

Hi There!
I'm Craig Gephart.
I have 15 years experience
as a design leader.

My interests lie at the intersection of design, technology, and sports.

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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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

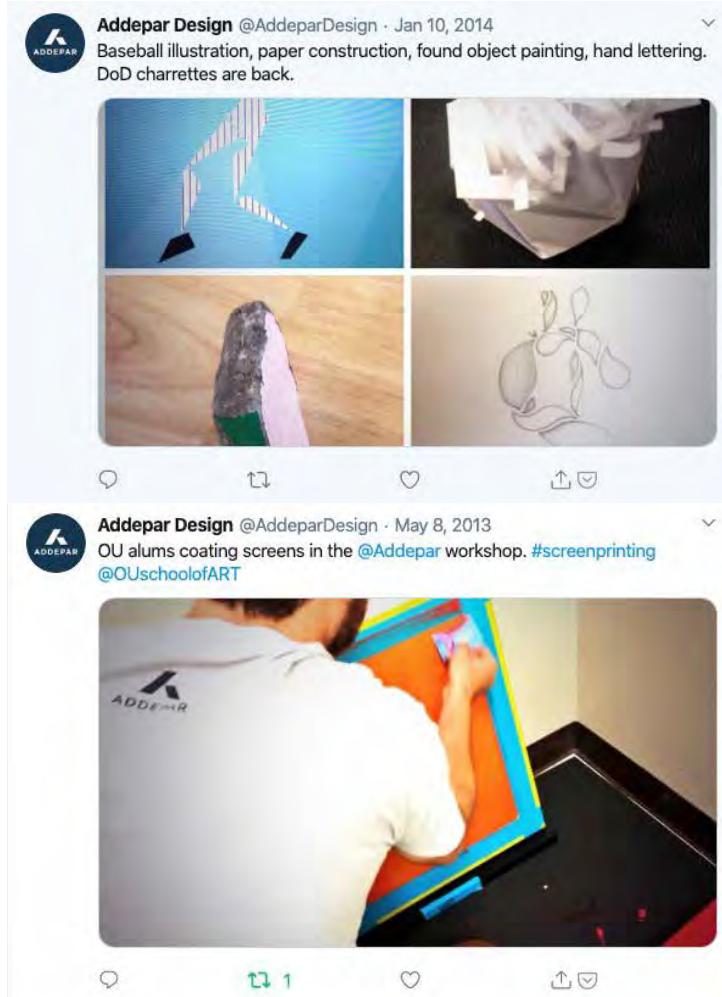
INTERNAL CULTURE

- 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

INDIVIDUAL DEVELOPMENT



INTERNAL CULTURE



EXTERNAL OUTREACH



ADDEPAR DESIGN TWITTER FEED

A selection of posts highlighting design initiatives across the organization.



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

Head of Design

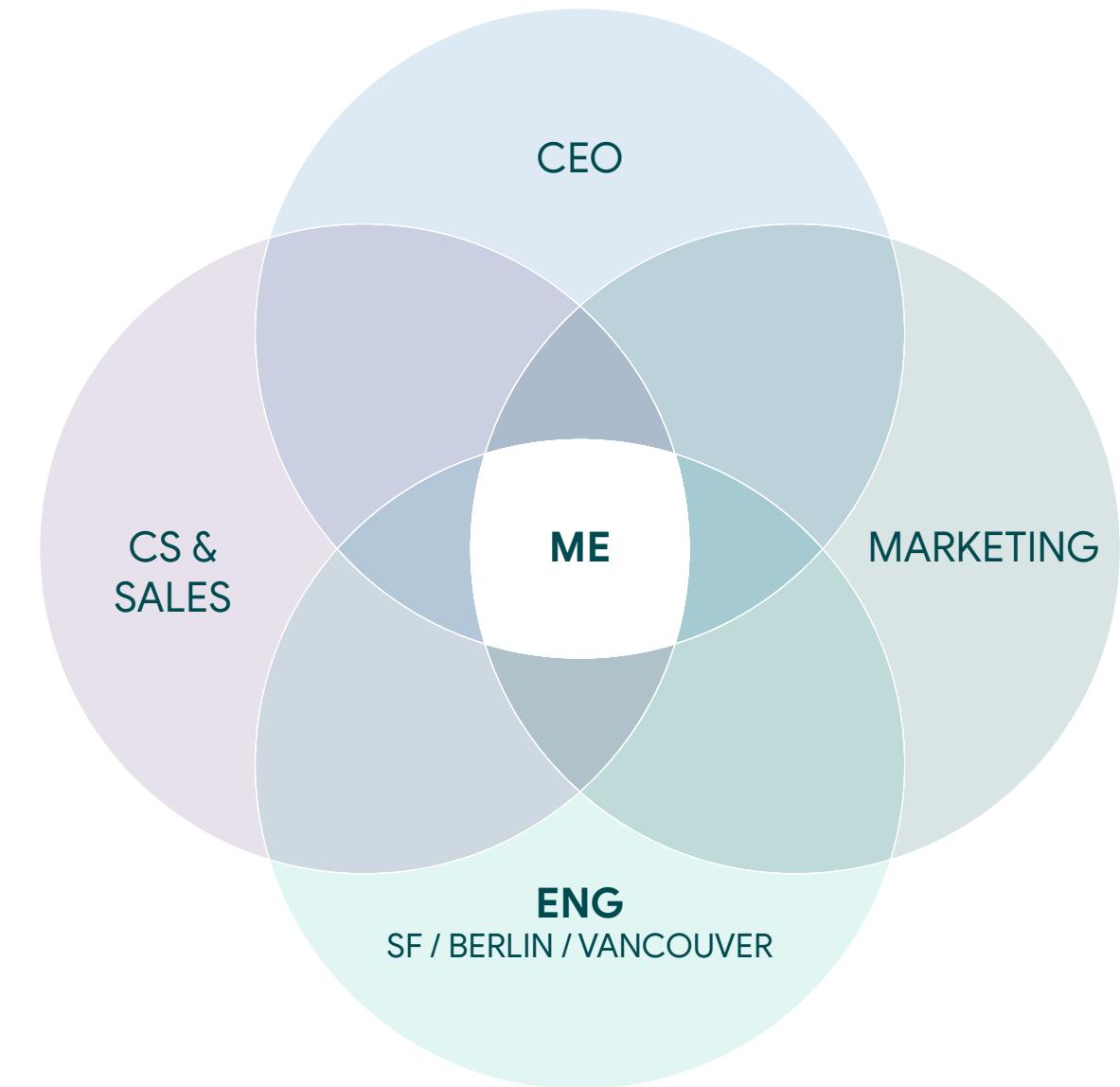
Years

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.

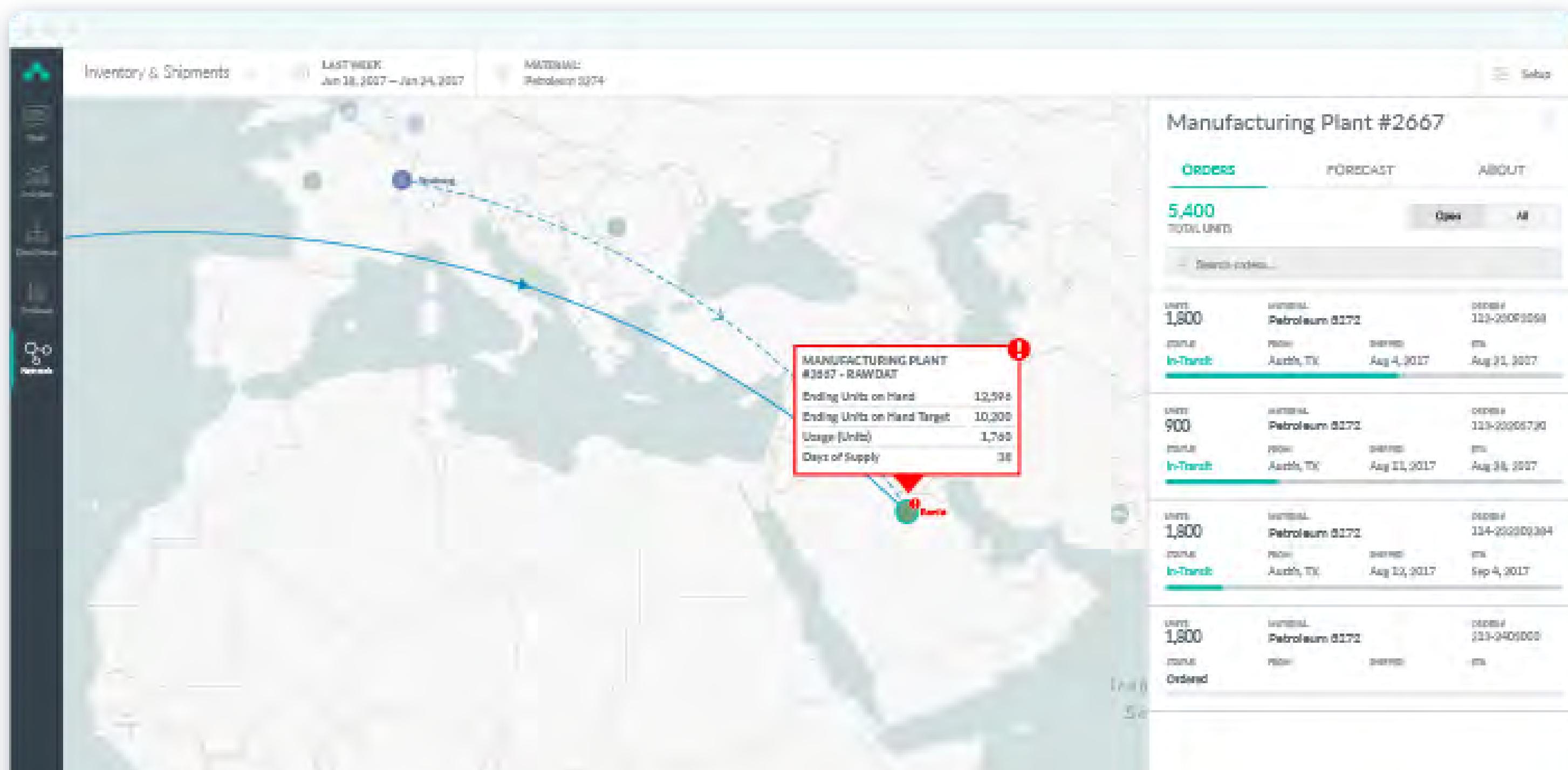
Prevent users from getting into states where the data doesn't work or the configurations are incompatible.

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.

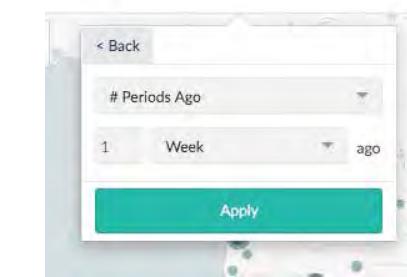


Waterfall Table Widget:

A new widget that lists plans, and possibly forecasts, along the Y axis, time periods along the X axis, and displays a single metric. Actuals are displayed with special formatting as described below.

Not sure where this ends up, but my guess is in the long run this goes away...

This could be a modal, or perhaps a popover is even better.



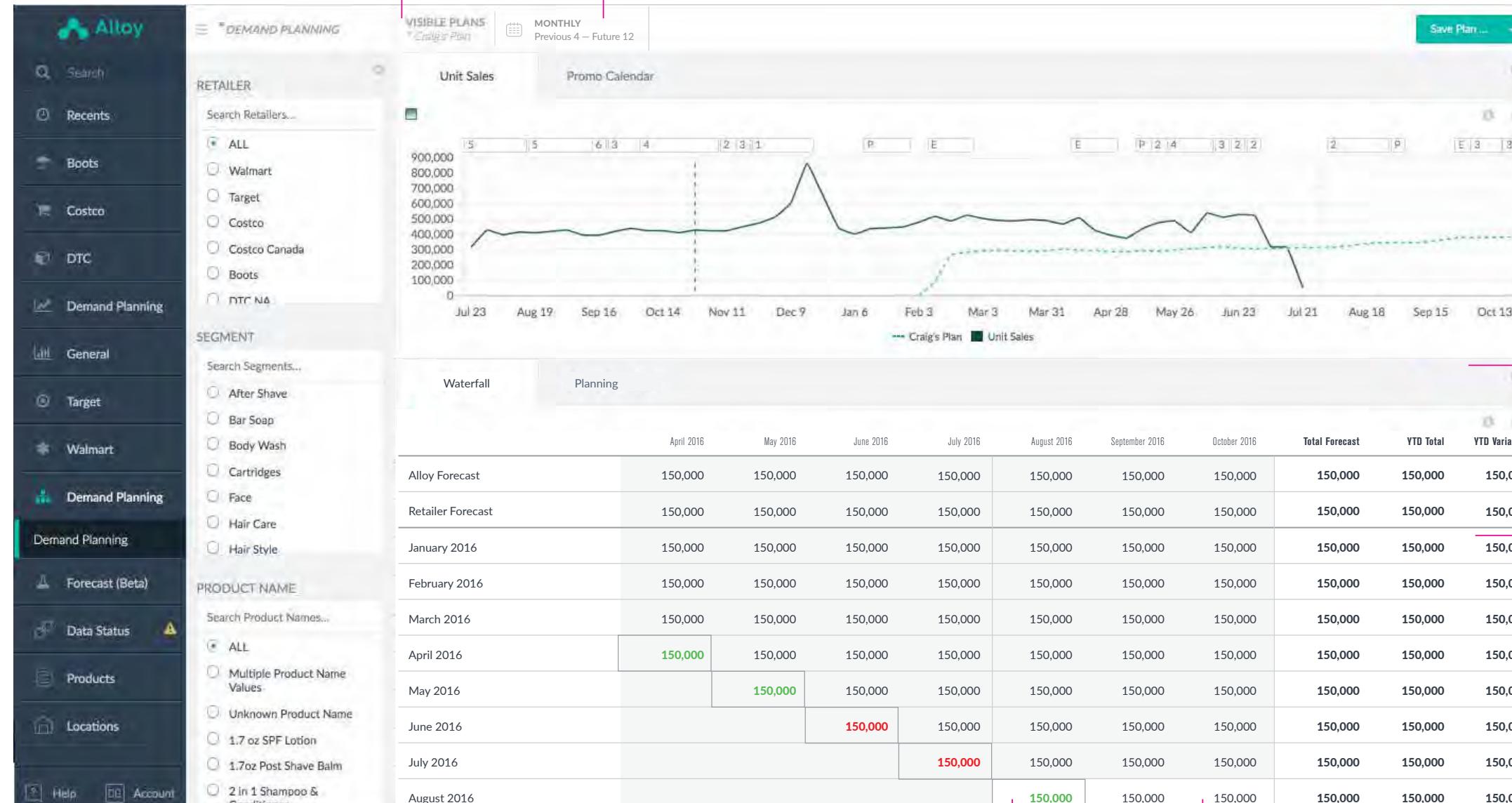
Configure Period

Weekly Monthly Quarterly Yearly

Past Period Future Periods

4 12

Cancel Update



Forecasts are listed first, followed by plans ordered old to new

Actuals are displayed with a box around the cell, with conditional color formatting compared to most recent forecast.

Configured metric is displayed in the table.

An easy place for this to live would be in a second tab at the bottom until we sort out the bigger architecture.

Total Rows added to the right side of the table.

Multiple forecasts can be added, and a single metric can be configured.

Configure Waterfall Table

Forecasts

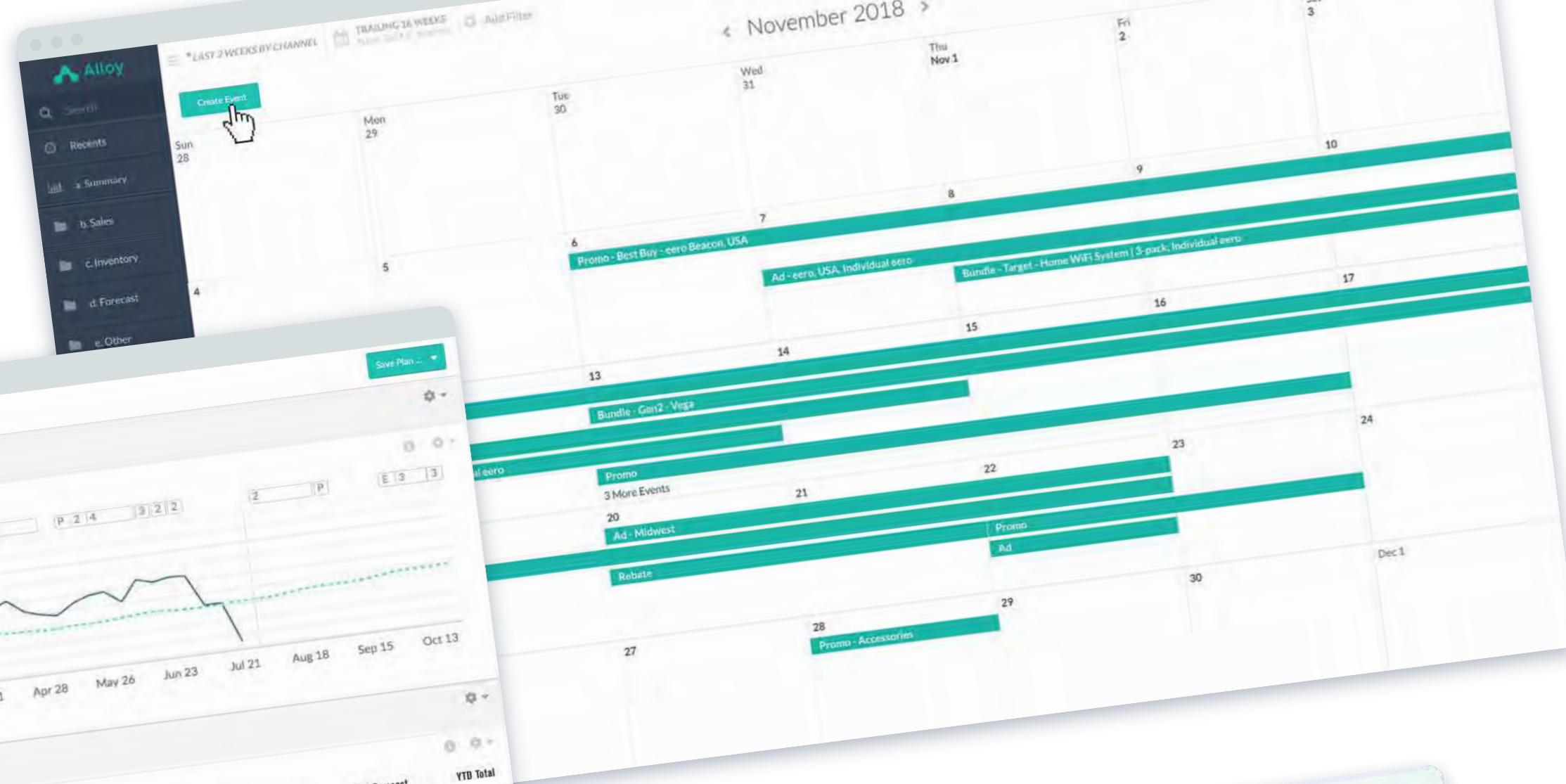
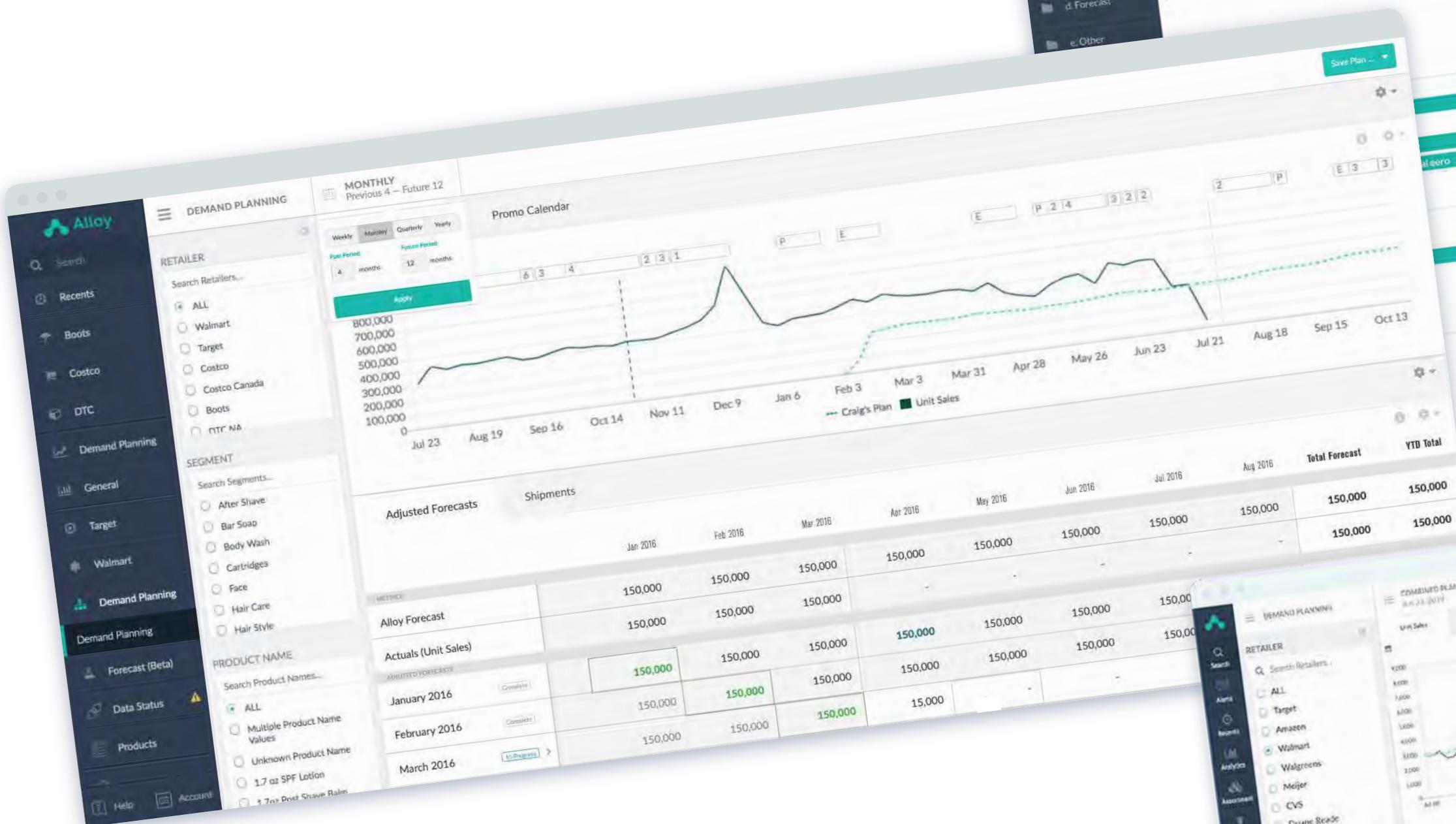
Alloy Forecast
Retailer Forecast
+ Add Forecast

Metric

Unit Sales

Cancel Update

I created detailed construction documents outlining all the functionality needed to create the Planning module.



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

RESULTS

- Immediate impact on **sales pipeline**.
- **Two upsells** of current clients for planning product.
- **Harry's**, a prospect we had been chasing for almost 2 years signed a contract for \$150k annually.
- Signed multi-year, multi-million dollar contracts with **Ferrero-Rocher** and **Valvoline**, which were successively each the largest deals we'd ever signed, by orders of magnitude.

“Just being able to mention that we’re working on a planning product has led to about 3x as many meetings.”



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

INSIGHTS

- The majority of jobseekers use their phones for the job-search process, and a lot of job seekers don't even have access to computers.
- Filling out each application can take as long as 45 mins, and they have to input the same information again and again for each application.
- Jobseekers usually apply to several jobs at once.
- Time-to-hire is the single biggest factor to making a hire.
- Craigslist is the dominant platform in sourcing candidates.
- A manager's first priority is operating the day-to-day of the store, hiring is almost an afterthought.
- Managers often try to make sense of applications that are incomplete or ambiguous:
- Scheduling candidates for interviews can involve several emails or texts back and forth between the candidates.

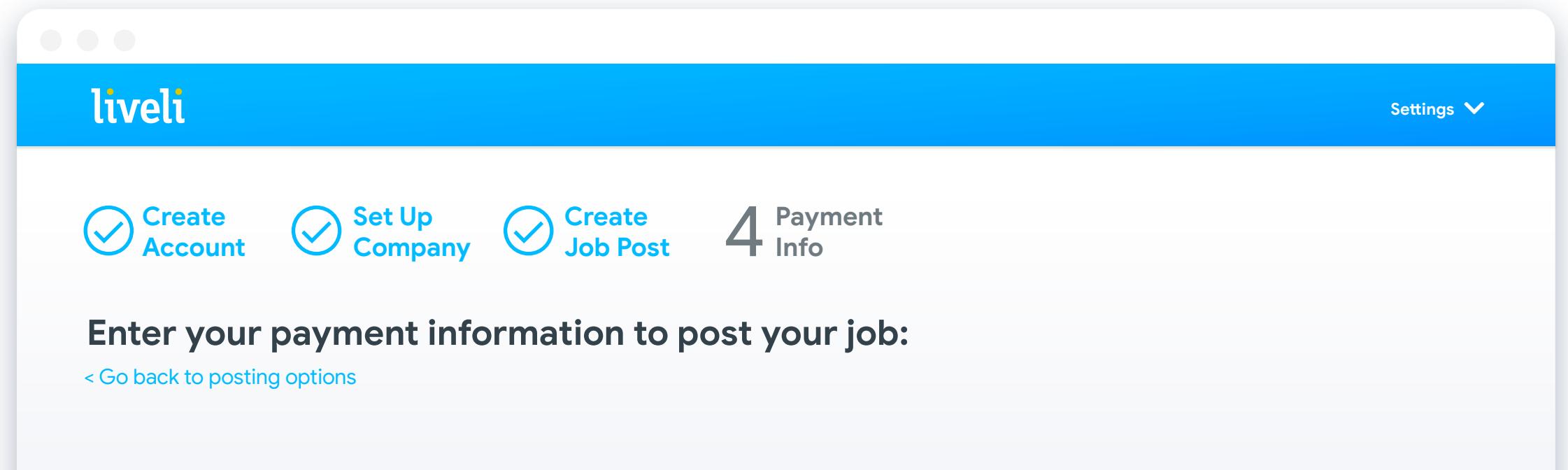
ONBOARDING FLOW

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

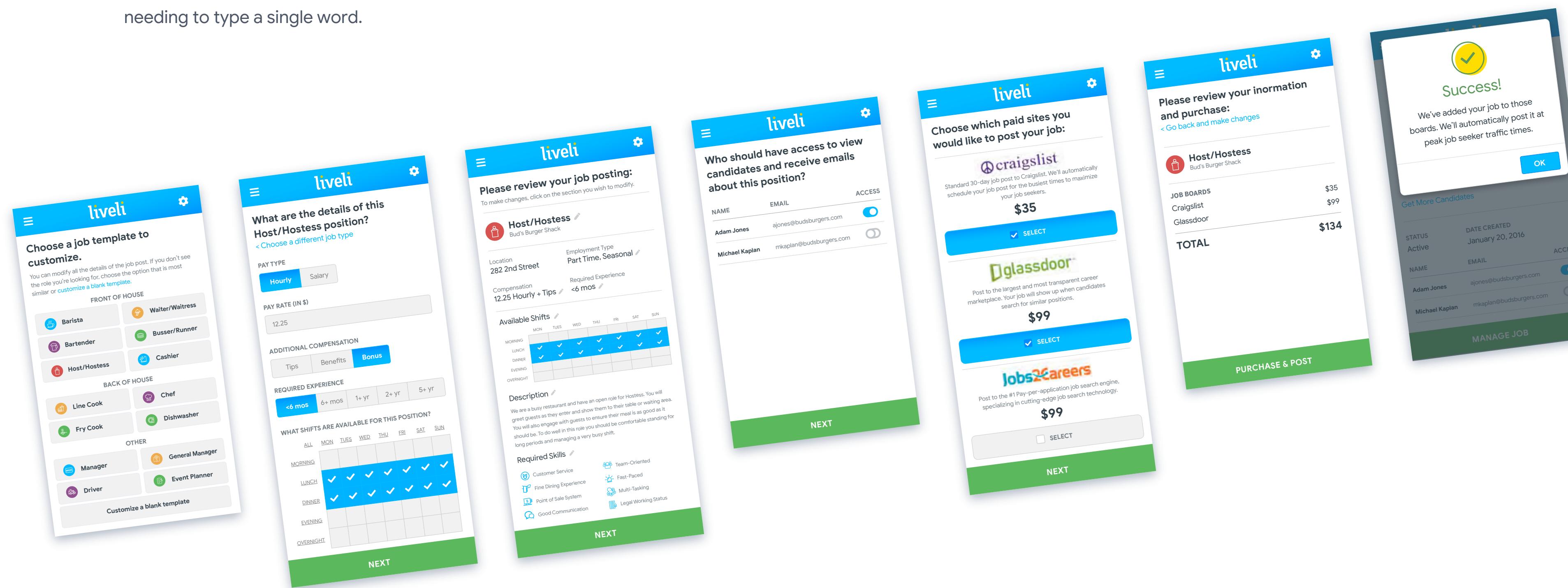
In the revamped flow, we allowed the prospect to go through the flow to create a job post. that allowed them to see just how easy that process was, and actually use the app, before asking for their payment information. they had more investment because they created something, and we also had a lot more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

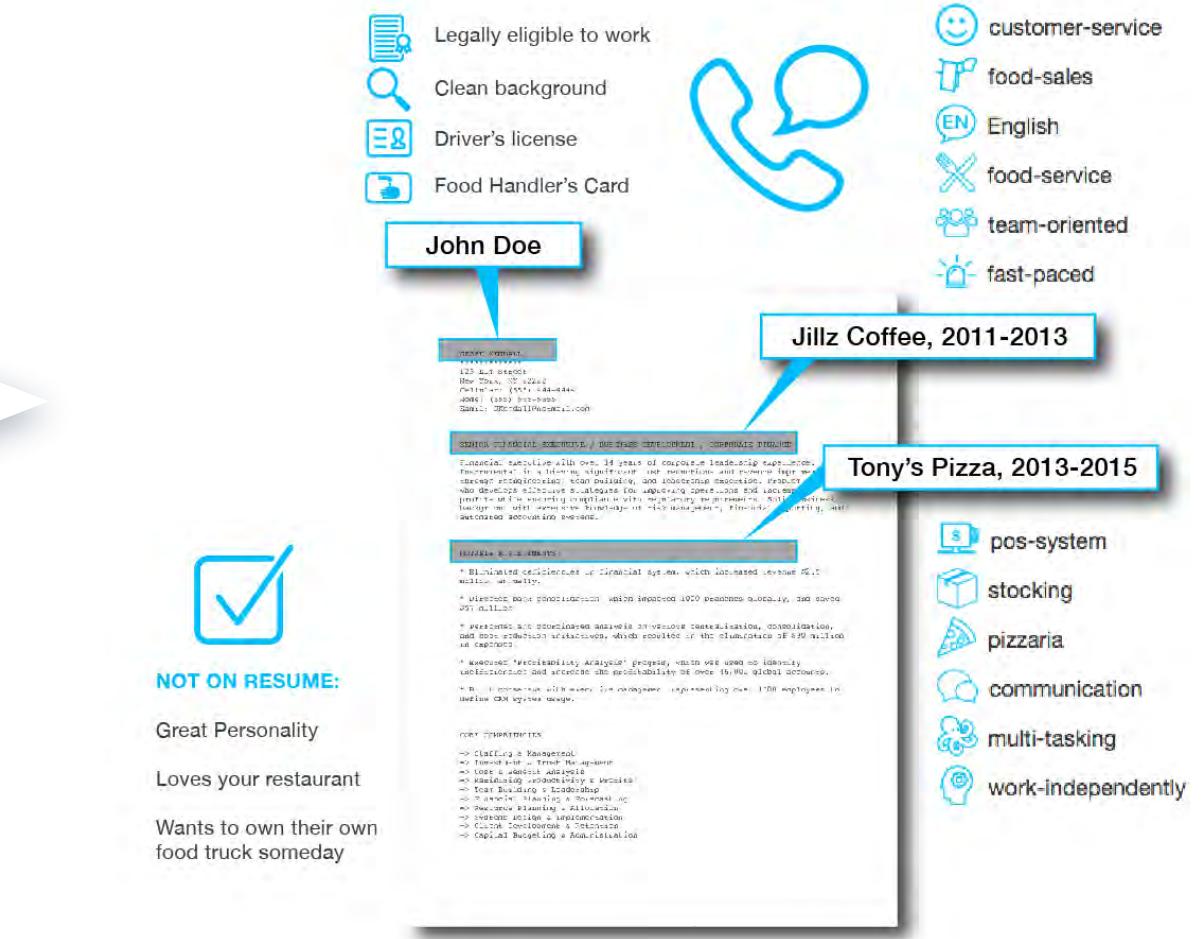
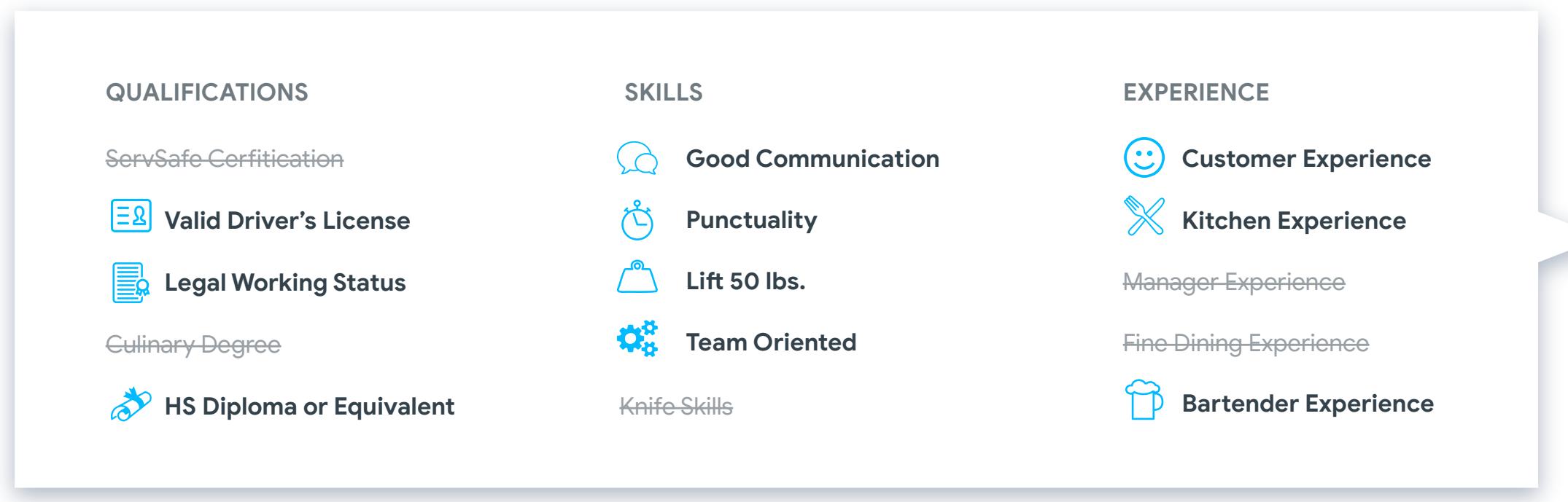


Craigslist is the dominant platform in sourcing candidates, and creating job posts is a painstaking process to generate and input all the necessary information. We conducted an extensive audit of Craigslist job posts and found that many posts were missing information about the restaurant, location, job 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	Cashier	Newport Beach Pier	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

Bartender
Newport Beach Pier

New Interviews Hires All

APPLICATIONS

- 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

ACTION

Steve Holt
INVITED TO INTERVIEW

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

EMPLOYMENT HISTORY

- Barney's Beanery
Bartender - 1 year 11 months
- Yard House
Bartender - 6 months

EDUCATION

- Bay Area Technical College

SKILLS

- Bartending Experience
- Good Communication
- Lift 50 lbs.

ACTION

Steve Holt
INVITED TO INTERVIEW

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

EMPLOYMENT HISTORY

- Barney's Beanery

INVITE TO INTERVIEW

NOT INTERESTED

REQUEST BG CHECK

HIRE

MAKE A NOTE

CANCEL

Invitation Sent!

When the candidate selects a time, you will receive a notification that they have confirmed the interview.

Go back to candidate profile

Get More Candidates

STATUS Active **DATE CREATED** January 20, 2016

NAME EMAIL **ACCESS**

- Adam Jones ajones@budsburgers.com **ON**
- Michael Kaplan mkaplan@budsburgers.com **OFF**

MANAGE JOB

Today < > November Day Week Month

MON	TUE	WED	THU	FRI	SAT	SUN
23	24	25	26	27	28	29
7:00AM	STORE OPENING 7:00am to 11:00am					
8:00AM						
9:00AM	INTERVIEW 9:00am to 1:00pm					
10:00AM						
11:00AM		MANAGER MEETING 11:00pm to 1:00pm				
12:00PM			TRAINING SESSION 11:00pm to 1:00pm			
1:00PM	INTERVIEW 11:00pm to 1:00pm		INTERVIEW 11:00pm to 1:00pm			
2:00PM						
3:00PM	SCHEDULING 11:00pm to 1:00pm			CORPORATE CALL 3:00pm to 4:30pm	SCHEDULING 11:00pm to 1:00pm	
4:00PM						
5:00PM						
6:00PM						
7:00PM						

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.

RESULTS

- Customer base grew to hundreds of customers nationally
- Became exclusive hiring platform for all 150+ locations of a national restaurant chain
- **Liveli was acquired in October 2016**

“The best job-finding interface I have used.”



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

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.

PORTFOLIO **TRANSACTIONS** **REPORTS** **PORTAL**

CLIENTS:

- Adam Smith
- Addepar, GP
- Alex Rogitz
- Amanda Newton
- Amelia Hooke
- Anna von Hayek
- Arne Friedmann
- Blaise Pascal
- Capital Dynamics Venture 2002, L.P.
- Daniel Bernoulli
- David Ricardo
- Dell Company Pension Plan, L.P.
- Friedrich von Hayek
- Gélieo Gallo
- George Edison
- George Rogers
- George Smith
- Henry Cavendish
- Irving Fisher
- Isaac Newton
- FUNDS
- GROUPS
- LEGAL ENTITIES
- CONTACTS

Asset Table:

ASSET CLASS	VALUE (USD)
Cash & Cash Equivalent	\$6,082,433
Fixed Income	\$8,501,132
Equity	\$6,082,433
Total Assets	\$19,665,968

Value (USD) grouped by Asset Class:

Value (USD) grouped by Sector:

SECTOR	VALUE (USD)
Unknown	\$8,771,548.76
Investment Fund	\$25,413,768.30
Electronics	\$4,648,322.00
Investment Real Estate	\$3,590,205.70
Luxury	\$3,186,986.35
Care	\$3,135,002.07
Diversified	\$894,102.04
Software & Programming	\$745,396.40
Logging & Catering Ind. Inc.	\$743,397.20
Chemicals	\$541,726.00
Retail	\$405,778.80
Investment Trusts/Funds	\$300,408.83
Internet, Software & IT	\$241,884.44
Total	\$50,636,497

Monthly Report

File Edit View Object

DATE: 4/1/13 – 4/31/13

PORTFOLIO: Tony Stark

Add Portfolio

star

Clients

- Star Jones
- Ned Stark
- John Starks
- Ringo Starr
- Groups
- Stark Family
- Entities
- Battlestar Galactica
- Stark Industries

Bank of Addepar **Mark Tex**

Holdings Summary August 1, 2013

Alternatives Overview

	Value	Commitments	Paid-In Capital	Unfunded Commitment	MOC	GROSS IRR
High Yield	\$ 256,077	\$ 950,000	\$ 560,000	\$ 0	1.17	5.94 %
Dain Capital VI	\$ 144,019	\$ 300,000	\$ 310,000	\$ 0	0.00	(0.52) %
KKR Europe	\$ 111,158	\$ 250,000	\$ 250,000	\$ 0	1.39	10.00 %
Growth	\$ 626,464	\$ 900,000	\$ 687,000	\$ 213,000	1.80	27.18 %
Formation 8	\$ 94,000	\$ 300,000	\$ 87,000	\$ 213,000	1.08	5.23 %
Sequoia Global Growth Fund II	\$ 532,464	\$ 600,000	\$ 600,000	\$ 0	1.90	28.29 %
Buyout	\$ 442,406	\$ 1,100,000	\$ 0	\$ 0	1.21	6.93 %
Apax Europe VI	\$ 270,120	\$ 600,000	\$ 600,000	\$ 0	1.14	5.92 %
Crosslink Capital Crossover Fund V	\$ 172,286	\$ 500,000	\$ 500,000	\$ 0	1.30	7.59 %
Venture	\$ 521,291	\$ 900,000	\$ 678,000	\$ 222,000	1.26	12.07 %
Accel Partners V	\$ 271,560	\$ 300,000	\$ 300,000	\$ 0	1.17	8.94 %
Bessemer Venture Partners V	\$ 124,866	\$ 300,000	\$ 189,000	\$ 111,000	1.33	13.95 %
Bessemer Venture Partners VII	\$ 124,866	\$ 300,000	\$ 189,000	\$ 111,000	1.33	13.95 %
Total	\$ 1,846,238	\$ 3,450,000	\$ 3,025,000	\$ 435,000	1.35	11.91 %

Alternatives Cashflow

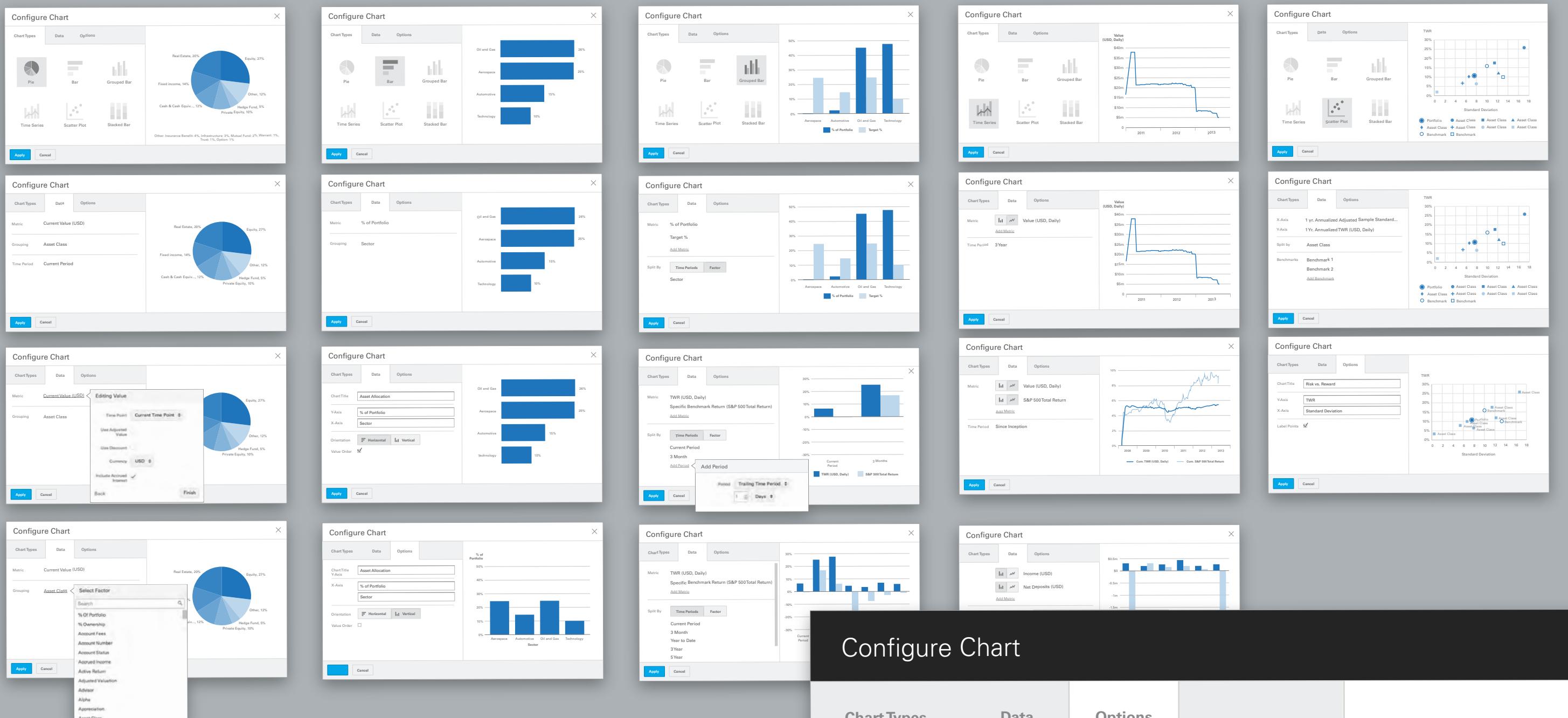
IRR

TYPE	IRR (%)
Buyout	9.33 %
Growth	28.17 %
Hedge Fund	7.17 %
Venture	13.45 %

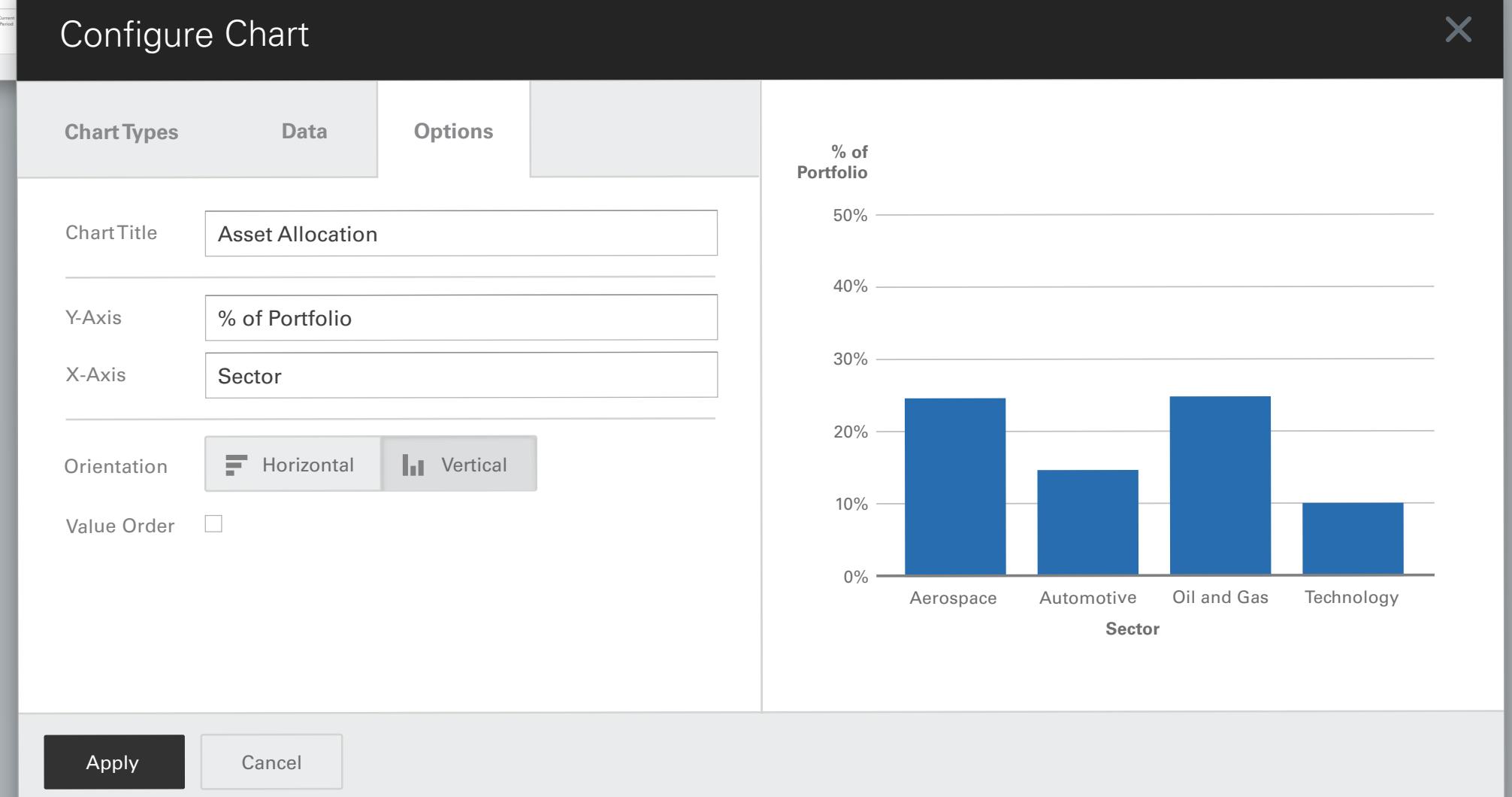
Strategy

Bank of Addepar, Inc.
1215 Terra Bella Ave.
Mountain View, CA 94040

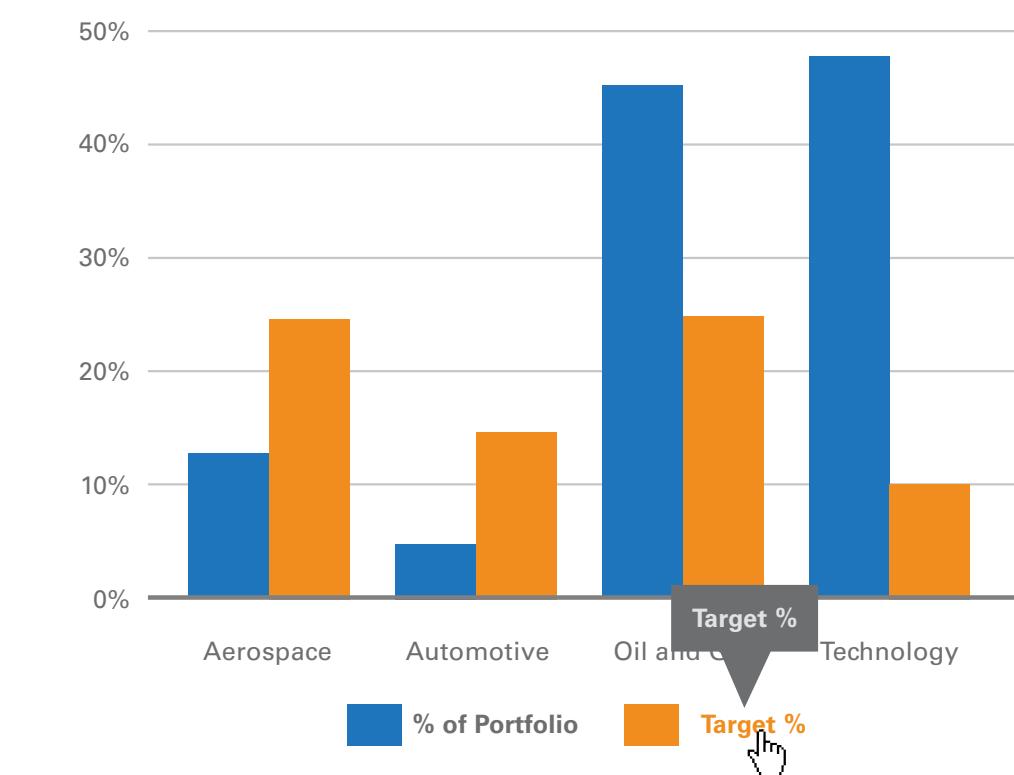
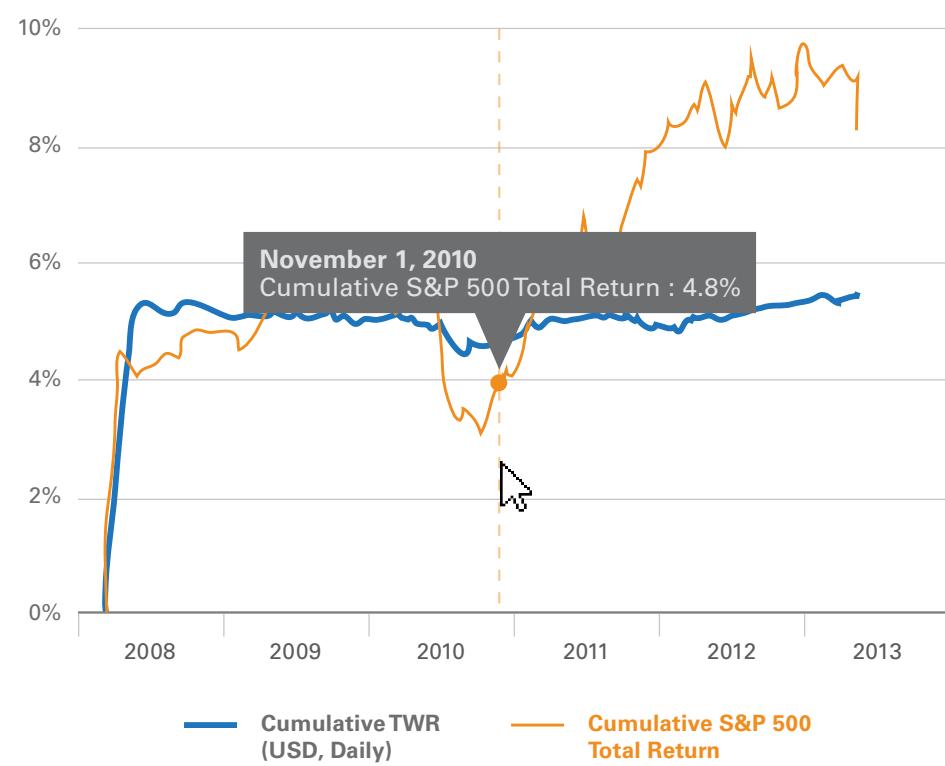
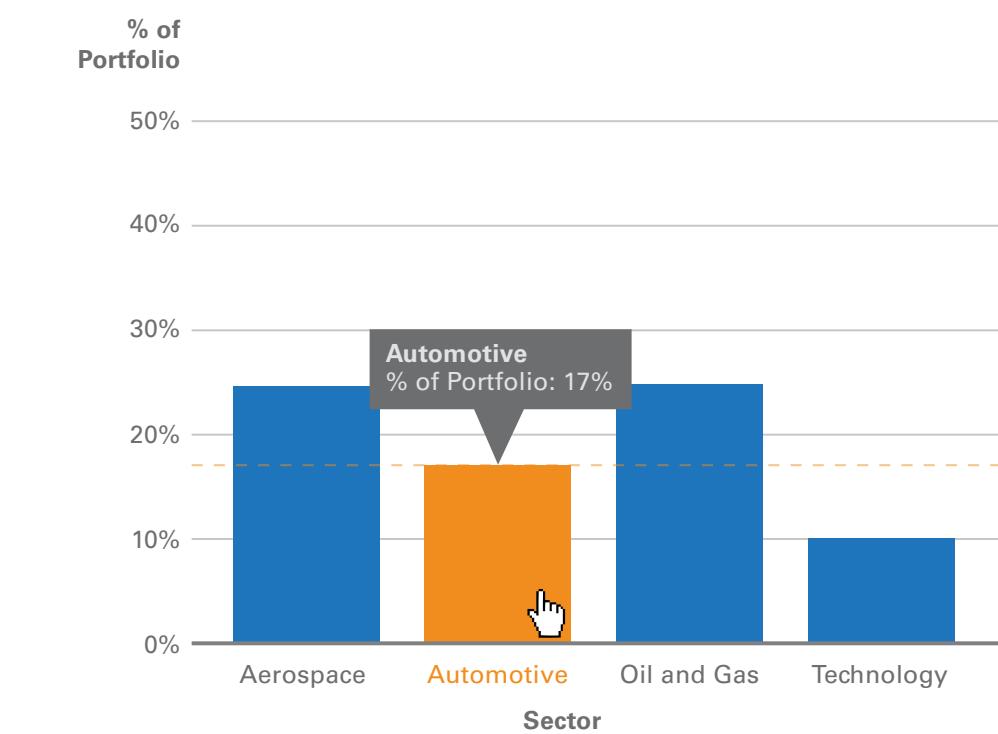
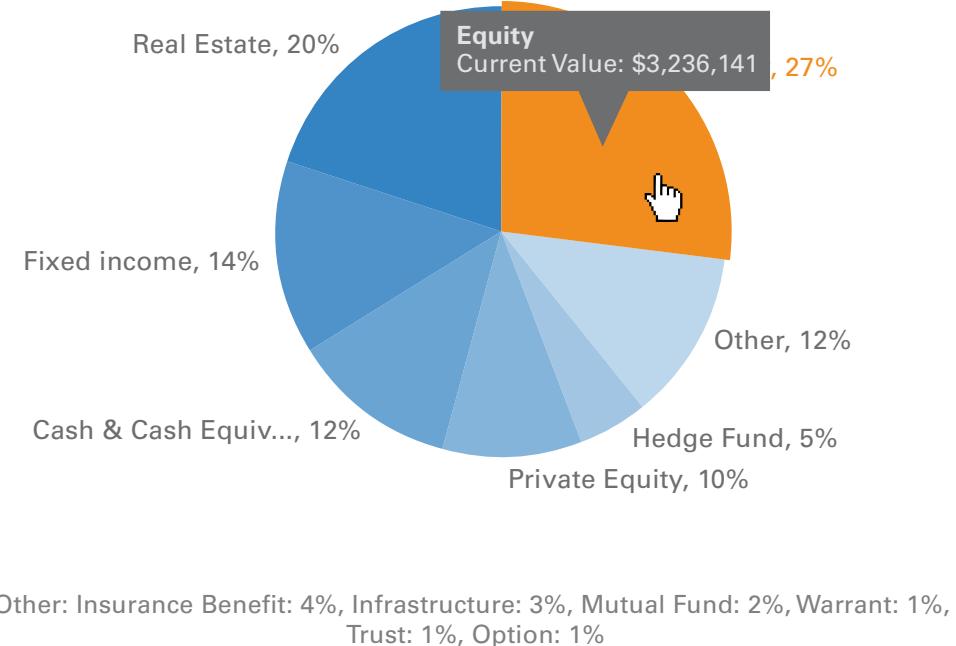
Disclaimer: If your account was opened during this calendar year, the Year-to-Date column will be blank for all but the index returns. "Account" refers to the total return of your entire account for the period. "Fixed Income" refers to the total return of the fixed income only in your account. "Equities" 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.







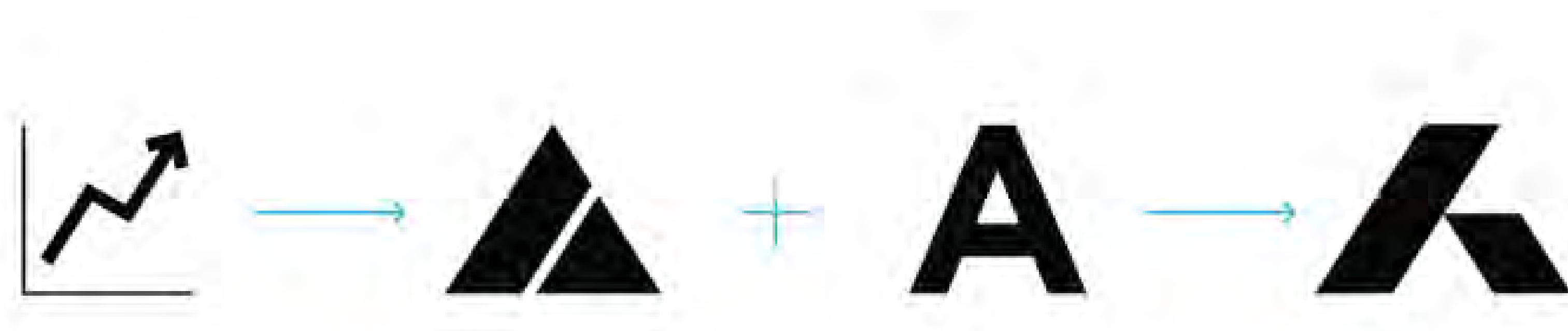
New York Meets Silicon Valley

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.





Five Ways Technology is Transforming Investment



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Ryan Smith

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ADDEPAR

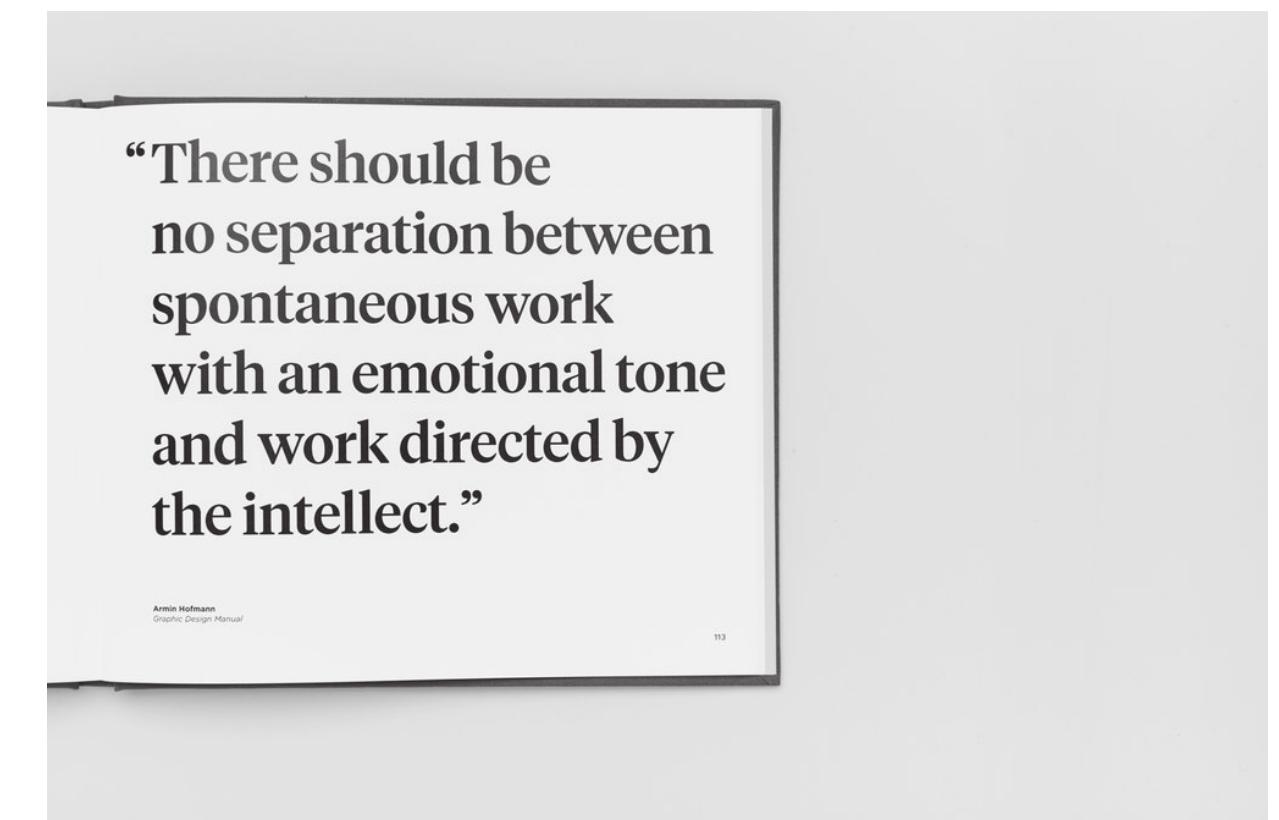
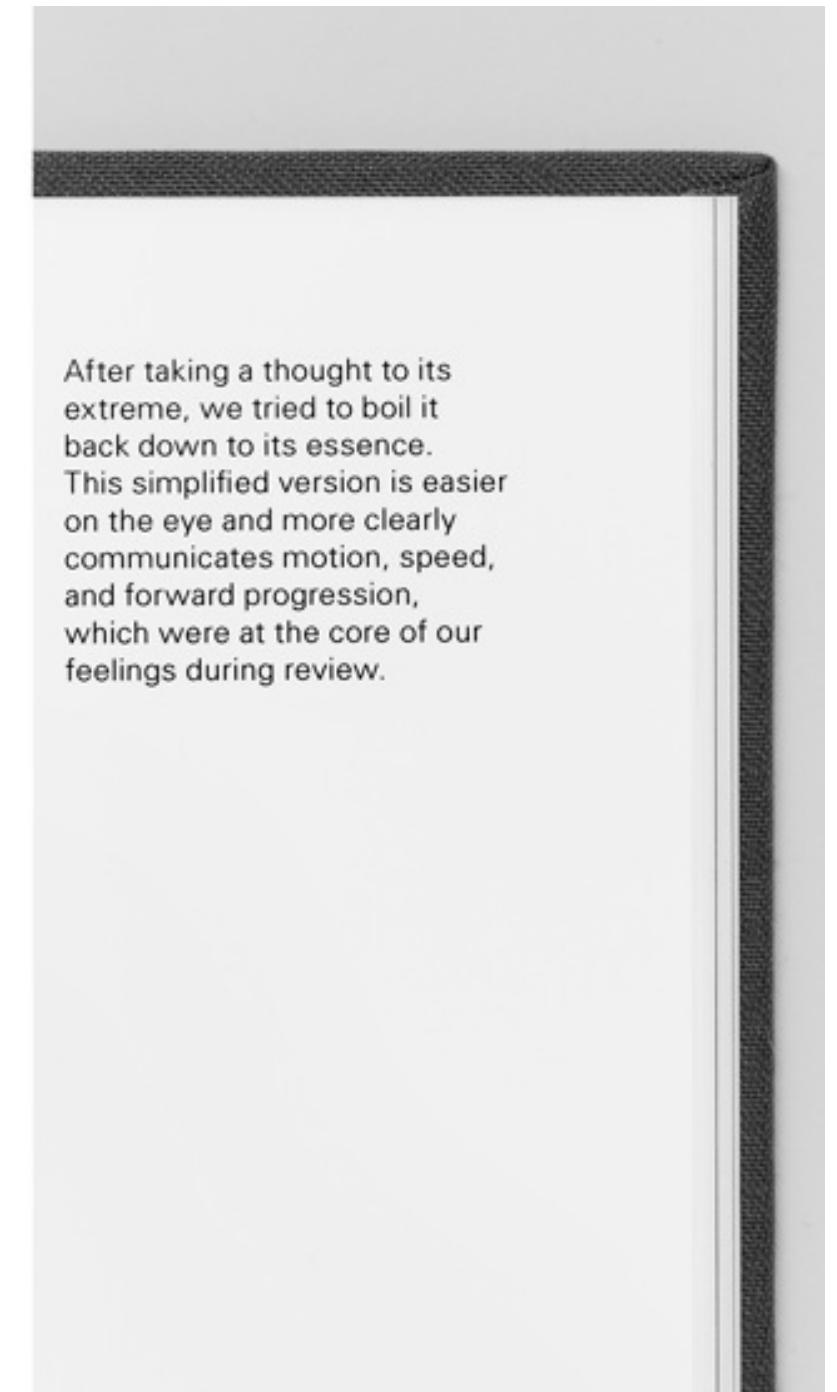


Brand Exploration Process Book

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.

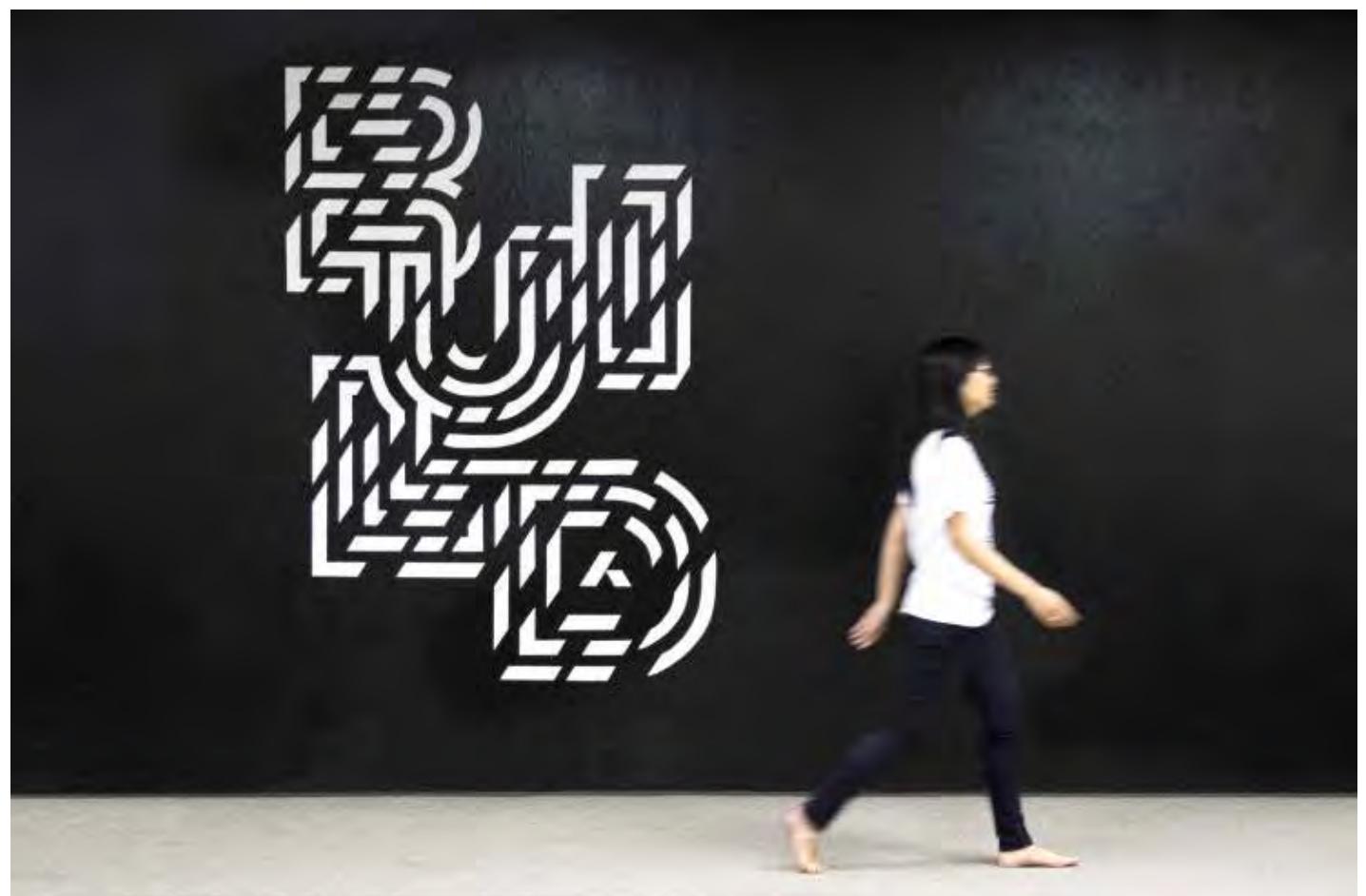
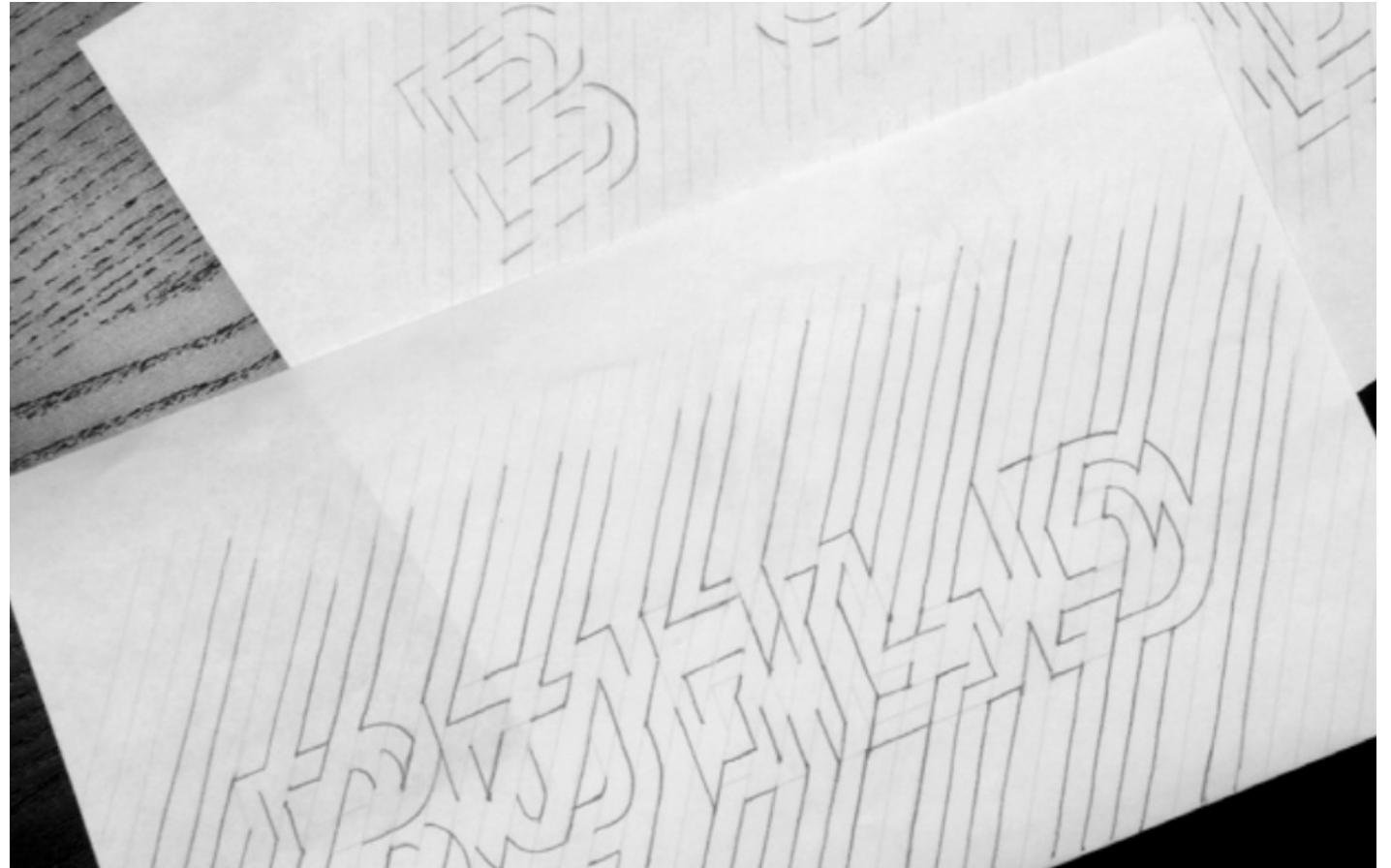


BUILD Recruiting Campaign

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.





Design For Sports

I grew up in Canton, Ohio, home of the Football Hall of Fame, so I was destined to become a huge sports fan.

I started my career at C&G Partners in New York City, a multi-disciplinary design studio with a historic legacy. Some people have to wait their entire career to find their dream project, but I was lucky enough to find mine right off the bat.

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

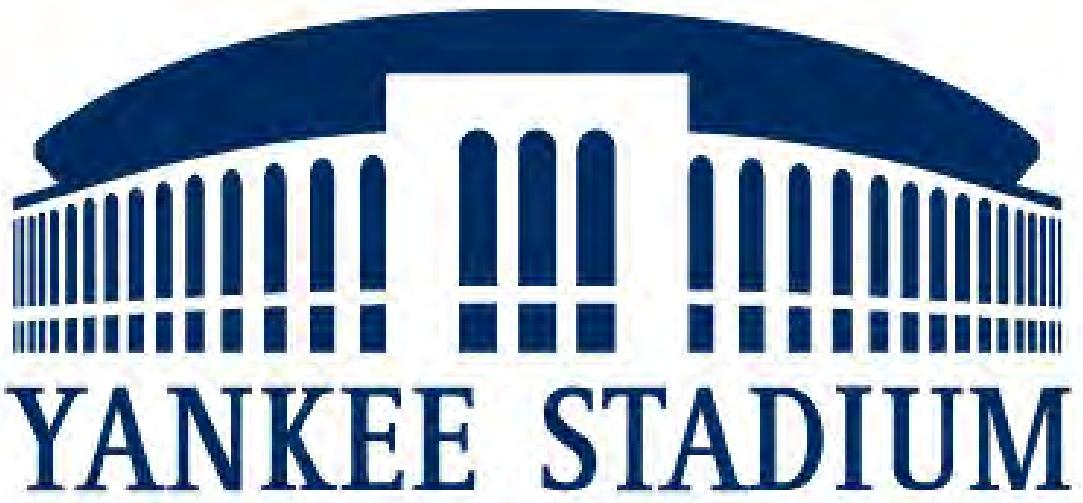
Senior Designer

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

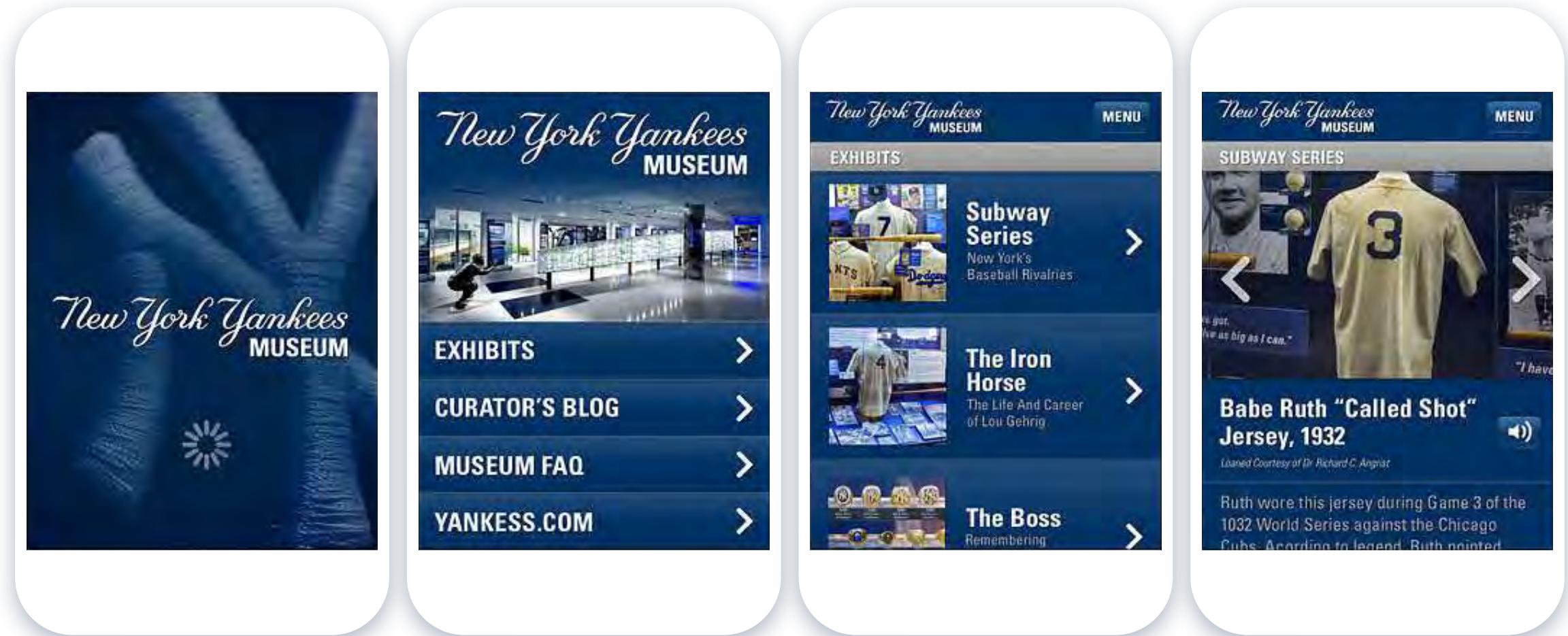
After 75 years at their old home in the Bronx, the New York Yankees moved to the new \$1.5 billion dollar Yankee Stadium for the 2009 baseball season. The Yankees brand and unparalleled history of winning is reflected in every corner of the new ballpark. The fans' experience choreographed from moment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

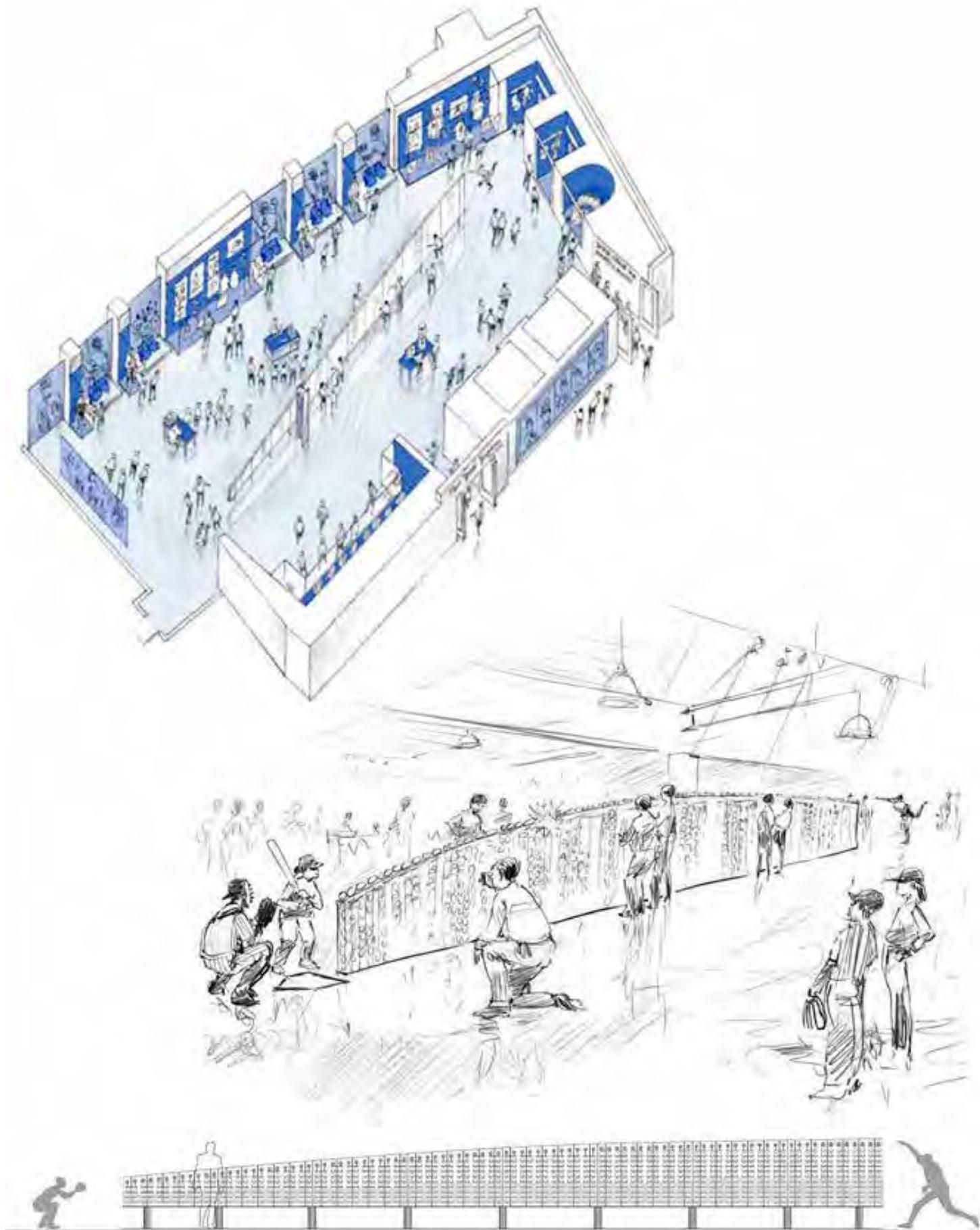
Interactive touch screen displays allow users to locate players along the ball wall, or create a photo op by entering their name to be displayed above an authentic Yankees locker.



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.

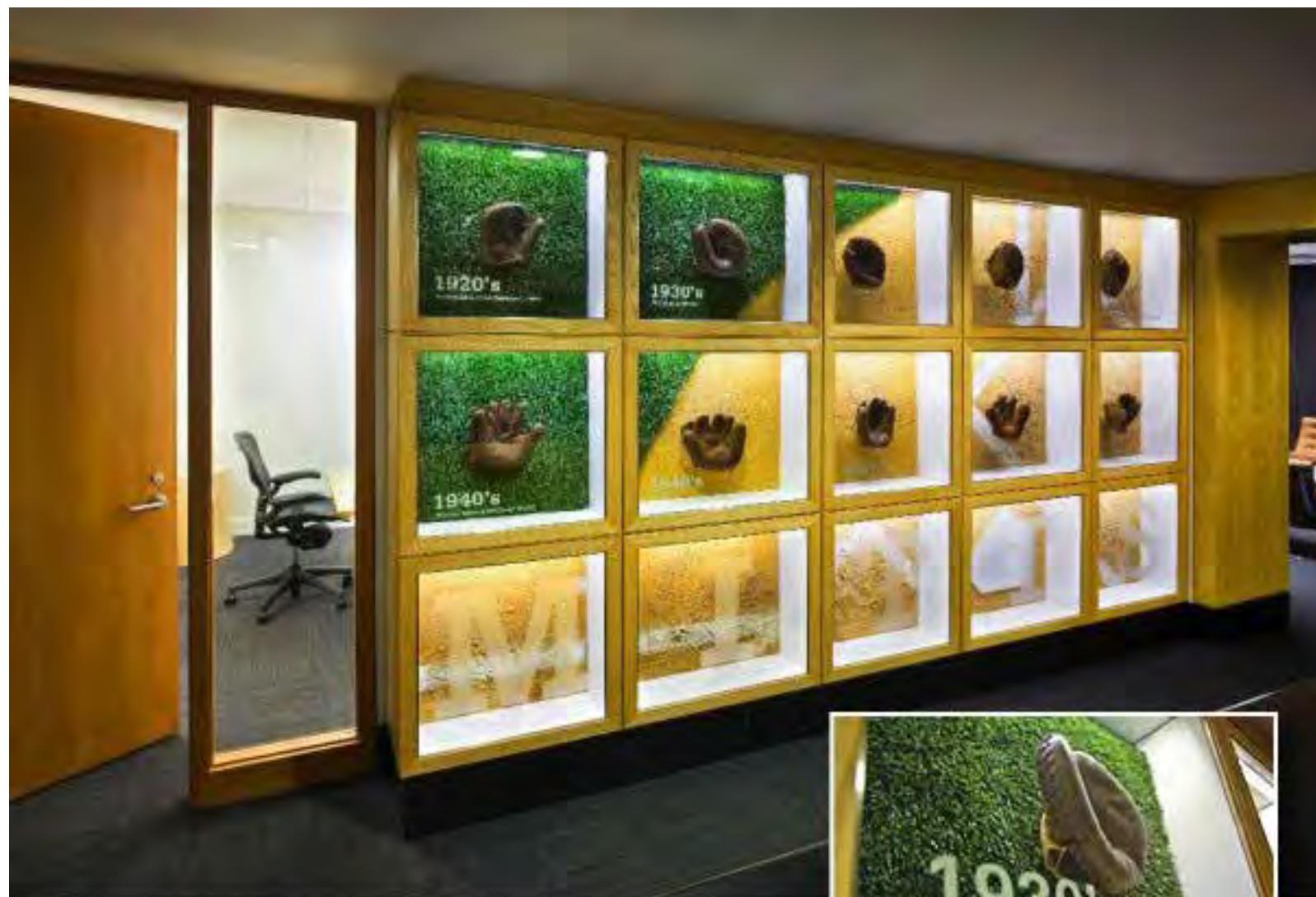
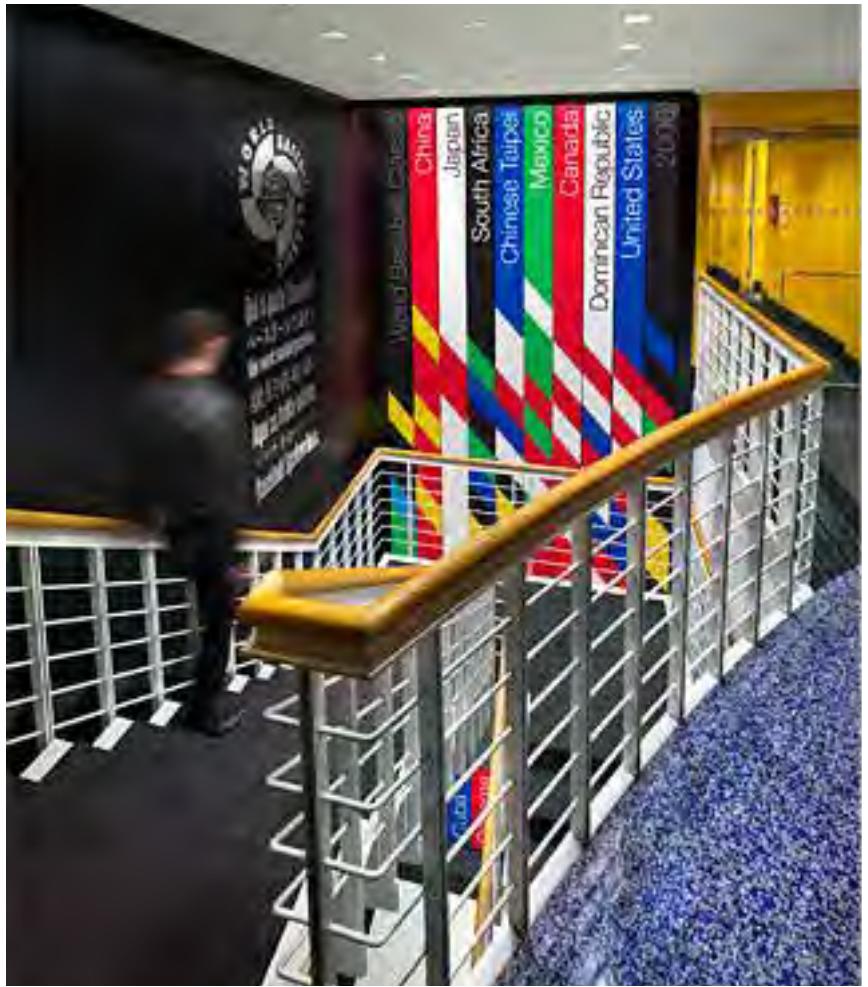


Major League Baseball Headquarters

As Major League Baseball expanded its Park Avenue offices to a new floor, it needed an environment which reflected the many different areas where its brand extends. A series of baseball-themed murals highlight the current league, while educating visitors of baseball's history.

A lineup of figures displays the authentic uniforms of the current teams in the main lobby.





Each of the exhibits is designed to showcase one of MLB's many partnerships, such as the Baseball Hall of Fame, the Negro Leagues Baseball Museum, the World Baseball Classic, or official sponsors.

ABOUT ME

I've spent the last 9 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 play 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 **Liveli**, 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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