



Portfolio

Ian Wagner

ianwa.com

 /ianwa  @ian.ai

+1 (360) 823-9006

ianwagnerdesign@gmail.com

Design for good.
Try to see the future.

Thoughtful design & experiential art.

Hey! I'm Ian. I'm a working artist, designer and brand manager with 5 years of design experience.

This portfolio includes work from three recent touch-points in my professional life:

1. I've been working as the lead designer and brand manager at Gofire Inc, a disruptive health-care technology startup focused on making plant-based medicine a viable option for patients.

2. Alongside two other resident artists, I designed and installed an interactive installation at the Museum of Outdoor Art in Englewood Colorado.

3. I graduated with honors from the University of Denver with a B.F.A. in Emergent* Digital Practices.

Thank you for taking a look at my work!

Ian Wagner



*Emergence is the process of coming into being. Emergent behavior is a system that does not depend on its individual parts, but on their relationship to one another.

- 03 **Gofire Collateral Suite**
- 04 **Gofire Achievements**
- 05 **Inhaler Guide**
- 06 **SmartCartridge Packaging**
- 07 **Personal Dosing App**
- 08 **Caregiver Portal**
- 09 **GFP Brand**
- 10 **Synthetic Nature**
- 11 **Interwoven**
- 12 **Us**
- 13 **Shoji**

Gofire Collateral Suite

03



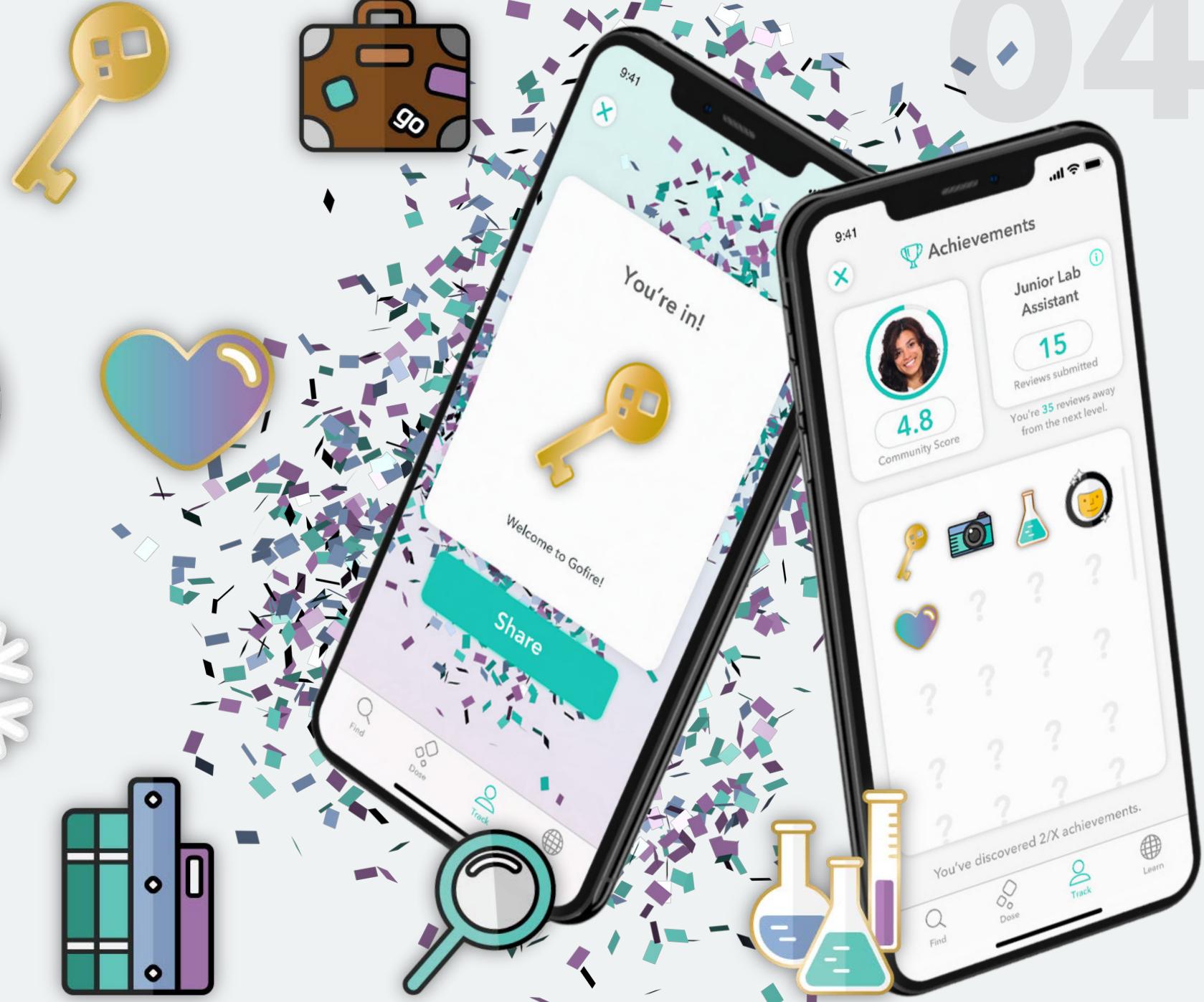
I started working at Gofire as a graphic designer. In the beginning, we only had a logo and a color palette. I took cues from the logo: the serious foundation of the dark gray, the playfulness of the three diamonds, and the casual nature of the lowercase letters. I built the Gofire collateral suite around the idea of a brand that is friendly, welcoming, and trustworthy. While working on the collateral suite for Gofire, I learned I love collaborating with each department of the business, hearing vastly different points of view and working to accomplish a wide scope of goals.

Situated between two disparate industries, medicine and cannabis, the Gofire brand can't help but challenge norms. For a brand in the cannabis space, we have seen a surprising conversion with women. For a brand in the medicine space, we've been able to garner interest from patients, without scaring consumers.

Gofire Achievements

In order to retain consumers using the Gofire App, I designed a series of badges that were received for completing certain tasks.

The badges were a fresh and fun interpretation of the brand while sticking closely to it's identity.



04

Inhaler User Manual

I was introduced to “The Device” a few weeks after I started working at Gofire. It was brought into a meeting in a what looked like a bullet-proof box, and set onto a table with careful precision. When the box was opened, everyone leaned in to get a closer look. Inside the box, encased in foam, was a 3D printed mock-up of what would become known as The Gofire Metered-Dose Inhaler.

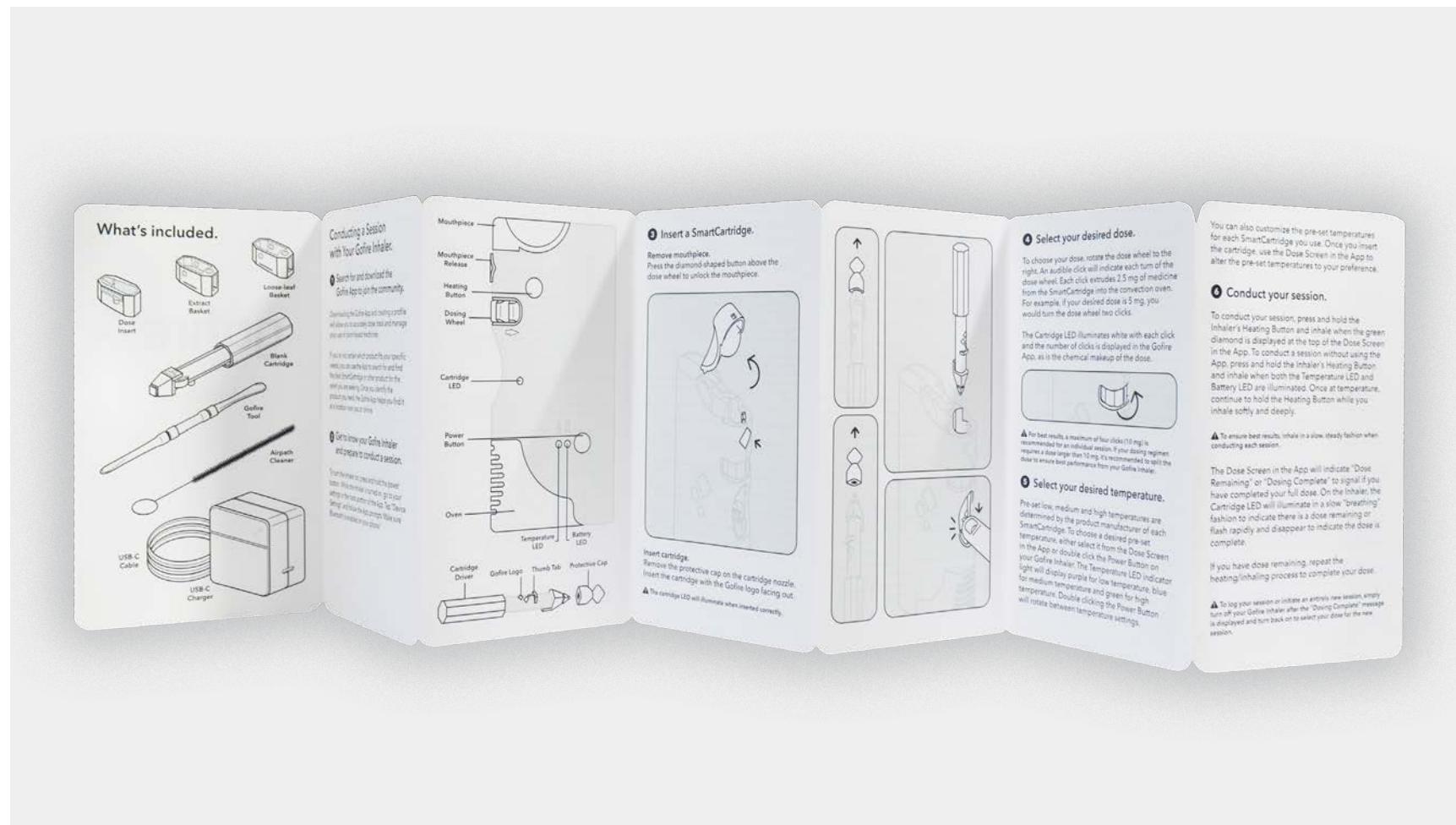
Almost a year later, the inhaler was an anodized aluminum, Phantom black*, functional product; ready for launch. As someone who worked closely with both product development and marketing, I was tasked with creating the user manual for the Inhaler.

After countless discussions and prototypes, I drafted two hi-fidelity mock-ups of the user manual with different strategies at play.

The manuals were put to the test with “blind” users. With each user, the experience was completely different. Some users read the beginning first, some started in the middle, and some threw the manual to the side. Some users took everything step-by-step, and some just referenced the manual if they got lost.

I refined the manual to its current state, inspired by the user experiences I had witnessed. The current manual yields consistent, good results from users.

We realized that not everyone is going to approach the product the same way. As such, our customer education strategy now includes videos, various print materials, and even the packaging of the inhaler’s medicine container, the Gofire SmartCartridge.



SmartCartridge Packaging

Of all my work at Gofire I am most proud of the SmartCartridge packaging for the following reasons:

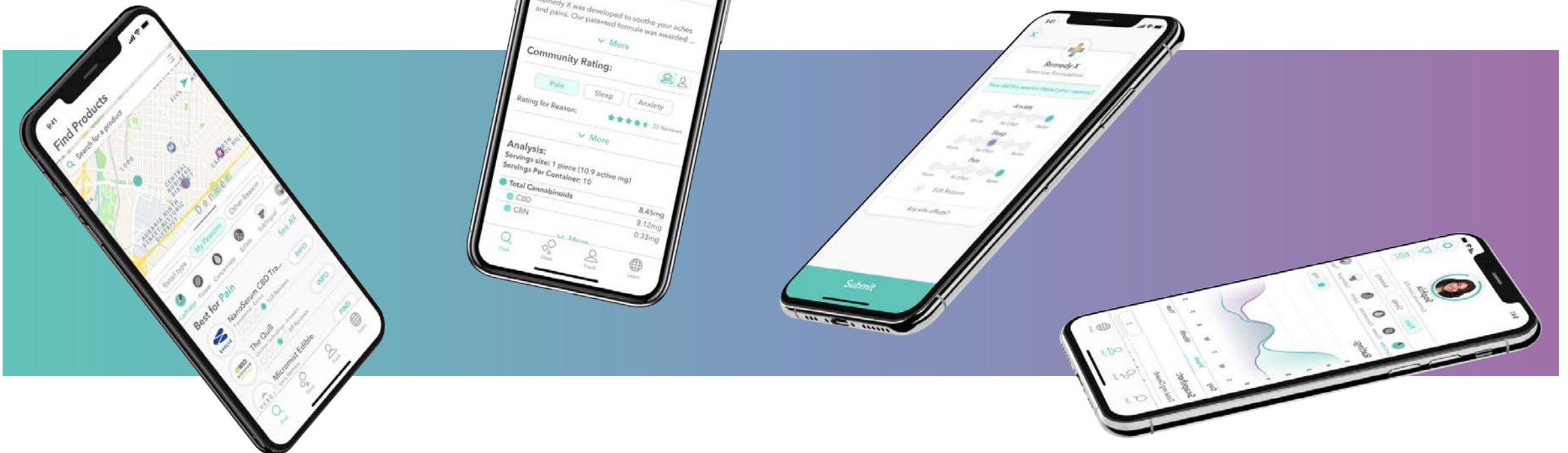
1. Its design was informed by long-term strategies and with input from patients as well as medicine manufacturers.
2. We eliminated the need of a printed manual by utilizing the inside of the box, reducing waste and increasing ease of use.
3. It allows for seamless integration between the medicine manufacturer (see "Arbor") and Gofire.
4. It looks beautiful in any medicine cabinet.

06



Personal Dosing App

Over the past few years, Gofire's Personal Dosing App has gone through numerous upgrades to better serve patients who depend on it. The main goal of the app is to help patients understand the medicine they're using and the effect it has on them. User trials and user journey maps were instrumental as we learned what was working, and what wasn't.



What was working:

- The light color palette with occasional pops of color made patients feel comfortable and welcomed.
- Subtle rewards encouraged behavior without making it seem like the patients' medicine was being gamified.
- Weekly "you've helped" updates gave patients the awareness that they were helping others in their community.

What wasn't:

- Confusing navigation, solved by the "find, dose, track, learn" overhaul and a general reduction of choices.
- Inconsistent UI, solved by a streamlining process we called app 2.0 in which elements were grouped by function.
- A lengthy on-boarding process, solved by automatically moving forward without the need to tap.

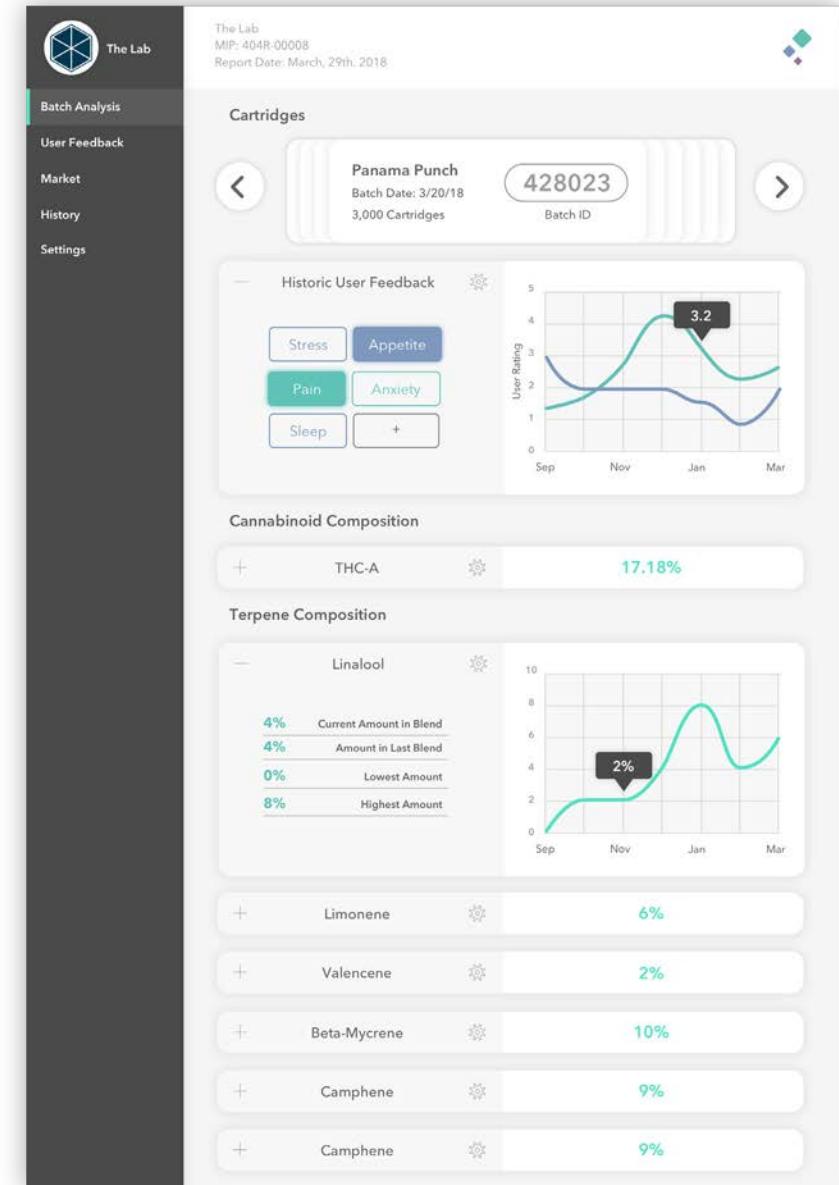
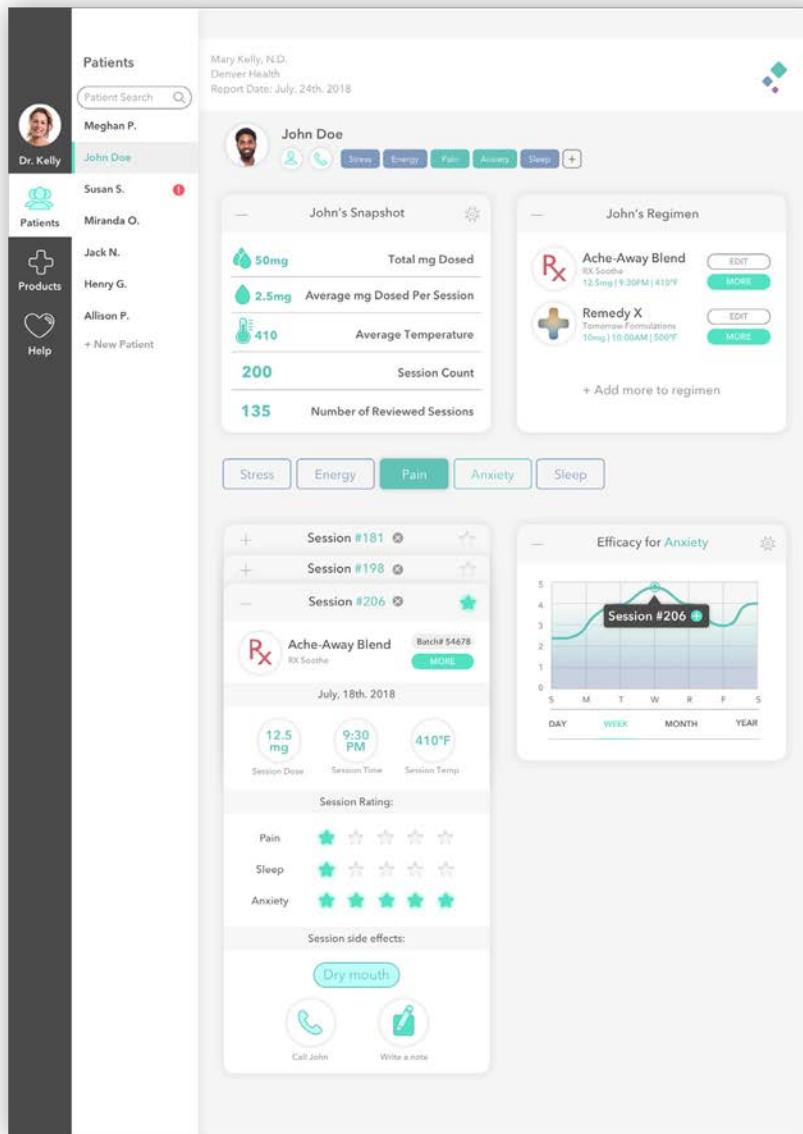
Caregiver Portal & Medicine Manufacture Portal

How would caregivers and medicine manufacturers change if they could see the effect of medicine on patients in real time?

This is the question we asked ourselves as we saw the potential to bring a new concept to the medical industry.

The Gofire Portals were designed for caregivers and medicine manufacturers to do their own research into product efficacy and product use.

The portals were designed as modular card-based interfaces that allow the user to rearrange graphs and easily filter data.



08

GF Pharmaceuticals



GF is a pharmaceutical company that's bringing people together. To show this, two arrows point inward, making a healthcare cross.

09

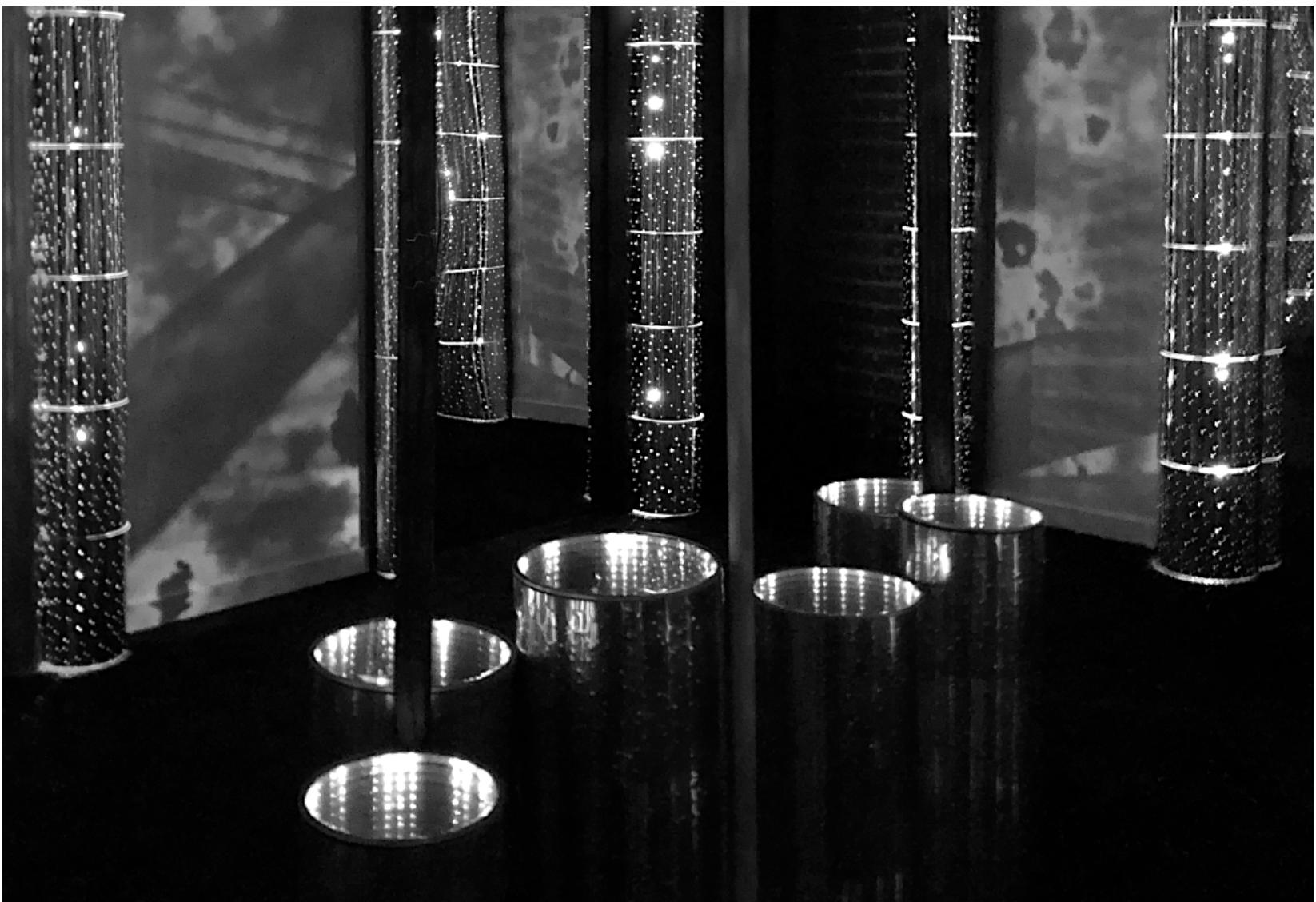
Synthetic Nature

I was invited to work on an installation at the Museum of Outdoor art with two other resident artists for the museum's immersive experience, "Natura Obscura." The installation welcomed over 50,000 guests over the course of a year before closing in January of 2020.

Our idea for the installation was to create an abstracted space that reminded visitors of being in the middle of a forest.

In charge of the electronics for the space, I wired over 8,000 LEDs and programmed interactive "tree-stumps" that sat in the middle of the room. When a visitor pressed the top of the stumps, the room would change. The stumps were elegant and exciting for the visitors, but ultimately not suited for the large amount of interaction they received each day. I decided to redesign the space so that less maintenance was necessary with heavy traffic. With this new design, instead of pressing the stumps, visitors simply had to step into a beam of light to change the space.

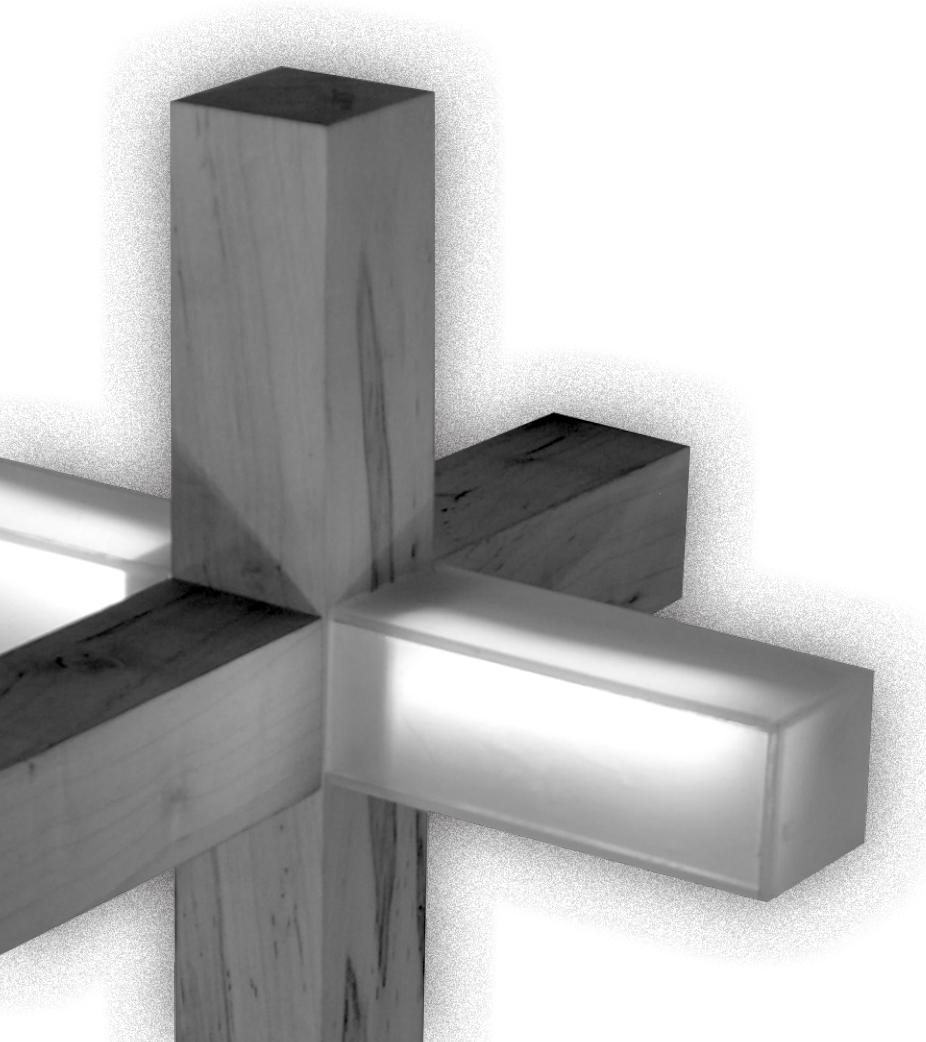
Not only was this solution indestructible, it also encouraged visitors to look around instead of into the glowing stumps. The result was a new, more communal experience of the installation.



Sculpture

Interwoven

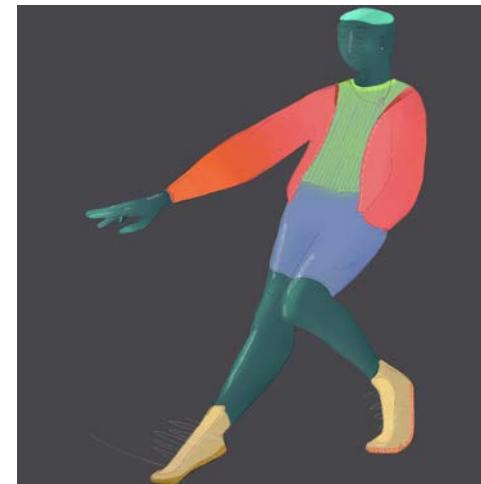
Interwoven is a series of sculptural weavings that combine digital technology with traditional woodworking. The sculptures show my interest in finding ways to integrate digital technology into our lives in a non-obtrusive way.



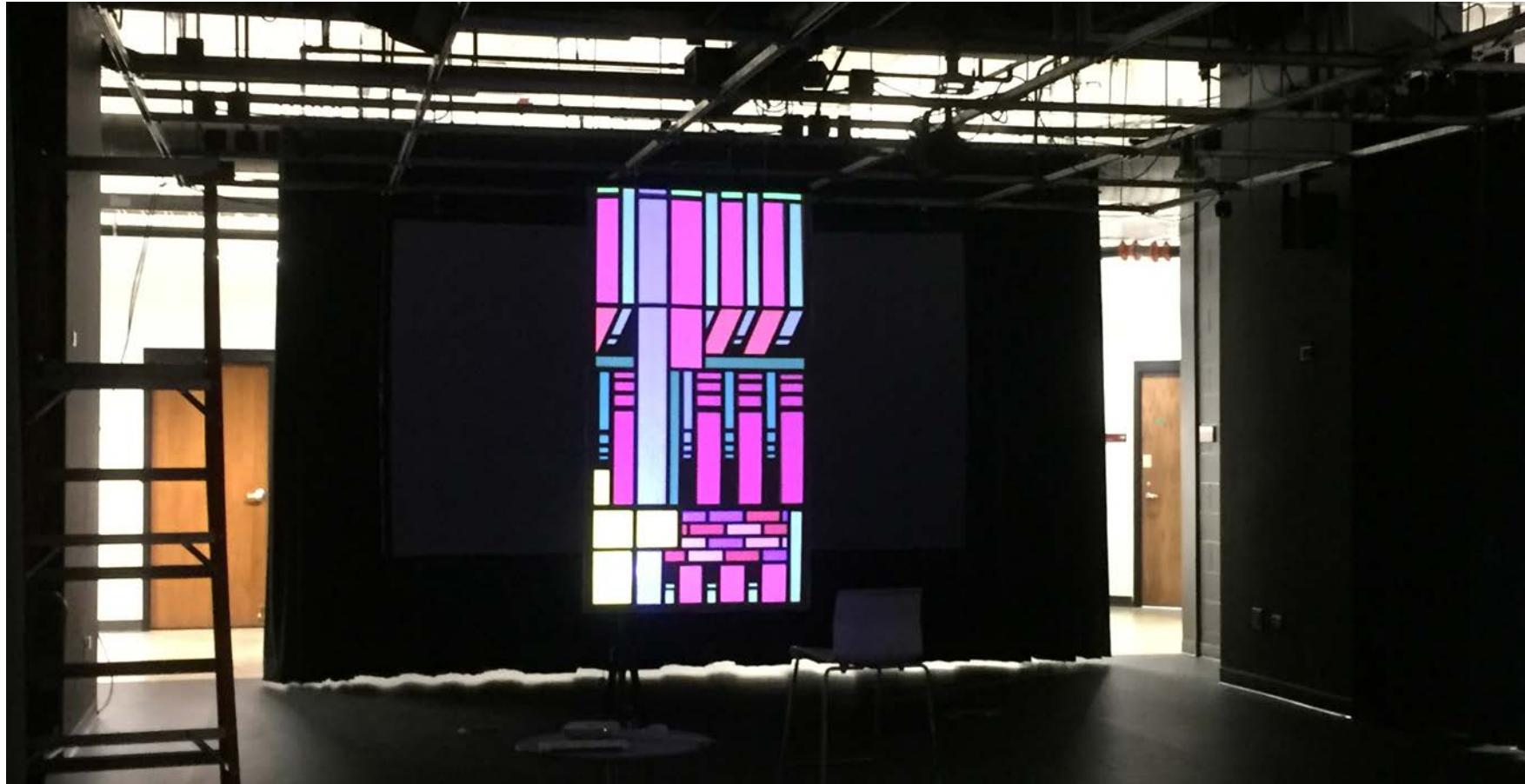
Us

Us is a growing series of illustrations that are inspired by movement. I trained as a classical ballet dancer when I was growing up. As an adult, I can't draw the human body without feeling a flow of energy. Emphasized by clothing, this movement informs the viewer of an identity within the form.

12



Electric Shoji



I designed, produced and installed *Electric Shoji* as a temporary site-specific installation for the office space of an interior-design firm. The multi-functional screen was designed to capture projected light from the inside as well as filter natural light from the outside.

A simple program chose random colors and projected them onto the screen whenever someone walked by, giving the screen a fluctuating and engaging presence in the office space.

