartender - 6 months

EDUCATION

- Bay Area Technical College

BACKGROUND CHECKS

- NATIONAL CRIMINAL CHECK - CLEAR - This candidate has been verified by OnFido
- SEX OFFENDER CHECK - CLEAR - This candidate has been verified by OnFido

ACTION

The screenshot shows a list of candidates for a Bartender position. At the top, there's a header with the job title "Bartender" and location "Newport Beach Pier". Below this, a navigation bar has tabs for "New", "Interviews", "Hires", and "All", with "All" being the active tab. The main area is titled "APPLICATIONS" and lists five candidates:

- Steve Holt** [New] - Bartender, Newport Beach Pier via Craigslist - 4 hours ago
- J. Walter Weatherman** [New] - Bartender, Newport Beach Pier via Craigslist - yesterday
- Tobias Fünke** [Invited to Interview] - Bartender, Newport Beach Pier via Craigslist - 2 days ago
- Barry Zuckerkorn** [Not Interested] - Bartender, Newport Beach Pier via Craigslist - 3 days ago
- Kitty Sanchez** [Invited to Interview] - Bartender, Newport Beach Pier via Craigslist - 4 days ago

At the bottom is a green "ACTION" button.

This screenshot shows the profile of candidate **Steve Holt**. At the top, it says "INVITED TO INTERVIEW". Below the profile picture, detailed information is provided:

- Position: Bartender
- Location: Newport Beach Pier
- Source: Craigslist - 3 days ago
- Email: steveholt@gmail.com
- Phone: (555)994-1236

Sections for "EMPLOYMENT HISTORY" and "EDUCATION" are also present. At the bottom is a green "ACTION" button.

This screenshot shows a modal window for interviewing **Steve Holt**. It includes a "INVITE TO INTERVIEW" button, a "NOT INTERESTED" button, a "REQUEST BG CHECK" button, a "HIRE" button, a "MAKE A NOTE" button, and a "CANCEL" button. At the bottom right is a green "MANAGE JOB" button.

This screenshot shows a confirmation message: "Invitation Sent!" with a megaphone icon. It states: "When the candidate selects a time, you will receive a notification that they have confirmed the interview." Below this is a "Go back to candidate profile" button. At the bottom are sections for "Get More Candidates", "STATUS" (Active, Date Created: January 20, 2016), "NAME" (Adam Jones, Michael Kaplan), "EMAIL" (ajones@budsburgers.com, mkaplan@budsburgers.com), and "ACCESS" (two toggle switches).

This screenshot shows the liveli web application's calendar view for November. The top navigation bar includes "Candidates", "Jobs", "Locations", and "Calendar", with "Calendar" being the active tab. The calendar grid shows various scheduled events for each day of the month. Some events are color-coded by category (e.g., blue for interviews, green for training sessions, orange for meetings). Specific event details are visible, such as "STORE OPENING 7:00am to 11:00am" on Tuesday, November 24, and "INTERVIEW 9:00am to 1:00pm" on Monday, November 23.

With just a few clicks, they could review candidates and automatically txt a link to easily schedule interviews to the open time of their choosing.



Managing complex portfolios

Addepar is a financial services platform that allows investment managers to bring all their data together in one place, analyze portfolios with interactive dashboards, and create reports for their clients.

I joined the company pre-revenue, designed, prototyped, & shipped the first version of the web application. The product is used by all customers today, and the platform has \$1.7 trillion under management.

Role	Years
Design Lead / Design Manager	2011-2014

In over 3 years at the company, I was deeply involved in the entire design process, from user research and testing, product specs, wireframes, prototyping, to implementing designs directly with engineers, many times committing front-end code to both our desktop and web applications. Together with the an engineering team lead, I co-manage a team of 6 engineers, curating the product request backlog into a product roadmap, then orchestrating engineering sprints and daily scrums. Designed the first two versions of the Client portal, the first web application at the company. Designed and co-implemented the open source project Ember Charts (800+ stars on GitHub).

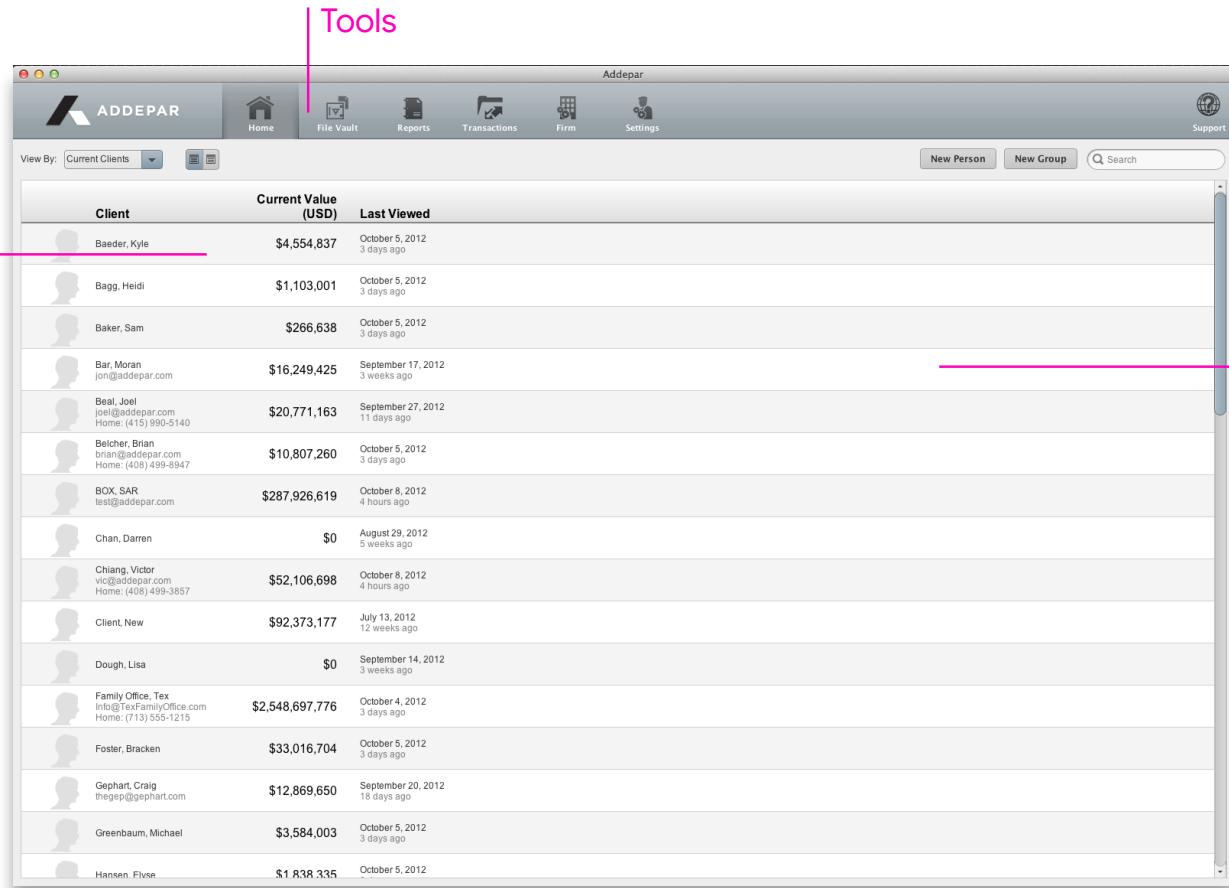
KEY RESPONSIBILITIES

- Prototyped & designed first several versions of the web product
- Designed logo and brand identity
- Recruited and managed communication design team
- Co-led a team of 8 engineers, along with engineering manager
- Served as product manager for Client Solutions team
- Created BUILD recruiting campaign
- Worked with C-Suite to product fundraising and board decks
- Oversaw construction, buildout, and design of new office

ARCHITECTURE CHALLENGES

The beta version of the product was a java desktop client. the initial home screen was a list of all the clients with portfolio values. Clicking on a client name would launch a new window with dashboard where managers could perform analysis on the selected portfolio. The thought was that the manager could launch multiple of these windows at once and compare portfolios across clients. there were separate tools for reports, files, and transactions.

Users needed to be able to navigate to related portfolios, or tools relating to where they were currently in the nav structure. we needed a nav sctructure that reflected this matrix.



Tools

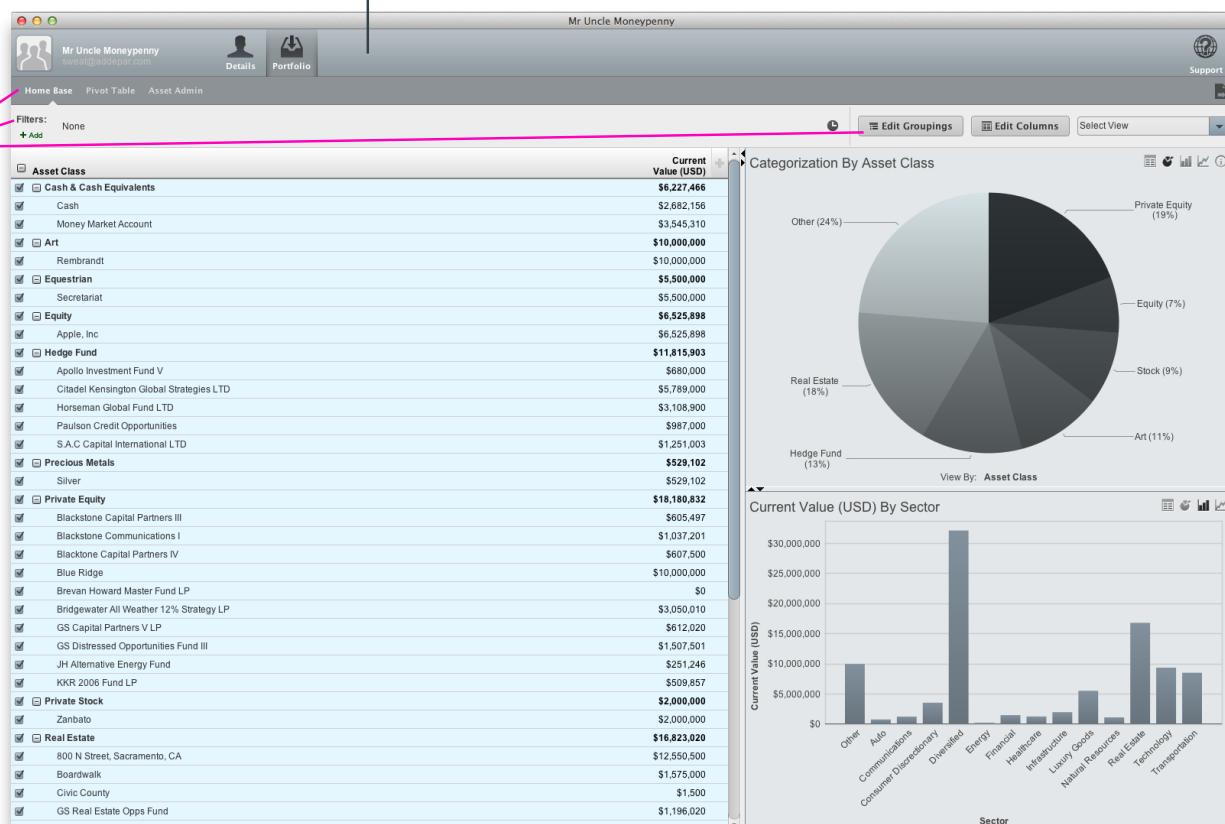
List of clients:
Clicking launches a new window with analysis dashboard

Client	Current Value (USD)	Last Viewed
Baeder, Kyle	\$4,554,837	October 5, 2012 3 days ago
Bagg, Heidi	\$1,103,001	October 5, 2012 3 days ago
Baker, Sam	\$266,638	October 5, 2012 3 days ago
Bar, Moran jon@addepar.com	\$16,249,425	September 17, 2012 3 weeks ago
Beal, Joel pell@addepar.com Home: (408) 518-5140	\$20,771,163	September 27, 2012 11 days ago
Becher, Brian brain@addepar.com Home: (408) 499-8947	\$10,807,260	October 5, 2012 3 days ago
BOX, SAR test@addepar.com	\$287,926,619	October 8, 2012 4 hours ago
Chan, Darren	\$0	August 29, 2012 5 weeks ago
Chiang, Victor victor@addepar.com Home: (408) 499-3857	\$52,106,698	October 8, 2012 4 hours ago
Client, New	\$92,373,177	July 13, 2012 12 weeks ago
Dough, Lisa	\$0	September 14, 2012 3 weeks ago
Family Office, Tex Info@TexFamilyOffice.com Home: (713) 555-1215	\$2,548,697,776	October 4, 2012 3 days ago
Foster, Bracken	\$33,016,704	October 5, 2012 3 days ago
Gephart, Craig thegp@gephart.com	\$12,869,650	September 20, 2012 18 days ago
Greenbaum, Michael	\$3,584,003	October 5, 2012 3 days ago
Hansen, Flynn	\$1,838,335	October 5, 2012

Dead space

Home Screen:
provides little to no value in itself

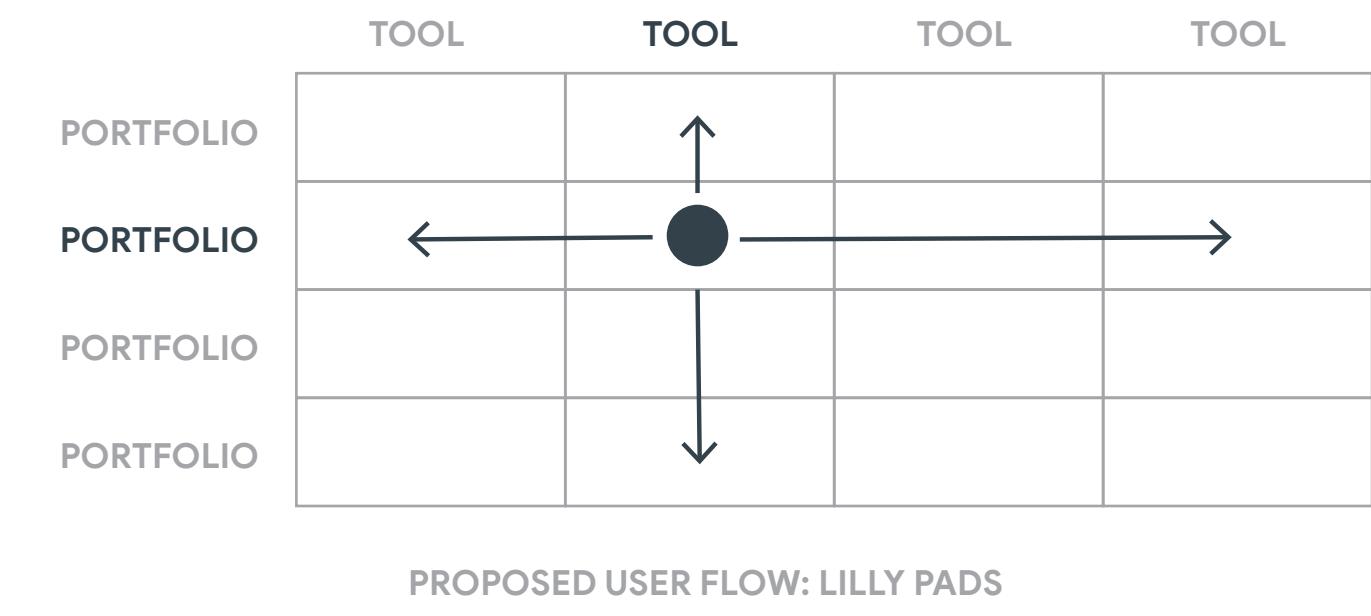
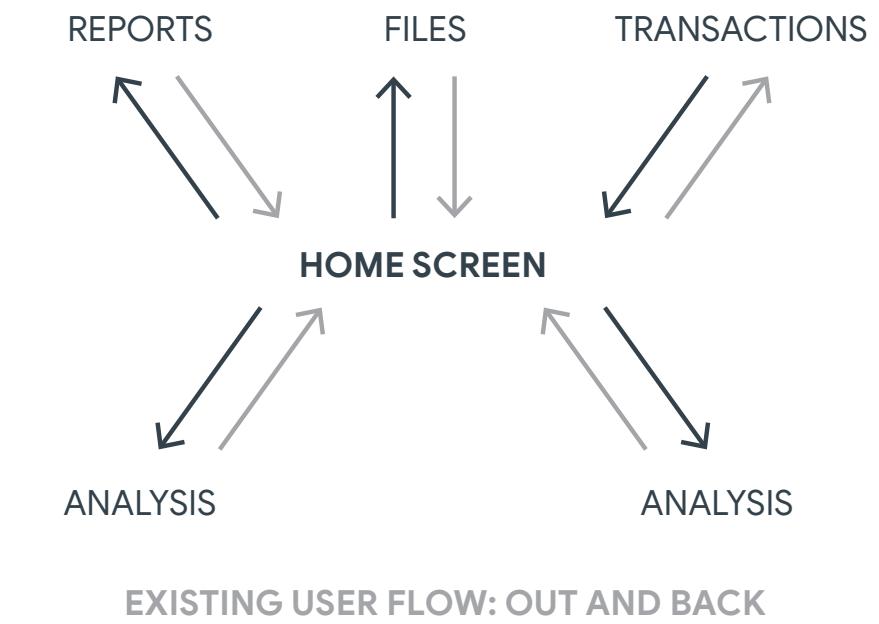
Wasted highest-level navigation bar



Portfolio Analysis Screen:
to perform other workflows related to this portfolio user has to navigate back to the home screen and launch a new tool

An ideal navigation solution would allow the advisor to open up a dashboard view, then change out the underlying portfolio data as they toggled down a list of clients in succession. Then, when they wanted to do a deeper dive into a client, allow them to jump between any of the tools directly from one another, without having to navigate back to the home screen each time.

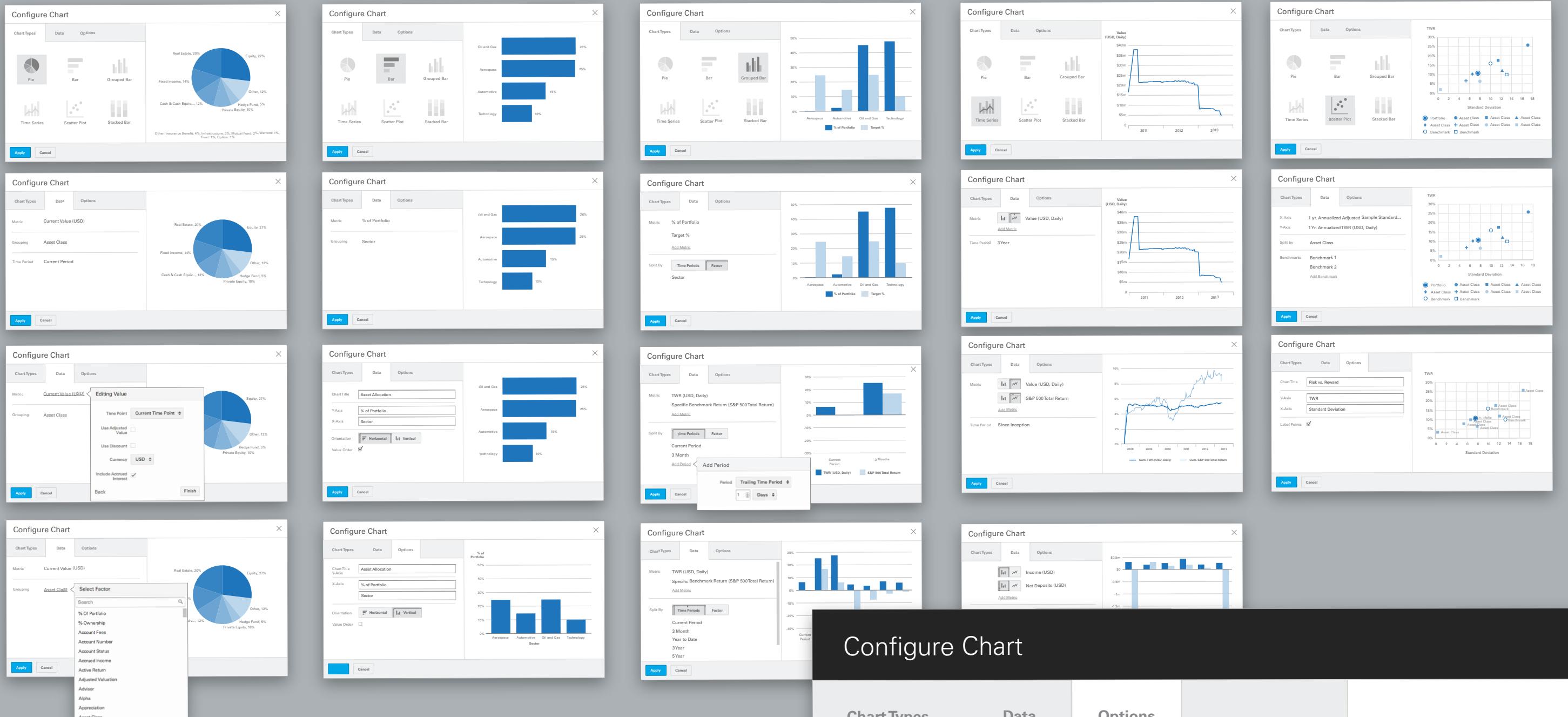
I called this navigation architecture the ‘lilly pad’ solution, meaning that the user could jump to any adjacent node in the graph structure from where they were at currently.



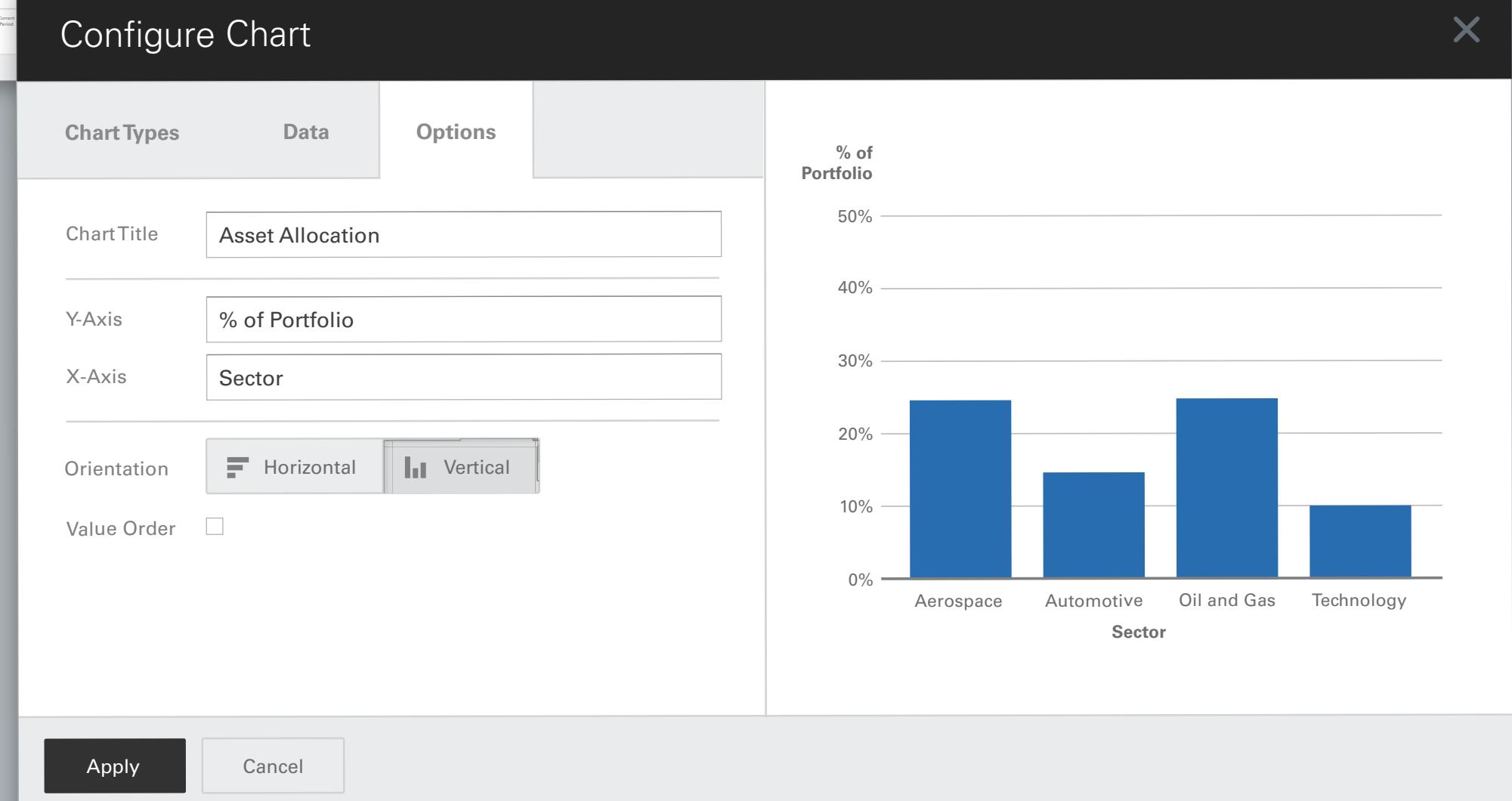
The main application provides wealth managers with a dashboard to rapidly traverse, visualize, and analyze financial data across the various portfolios they manage. Managers can rapidly assemble PDF reports via a layout tool, or share configured interactive views to their clients via a real-time client portal.

The screenshot shows a dashboard for managing financial portfolios. On the left, there's a sidebar with sections for PORTFOLIO, TRANSACTIONS, REPORTS, and PORTAL. The main area displays a list of clients under 'Adam Smith' (2014-10-10 - 2014-11-10). A modal window titled 'Select Attribute' is open, showing a hierarchical tree of asset classes like 'Cash & Cash Equivalent', 'Fixed Income', etc., with values in USD. To the right of the client list is a pie chart titled 'Value (USD) grouped by Asset Class' showing the distribution between Equity, Real Assets, Fixed Income, Cash & Cash Equivalent, and Other. Below the pie chart is another chart titled 'Value (USD) grouped by Sector' showing a horizontal bar chart of investment categories and their values.

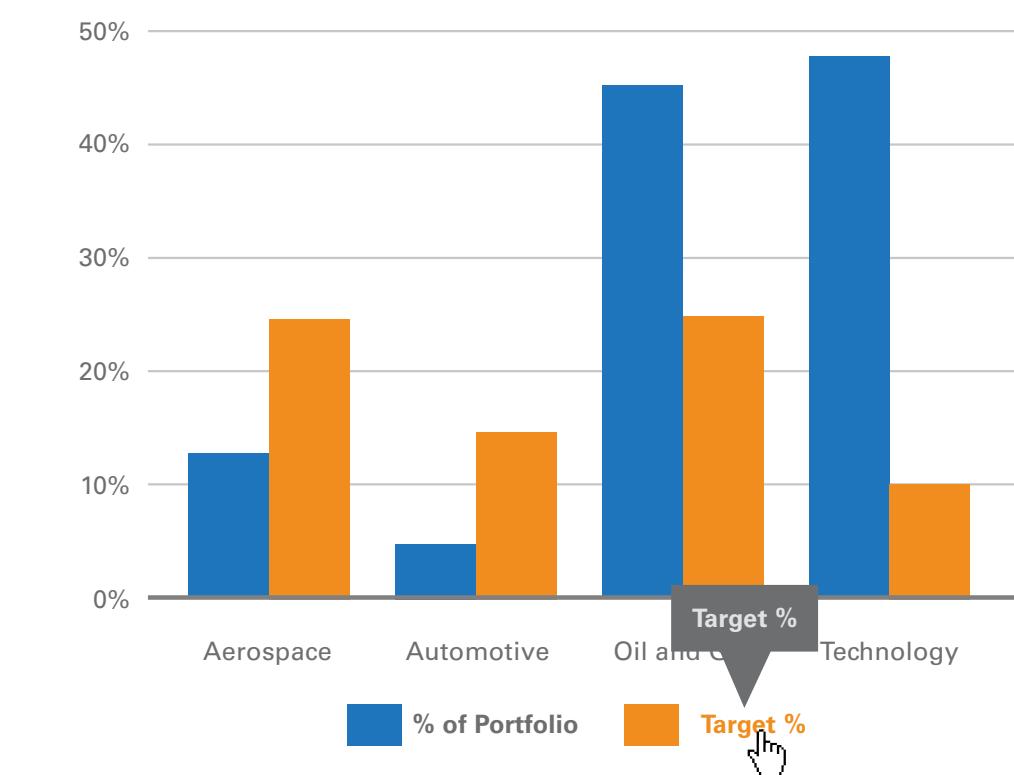
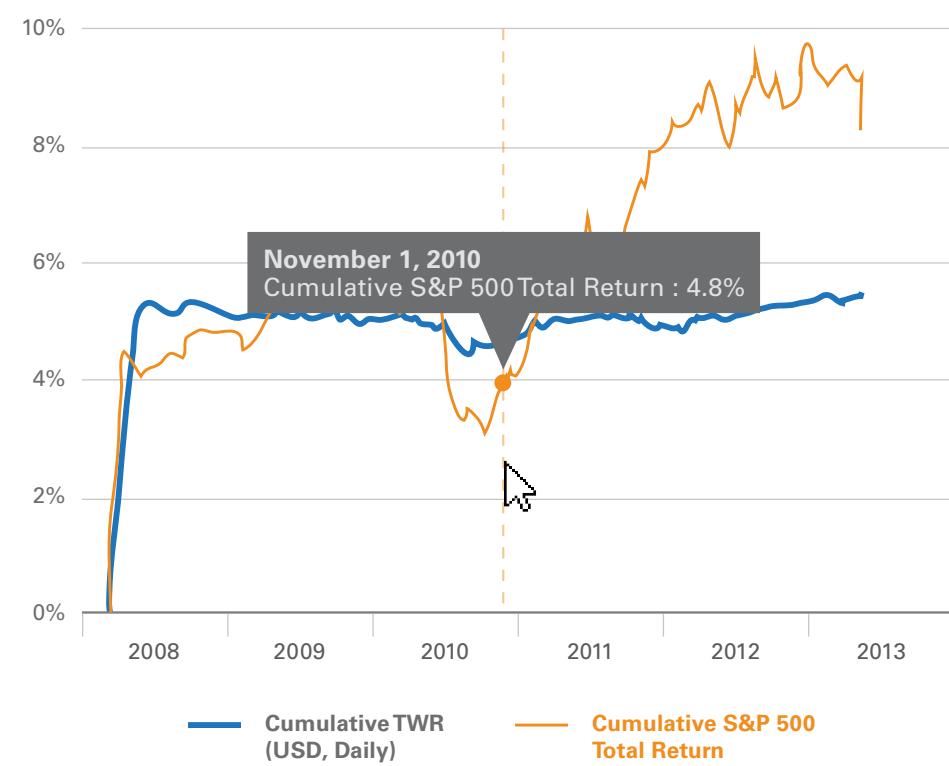
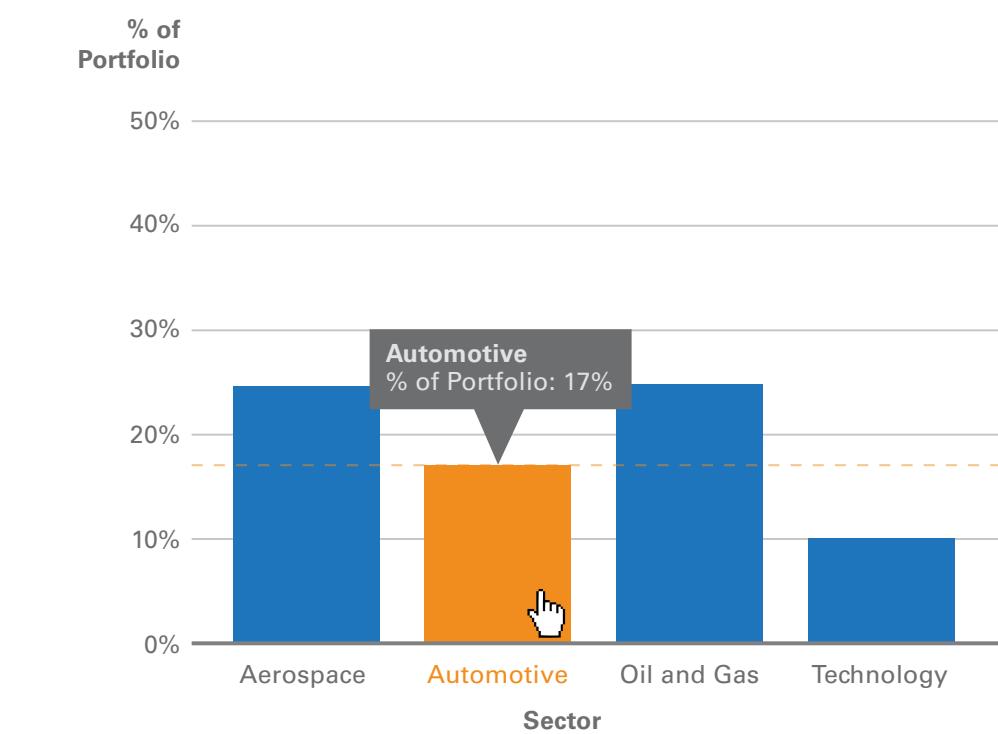
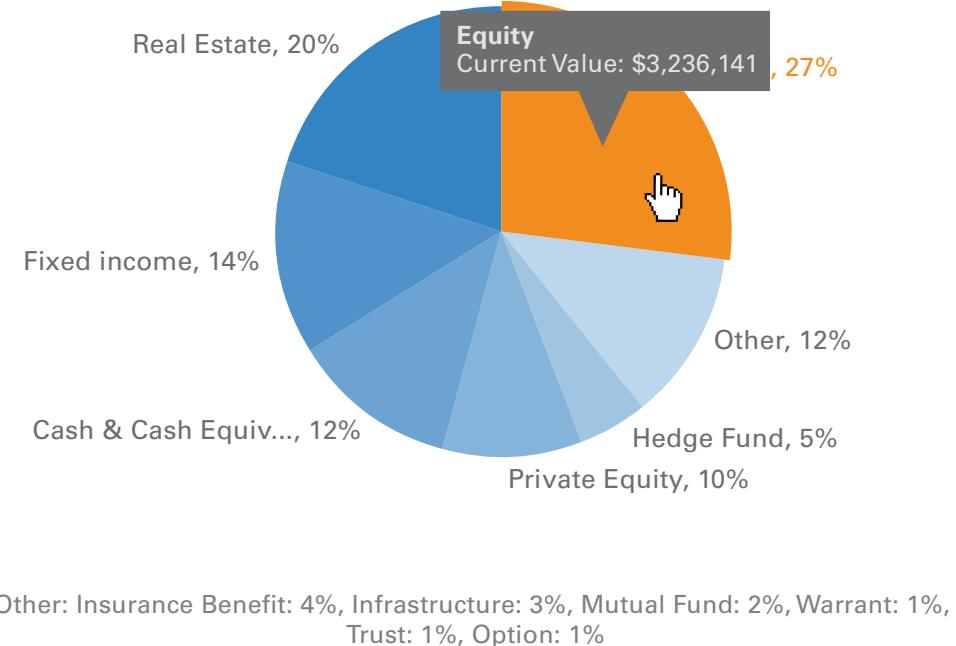
This screenshot shows a 'Monthly Report' application. At the top, it says 'Last saved 14 mins ago. Save now.' and has an 'Export' button. The main area contains a PDF viewer showing a 'Bank of Addepar' report titled 'Mark Tex Holdings Summary August 1, 2013'. The report includes sections like 'Alternatives Overview' (a table of capital commitments), 'Alternatives Cashflow' (a line graph of cash flow from 2004 to 2013), 'IRR' (a bar chart of internal rates of return for different categories), and 'Strategy' (a pie chart of investment allocation). A small disclaimer at the bottom of the report states: 'Bank of Addepar, Inc. 1215 Terra Bella Ave. Mountain View, CA 94040'. A note below the disclaimer says: 'Disclaimer: If your account was opened during this calendar year, the Year to Date column will be blank for all but the index returns. "Account" refers to the total return of your entire account for the period. "Fixed Income" refers to the total return of the fixed income only in your account. "Equities" refers to the total return of the equities only in your account.'



Each type of chart also needed an interface for managers to easily configure and visualize the data in format of their choosing. As each chart type has its own set of controls, I separated the steps into tabbed wizard-style chooser to help simplify the configuration. Using a modal for configuration created a consistent user experience in both the interactive dashboard tool, as well as the static print-layout tool.



Each chart would have its own hover and click interactions, which really unlocks the power of interactive visualizations. Enforcing a monochrome color palette allows for highlighting hover states and key pieces of information.



We built a library of charts based on all this research, which we eventually released as an open-source library that has almost 800 followers on GitHub.

The screenshot shows the homepage of the Ember Charts open-source library. At the top, there's a dark banner with the Addepar logo and the text "ADDEPAR OPEN SOURCE". Below the banner, the title "EMBER CHARTS" is prominently displayed, followed by the subtitle "A powerful and easy to use charting library for Ember.js." A "DOWNLOAD EMBER-CHARTS" button is located in the center of the banner. The main content area features several charts: a Time Series chart showing data from "Mar '15" to "Jun '15" with two groups, "Group One" and "Group Two"; a Horizontal Bar chart with categories like "Total Assets", "Real Assets", "Fixed Income", and "Cash & Cash Equivalent"; a Vertical Bar chart with values ranging from -10 to 30; a Stacked Bar chart with three categories labeled "Stacked Bar", "Group One", "Group Two", and "Group Three"; a Pie chart showing "Real Assets: 25%", "Equity: 25%", "Fixed Income: 25%", and "Cash & Cash Equivalent: 25%"; and a Scatter plot. On the left side, there's a sidebar with links to "View on GitHub", "Star 794", "EMBER CHARTS Overview & Getting Started API & Documentation", and specific chart components like "Horizontal Bar Chart", "Vertical Bar Chart", "Stacked Bar Chart", "Pie Chart", "Scatter Plot", and "Time Series Chart". A large "Star 794" button is overlaid at the bottom of the page.

ADDEPAR CHARTS OPEN SOURCE LIBRARY





New York Meets Silicon Valley

As a startup company in the FinTech space, we wanted to position ourselves as the best of Silicon Valley technologist and the best of Wall Street Financial experience. The Addepar brand takes cues from the financial industry portrayed in a distinctly clean, modern, high end way.

I joined the company pre-revenue and designed the logo and brand guidelines in my first month. I then sourced, recruited, and built out the communication design team that I managed. This team collaborated with the business teams on marketing materials, the recruiting team on their materials, and operations on internal design needs.

Role	Years
Design Lead /Design Manager	2011-2014

Addepar's mark references a classic understanding of growth – up and to the right. The identity is a blend of high-touch finance and contemporary technology. We focused on modern design principles to speak of premium, pioneering, and precise brand qualities. We communicate clarity and integrity with refined typography, a minimal color palette, and effective use of white space. This upward and right angle would serve as a design device that would be repeated in many applications throughout the Addepar brand.





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Denver, CO 80202

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Five Ways Technology is Transforming Investment



To learn more about ADDEPAR's investment platform,
please contact your Relationship Manager:
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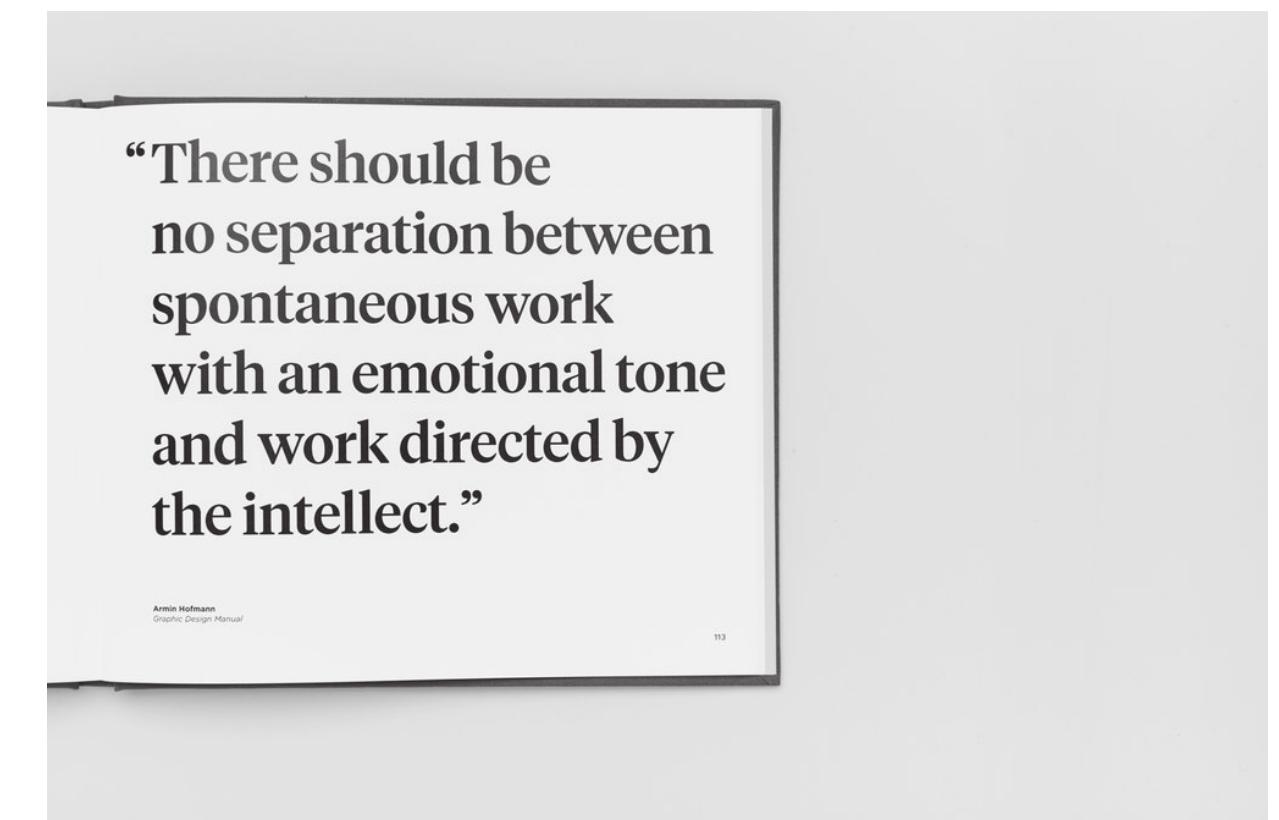
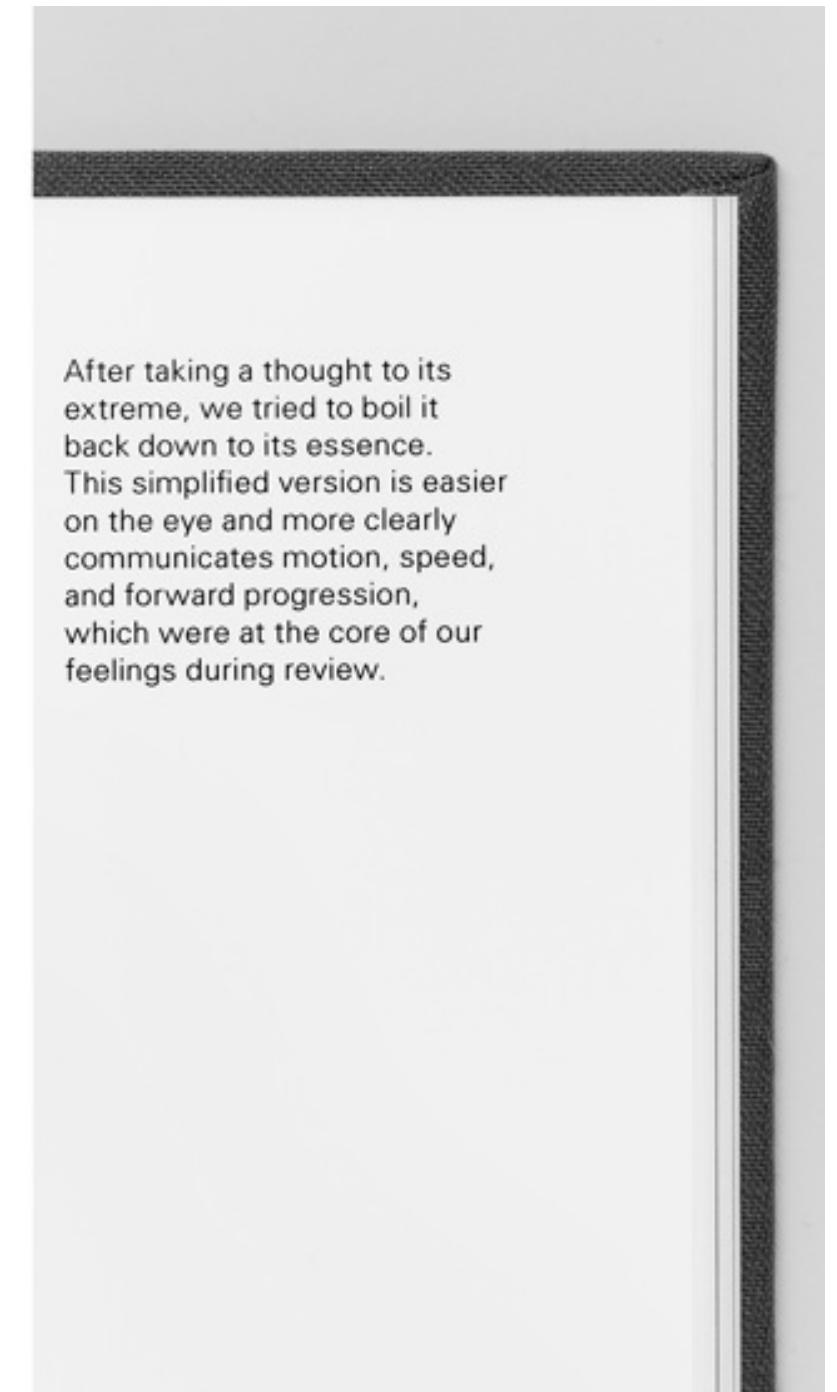
Addepar Investments
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Brand Exploration Process Book

I led my team on an academic exploration of the Addepar brand. Each exercise was designed to impose a set of limitations on the designers so that they could focus on one aspect at a time, while searching to exhaust all solutions. After each exercise, we would review and discuss the findings as a group. The goal was to continue to push the boundaries of what the brand could be, while defining the lines of which directions were drifting too far.



We then collected our most successful sketches and observations, and bound them into a book that we published into Addepar Form Studies. The book serves as both a reference and inspiration to fugure team members, but also serves as a document of both process and thought that the young designers could use as they moved on throughout their careers.

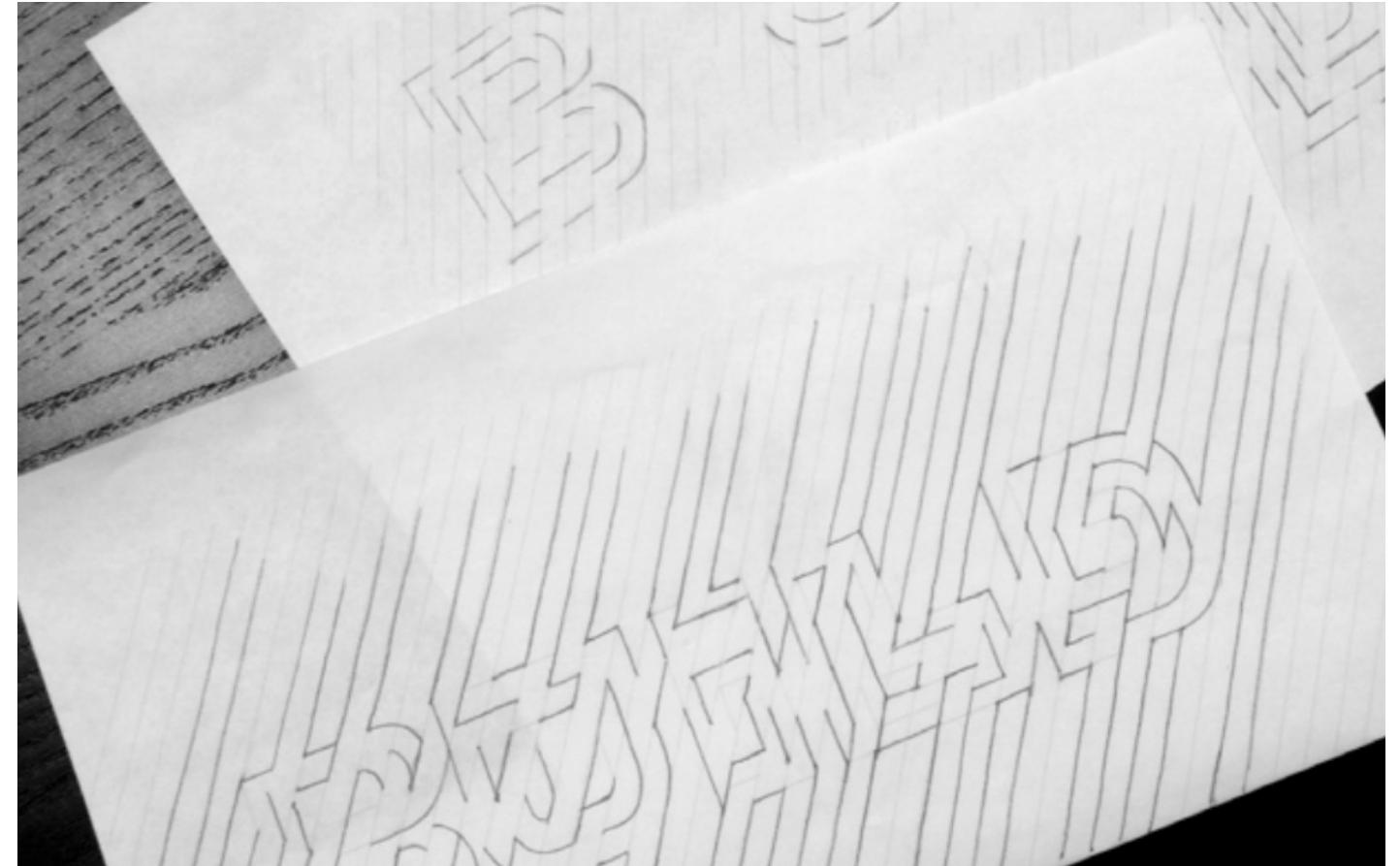


BUILD Recruiting Campaign

As a young startup company, Addepar didn't have the name awareness on college campuses as most of the larger, established companies at career fairs. People would not want or wear a logo t-shirt for a company they didn't know. My idea was to create a campaign that all the engineers and designers we came across could identify with, and feature that on the t-shirts and materials we gave out. Leading a team of 2 designers, we came up with the theme of "BUILD" as a message that both represented both the simplified manifesto of Addepar (building wealth / building a solid, lasting company), as well as a counterpoint to Facebook's HACK culture.

Each year the theme evolves to emphasize different aspects of the Addepar brand. The shirts were a huge success, and within 2 years we quickly became known at all the career fairs around the country for our BUILD shirts, we had people steal boxes of them, and we had requests from schools and companies across the globe to buy the shirts directly from us.

The award-winning campaign was featured in Print Magazine's Regional Design Annual.





Yankee Stadium

I started my career at C&G Partners in New York City, a multi-disciplinary design studio with a historic legacy.

I served as the Senior Designer, Project Manager, and Content Developer of both the new Yankee Stadium and Major League Baseball Headquarters, both in NYC. Both projects spanned multiple years and forced me to work across media that spanned branding, environments, signage, exhibits, and interaction design.

Role

Senior Designer

Years

2006-2011

Yankee Stadium Logo & Custom Typeface

The design of the new Yankee Stadium is an homage to its original 1923 configuration. The logo highlights the key architectural arches that surround the facade of the structure. I designed a custom condensed serif font inspired by the lettering that hung above Gate 4 of the original Stadium. The letterforms needed to be extremely versatile, retaining legibility at extremely large scales and diverse materials, from eleven-foot-tall illuminated letters on the roof, to V-incised gold-leafed limestone, to signs and mementos around the ballpark.



Yankee Stadium Environmental Graphics

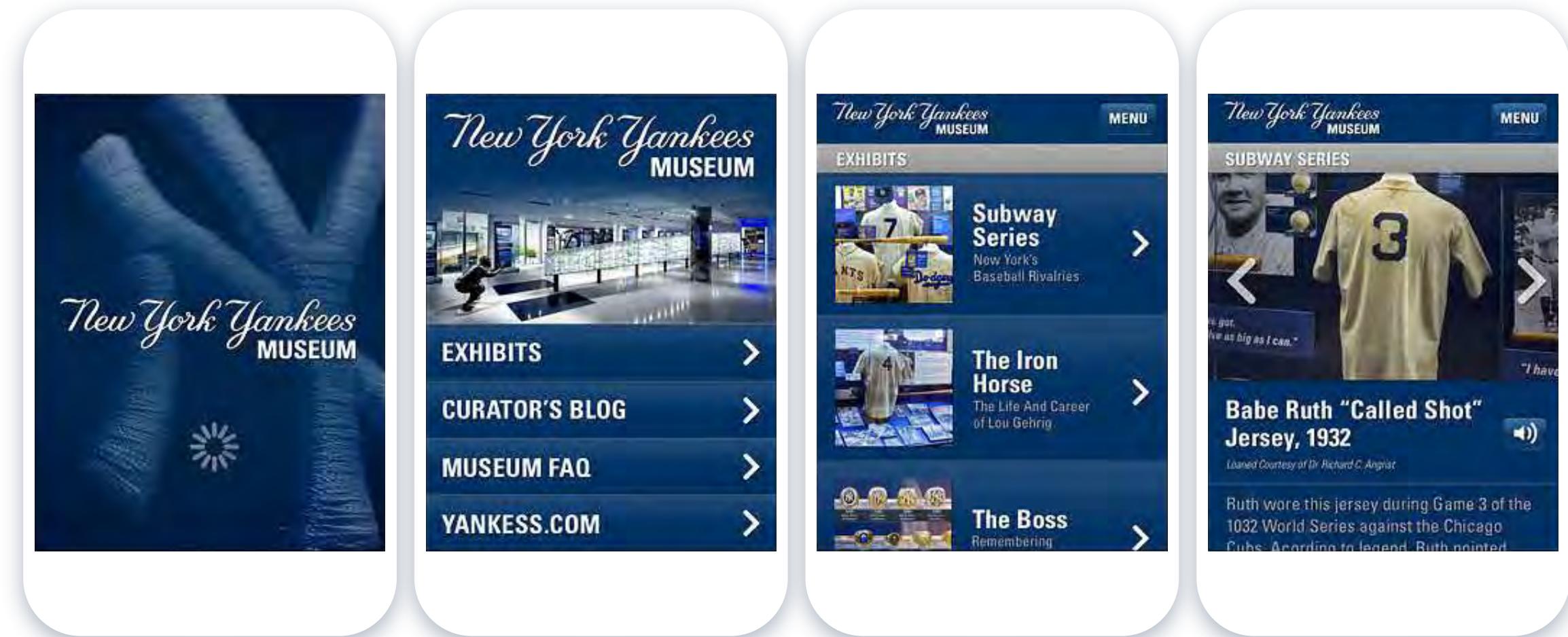
After 75 years at their old home in the Bronx, the New York Yankees moved to the new \$1.5 billion dollar Yankee Stadium for the 2009 baseball season. The Yankees brand and unparalleled history of winning is reflected in every corner of the new ballpark. The fans' experience choreographed from moment they get off the subway to the time they get to their seat.



New York Yankees Virtual Museum

The New York Yankees looked to enhance the visitor experience and extend its presence across the web. A mobile website allows visitors to preview the exhibits as they wait in line to get into the Museum. A guide supplements the exhibits with additional artifact information, as well as narrated step-by-step tour, or share a favorite exhibit piece on Twitter. Viewers can also find out information about the Museum and the Curator's Blog keeps content fresh, allowing the Museum to connect with its audience on a more frequent basis.

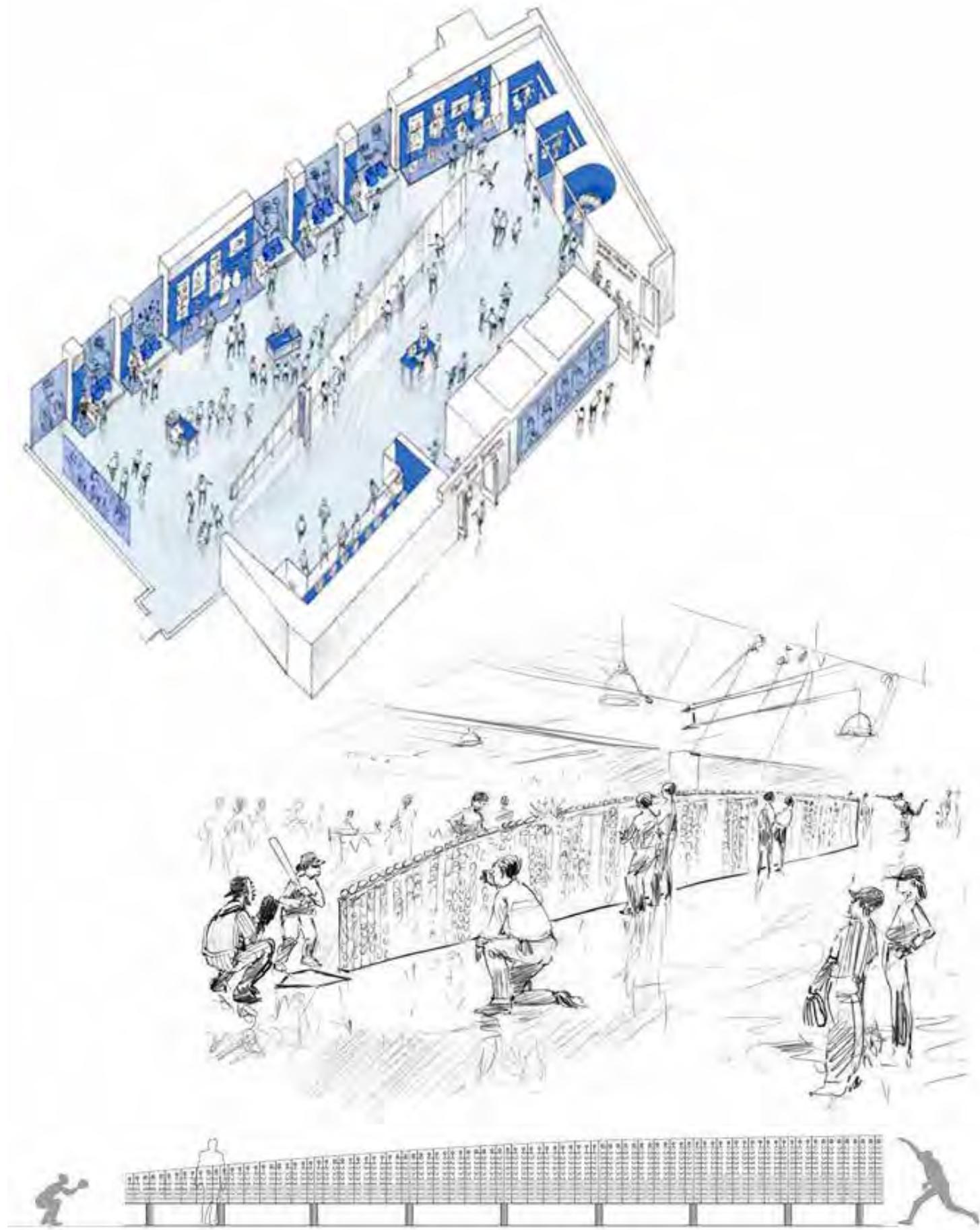
Interactive touch screen displays allow users to locate players along the ball wall, or create a photo op by entering their name to be displayed above an authentic Yankees locker.



New York Yankees Museum

With 27 World Championships and 41 Hall of Fame players, the history of the Yankees is in many ways the history of baseball. The New York Yankees Museum, located in the new Yankee Stadium, was built to showcase this rich tradition and enhance the fan and tour experience.

The centerpiece of the Museum is an installation which recreates the final pitch of Don Larsen's perfect game in the 1956 World Series to full scale. Sculptures of Larsen and Yogi Berra stand at each end, while a stainless and glass display case traces the trajectory of the famous pitch. One side of the case displays baseballs signed by everyone who ever suited up in the Yankee pinstripes, from Babe Ruth to Derek Jeter. The other side displays oversized versions of famous players' signatures.





IDENTITIES & LOGOS

Clockwise from top left:

O'Shaughnessy Asset Management,
Financial Services / Stamford, CT

Tyche Risk Management,
Insurance Technology / New York, NY

Morgan Stanley Smith Barney,
Financial Services / New York, NY

Ripio
LatAm Financial Services Technology
Buenos Aires, AR