

Biography, Resume, and selected work

PROFESSIONAL EXPERIENCE***Freelance Designer, Brooklyn, NY***

2007 – Present
 Works independently as well as collaboratively with design firms across various mediums. Clients include Instagram, Mitsubishi, MICA, and Johns Hopkins University.

The Whitney Museum of American Art, New York, NY

May 2016 – August 2016
 Intern, Graphic Design
 Building, categorized, and archived a complete portfolio of the Whitney's in-house design team's work over the last three years, including designing and building a website to showcase the team's work.

Facebook, San Francisco, CA

March 2013 – July 2015
 Designer, Business Marketing
 Focused on developing the Facebook for Business brand as well as various marketing material ranging from print design to event design, including leading design/art direction for two internal sales conferences.

Warby Parker, New York, NY

May 2011 – March 2013
 Graphic Designer
 An original member of the design team working on web design, UX/UI, content strategy, print, branding, and marketing, including leading the design of the company's two successful interactive annual reports.

EDUCATION***Maryland Institute College of Art, Baltimore, MD***

2015 – 2017
 Master of Fine Arts, Graphic Design
 Critical Studies concentration

Kutztown University, Kutztown, PA

2009 – 2011
 Bachelor of Fine Arts, Communication Design

Northampton Community College, Bethlehem, PA

2008 – 2009
 Associates In Applied Science,
 Communication Design

TEACHING***Pratt Institute, Brooklyn, NY***

August 2017 – Present
 Visiting Faculty, Graduate program
 Seminar B, Design Technology, Thesis advising

The New School Parsons School of Design, New York, NY

August 2017 – Present
 Part-time Faculty
 Core Type Studio

University of the Arts, Philadelphia, PA

August 2017 – Present
 Senior Lecturer
 Visual Language II

Maryland Institute College of Art, Baltimore, MD

August 2016 – May 2017
 Adjunct Faculty
 Introduction to User Experience

Jarrett Fuller
 Graphic Design, etc

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 jarrettfuller@gmail.com
 jarrettfuller.com

@jarrettfuller

EXTRACURRICULAR***Scratching the Surface***

October 2016 – Present
Host, Producer
 Scratching the Surface is a weekly podcast about the intersection of design criticism and practice. Each week, I talk with designers, writers, critics, curators, and educators about how design discourse influences their practice. Past guests have included Michael Bierut, Jessica Helfand, Michael Rock, Steven Heller, and Alexandra Lange.

Triple Canopy Publication Intensive

June 2016
Participant
 Participated in Triple Canopy's two-week workshop on investigating the history and future of publications. The workshop included guest speakers, studio visits, and discussions.

Sway Podcast

2014 – 2016
Co-host
 A semi-regular podcast co-hosted with Rory King that looks at design in a wide sense and covering topics like criticism, education, design fiction, identity systems, and curation.

SKILL SET

Adobe InDesign
 Adobe Illustrator
 Adobe Photoshop
 HTML & CSS/LESS
 jQuery
 Git
 Photography
 Digital & traditional illustration
 Copywriting
 UX/UI

INTERESTS

Design criticism
 The future of publishing
 Data visualization
 Media theory
 Pedagogy
 Curation
 Identity systems
 Reading and text
 Art history
 Podcasts

2016–2017

Podcast
Interviews
Criticism

Scratching the Surface

Scratching the Surface is a weekly design podcast about the intersection of criticism and practice. Each week, I interview designers, writers, critics, educators and those that operate between these fields about how writing, criticism, and theory informs individual practice and the graphic design profession at large. Previous guests have included Michael Rock, Michael Bierut, Alexandra Lange, Jessica Helfand, Steven Heller, and others.

The screenshot shows the homepage of the Scratching the Surface website. At the top, there's a navigation bar with links for 'Message', 'Follow', 'Edit theme', and 'Dashboard'. Below the header, the title 'Scratching the Surface' is prominently displayed in a large red font, followed by a subtitle 'is a podcast about the intersection of criticism and practice for graphic designers by Jarrett Fuller.' Below the title, there are links for 'About', 'iTunes', 'SoundCloud', 'RSS', and 'Twitter'. A date 'NOVEMBER 9, 2016' is shown above a section titled '03. Steven Heller'. This section features a player interface with a play button, the episode title 'Scratching the Surface 03. Steven Heller', a soundwave visualization, and a download count of '167'. Below the player, a description reads: 'On this week's episode of Scratching the Surface, I'm joined by the design writer Steven Heller! Heller is the author or co-author of over one hundred books on design and visual culture, co-chair of the School of Visual Arts MFA Designer as Author program, and helped start SVA's Design Criticism and Interaction Design programs. Steven and I talk about his career, design writing, and why most publications don't need graphic design critics.' A 'Read More →' link is located at the bottom of this section. Another date 'NOVEMBER 2, 2016' is shown above a section titled '02. Alexandra Lange'.

The screenshot shows the 'Scratching the Surface' podcast page on the iTunes Store. The page includes a 'Subscribe' button, episode details, and a list of episodes. The episodes are as follows:

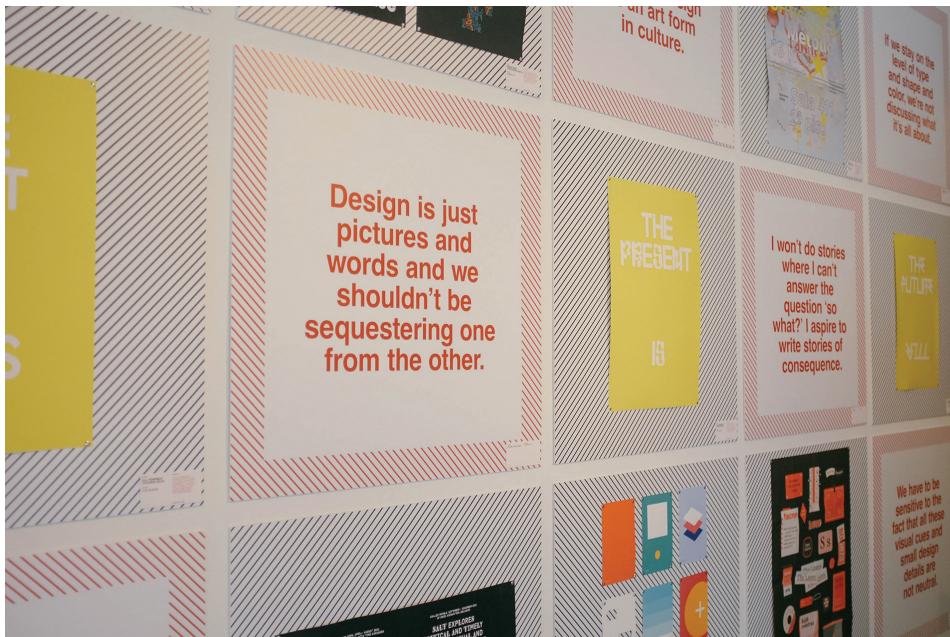
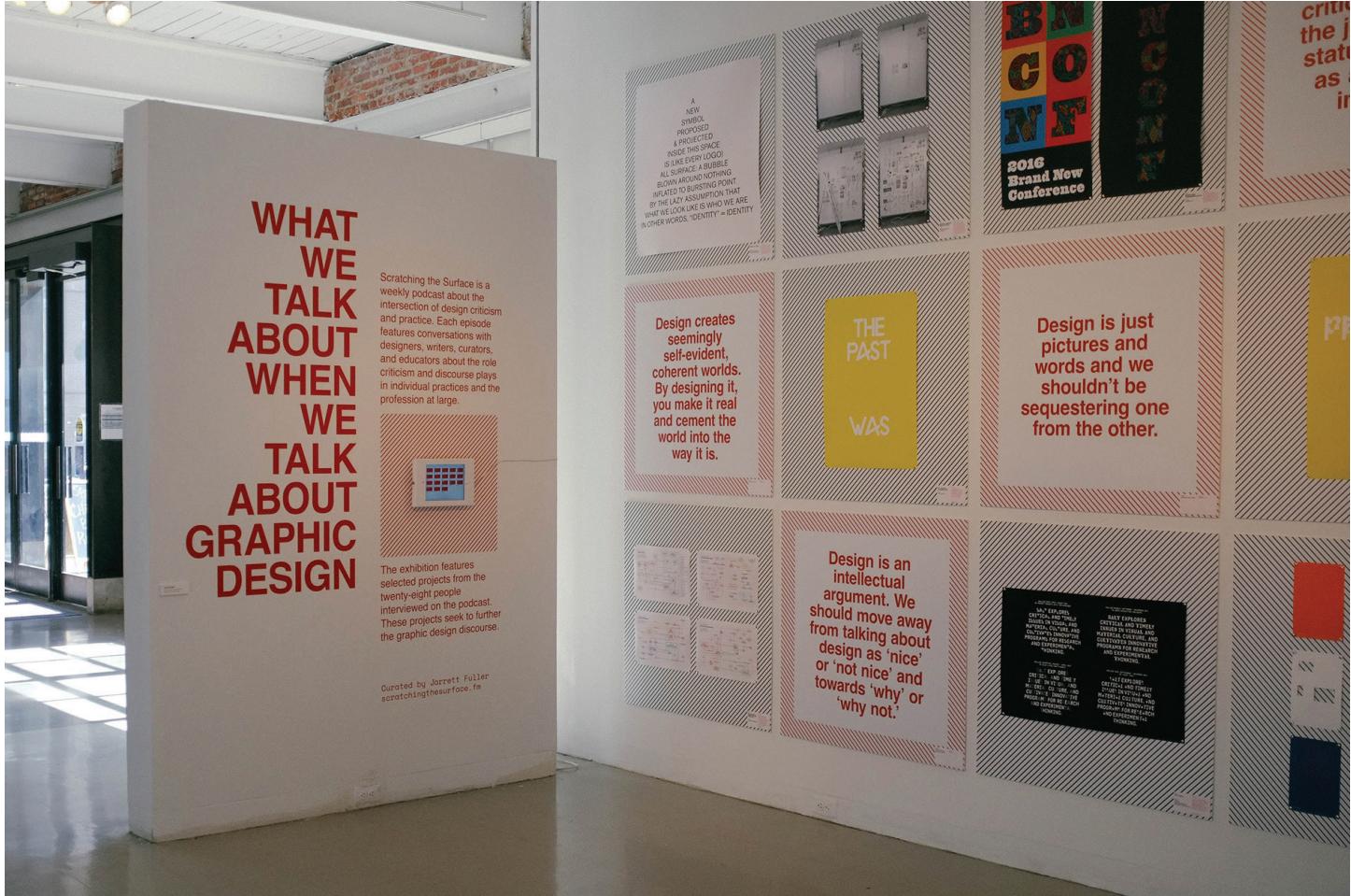
NAME	TIME	RELEASED	DESCRIPTION	POPULARITY	PRICE
1. 14. Jon Sueda	50 min	Feb 1, 2017	Prem Krishnamurthy is a designer, cur... i	██████████	Get
2. 13. Prem Krishnamurthy	44 min	Jan 25, 2017	Prem Krishnamurthy is a des... i	██████████	Get
3. 12. Bryn Smith	42 min	Jan 18, 2017	On this week's episode, I tal... i	██████████	Get
4. 11. Khoi Vinh	37 min	Jan 11, 2017	Khoi Vinh is currently Princip... i	██████████	Get
5. 10. Armin Vit	28 min	Jan 4, 2017	Armin Vit is the co-founder ... i	██████████	Get
6. 09. Jessica Helfand, part 2	41 min	Dec 21, 2016	In my second conversation ... i	██████████	Get
7. 08. Jessica Helfand, part 1	48 min	Dec 14, 2016	Jessica Helfand is a designe... i	██████████	Get
8. 07. David Reinhardt	48 min	Dec 7, 2016	David Reinhardt is a designe... i	██████████	Get
9. 06. Sara M. Watson	1 hr	Nov 30, 2016	Sara M. Watson is a technolo... i	██████████	Get
10. 05. Michael Bierut	53 min	Nov 23, 2016	Michael Bierut needs no intr... i	██████████	Get
11. 04. Michael Rock	51 min	Nov 16, 2016	On this week's episode, I tal... i	██████████	Get
12. 03. Steven Heller	35 min	Nov 10, 2016	On this week's episode of Scr... i	██████████	Get
13. 02. Alexandra Lange	1 hr 5 min	Nov 2, 2016	In this week's episode of Scr... i	██████████	Get

2017

Curation
Exhibition Design
Environmental

What We Talk About When We Talk About Graphic Design

Based on my podcast, Scratching the Surface, *What We Talk About When We Talk About Graphic Design* is a small exhibition I curated of work from the guests of the first set of interviews I conducted. The work showcased — from designers like Armin Vit, Experimental Jetset, Dexter Sinister, and the Google Design team — is a collection critical design that seeks to further and deepen the graphic design discourse.



2016

Editing
Print
Editorial Design

Scratching the Surface: Season One

The Scratching the Surface book is a printed companion to my podcast of the same name. This book commemorates the first season of interviews by including an essay penned by each of my guests as well as an essay written by a critic who has inspired or influenced them. The entire book is set in Helvetica and Times New Roman, at once reinforcing and subverting a default aesthetic.



2017

Web design
Development
Content Strategy

Kyle Chayka

Kyle Chayka is a freelance writer based in Brooklyn who's contributed to publications including The New York Times Magazine, New Republic, Businessweek, n+1, and many others. Kyle needed a personal site to centralize his writing, house his archive of past work, and share news on his upcoming book. I designed and built a site that includes a massive filter-based archive while also allowing Kyle to update new work and other relevant news.

The screenshot shows the homepage of kylechayka.com. At the top, there's a header with the author's name and a navigation bar with links for ARCHIVE, BIOGRAPHY, and BOOK. Below the header is a bio snippet: "KYLE CHAYKA is a freelance writer living in Brooklyn, the author of a forthcoming book on minimalism from Bloomsbury, and co-founder of STUDY HALL, a journalist collective. MORE →". The main content area features a grid of article cards. Each card includes the article title, type (Review, Feature, Essay, Profile), publication, and a small thumbnail image. The articles listed are:

- Monocle's View from Nowhere** (Review, The New Republic)
- Welcome to AirSpace** (Feature, The Verge)
- The Oppressive Gospel of Minimalism** (Essay, The New York Times Magazine)
- Revisited: On Anselm Kiefer** (Essay, The Paris Review)
- The Future Agency** (Profile, The Verge)
- The Perfect Pundit for the Trump Generation** (Profile, The Ringer)
- 15 Ways of Looking at Supreme** (Feature, Rocked)
- Digital Failure at the Library of Congress** (Feature, n+1)

This screenshot shows the archive page of the website. It has a header with the author's name and links for ARCHIVE, BIOGRAPHY, and BOOK. Below the header is a section titled "PUBLICATIONS" with a table showing a list of published works. The columns are DATE, TITLE, TYPE, and PUBLICATION. The entries are:

DATE	TITLE	TYPE	PUBLICATION
June 2017	Monocle's View from Nowhere	Feature	The New Republic
October 2016	Tomi Lahren has some thoughts	Profile	The Ringer
August 2016	Welcome to Airspace	Feature	The Verge
November 2015	This Company is Winning the Hoverboard Race	Profile	Bloomberg Businessweek
March 2015	How to Make a Professional Video-Gaming Champion	Profile	New York Magazine
September 2014	The Afterlife of Memes	Essay	Matter
October 2013	Should Money Go Digital?	Essay	The New Yorker

At the bottom, there's a copyright notice: "© 2017 Kyle Chayka | Email | Twitter | Instagram | Medium". There's also a newsletter sign-up form with fields for "Newsletter" and "Subscribe".

This screenshot shows the biography page of the website. It has a header with the author's name and links for ARCHIVE, BIOGRAPHY, and BOOK. The main content area includes a bio snippet: "I am a writer living in Brooklyn, NY. I have contributed to publications including The New York Times Magazine, New Republic, Businessweek, n+1, and many others. My work takes the form of reports, columns, and essays on topics that range from technology to political media, visual art, business, and culture. I am a member of the independent writing collective STUDY HALL, a Brooklyn-based community of cultural auteurs." Below the bio is a circular portrait of the author. To the right is a sidebar titled "CONTACT INFORMATION" with fields for Email, Twitter, Tumblr, Tumblr, Medium, and Instagram.

This screenshot shows a specific article page from the website. The header includes the author's name and links for ARCHIVE, BIOGRAPHY, and BOOK. The main article title is "This Company is Winning the Hoverboard Race". Below the title is a bio snippet: "Matt Waxman and Maxx Yellin career into New York's Madison Square Park one gray weekday afternoon riding two-wheeled scooters that look like Roombas for your feet. Before they can even roll to a stop, Hugo Melo, a 21-year-old freelance developer and "aspiring founder," as he describes himself, points at their feet and asks, "What is that?". The article continues with a quote: "You want to try it out?" Waxman offers. Melo climbs up and perches uneasily while Waxman and Yellin support him on either side. He never quite gets going on his own, but he looks like he's having a great time. "This is way better than walking!" Melo says. "I definitely want one." At the bottom, there's a sidebar with a "GOLDFISH" section and an "IMAGE" section showing a photo of a man riding a hoverboard.

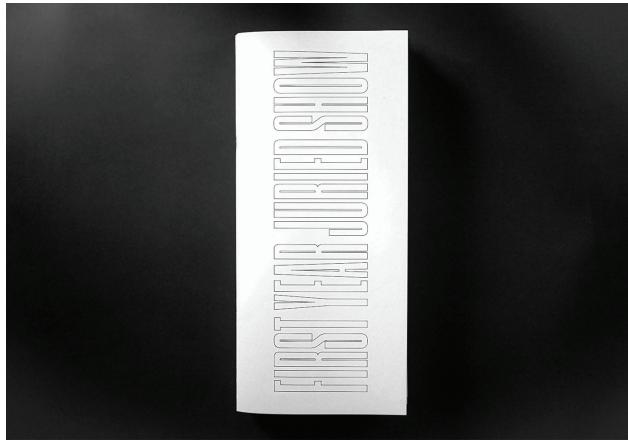
2016

Exhibition Design
Branding
Print Design
Creative Direction

MICA First Year Juried Show

Every August, the Maryland Institute College of Art hosts an exhibition showcasing the best work from the graduate program's first year students. In 2016, the exhibition was curated by New York curator Lumi Tan, who I worked with closely to develop a branding and design system for the show that stretched from exhibition design to posters and programs.

Because the show was centered around first-year students, we focused on ensuring the design of the show didn't overpower the work, while also acting as a coherent element to tie together an otherwise unrelated group of artists.

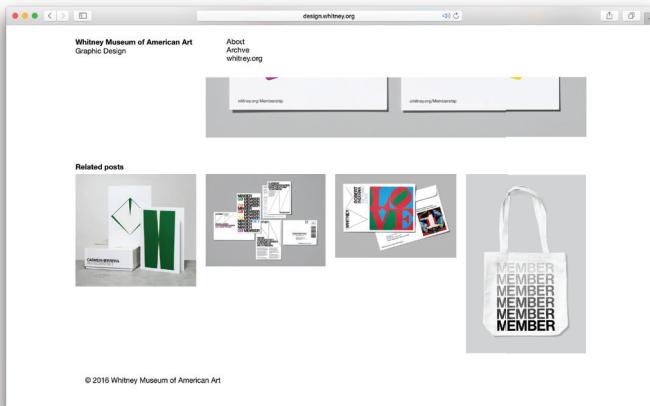
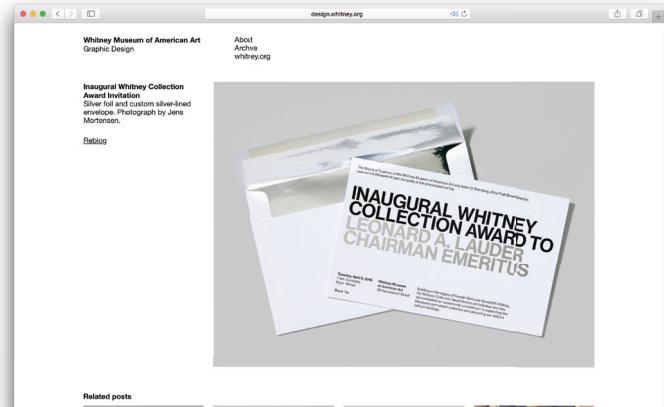
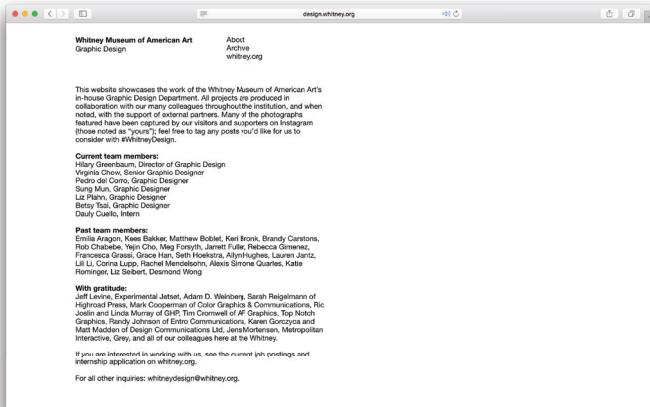
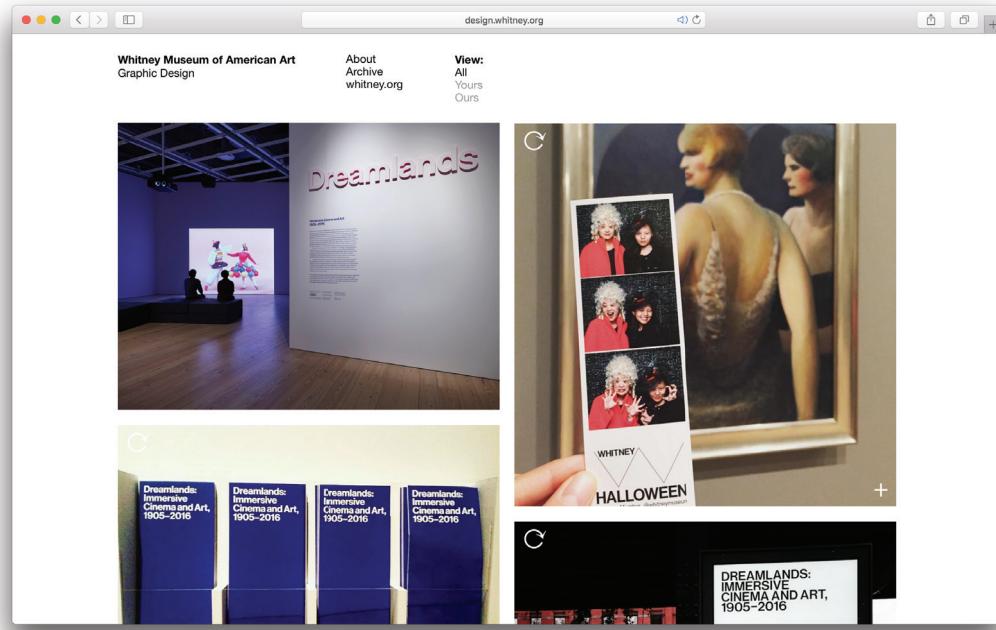


2016

Web design
Development
Curation

Whitney Graphic Design Website

While interning at The Whitney Museum of American Art in New York City, I was tasked with designing and archiving the work the museum's in-house design team has produced since the 2013 rebranding. I design and developed this site using Tumblr to allow the team to catalog and share their work while also using it as a recruiting tool.



2015

Web Design
Content Strategy
Illustration
Branding

Facebook for Business

Facebook for Business is the online location for advertisers, small businesses, and brands to learn about Facebook's advertising products, watch video tutorials, and get the latest news. As a member of the Business Marketing team at Facebook, I worked on all facets of the FB4B brand and website.

Team

Creative Direction—
Steve Farrell, Henrik Oleson
Design—
Jarrett Fuller, Zach Miller
User Experience—
Fellswoop (Seattle, WA)

2015

Branding
Event Design
Environmental
Event Planning
Art Direction
Naming/Concept

Facebook GMS Summit 2015

The Facebook Global Marketing Solutions Summit is an annual internal sales conference held in San Francisco, CA. In 2015, I designed and developed the conference's identity based on the theme "Redefine."

Team

Creative Direction —
Patrick Fagan
Concept/Art Direction —
Jarrett Fuller
Design —
Jarrett Fuller, Zach Miller
Production —
MKTG (San Francisco, CA)

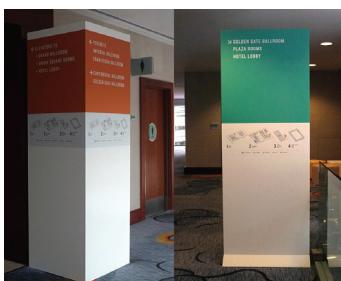
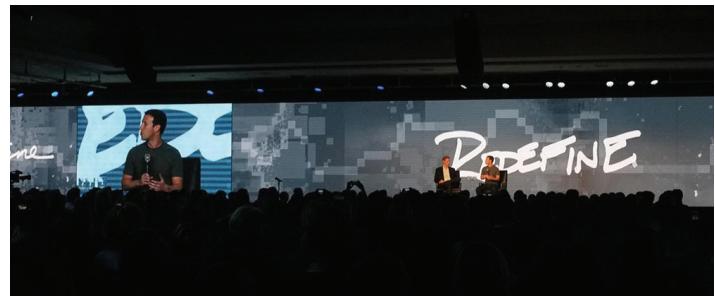


Redefine

Redefine

Redefine

Redefine

**Concept**

Continuing the 'evolving identity' approach I worked on the previous year, I developed a system where the word "redefine" would be written in conference attendees' handwriting. We had attendees write the word in their own handwriting and used those as marks around the conference. This visualized the key themes in redefine like editing, personality, and process that we then paired with famous figures who have redefined industries in history.

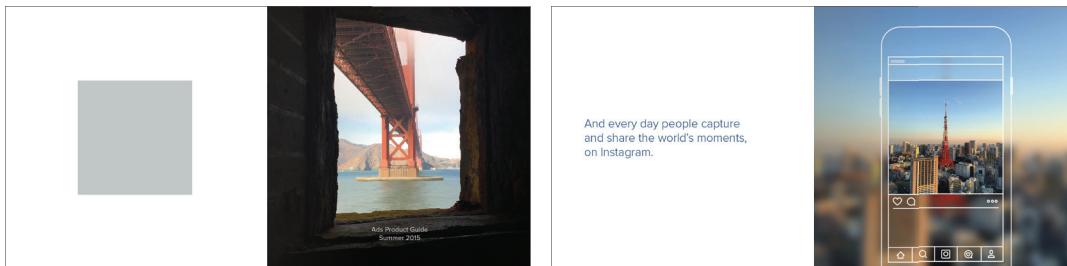
2015
Print Design
Art Direction
Strategy

Instagram Ads Product Guide

To help showcase Instagram's advertising products, I was asked to design a printed product guide that would be delivered to top agencies and clients to highlight video, photo, and carousel ads. The final piece aligns with Instagram's premium branding efforts with heavy paper and special die cuts and foldouts.

Team

Art Direction/Design—
Jarrett Fuller
Copywriting—
John Cantwell



Concept

The cover featured a die cut square, echoing Instagram's signature square photos. When opened, the inside cover features beautiful photography. To show how carousel ads work, the inside panels folds out, revealing how advertisers can include multiple photos in their ad units.

2014

Branding
Event Design
Environmental
Event Planning
Art Direction
Naming/Concept

Facebook GMS Summit 2014

Facebook's Global Marketing Solutions Summit is an annual internal sales conference held in San Francisco. In 2014, the theme was "DARE" and I led the design and art direction for the conference's brand, including logos, swag, environmental signage, and screens.

Team

Creative Direction—
Steve Farrell, Patrick Fagan
Concept/Art Direction—
Jarrett Fuller
Design—
Jarrett Fuller, Jaime Rovira



도전



جرأة



勇於

OUSEM

挑戰

OSEZ

TRAUT EUCH

**Concept**

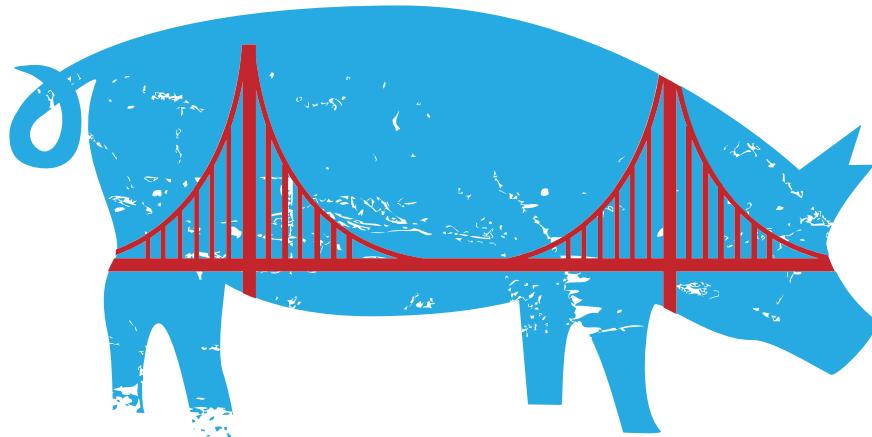
The letters in DARE represented a window into the future, showcasing daring situations and activities. Each place the logo was seen, different images were shown to keep the event lively and the branding interesting. We also developed international versions to represent the different Facebook offices attending from around the world.

2015

Branding
Logo/Identity Development
Swag
Illustration

San Francisco BBQ Festival

I was asked to design a logo for the first San Francisco Barbeque Festival, held at The Yard in Octover 2015. The logo was printed on banners, cups, cozies, and other collateral.



SAN FRANCISCO **BBQ** FESTIVAL



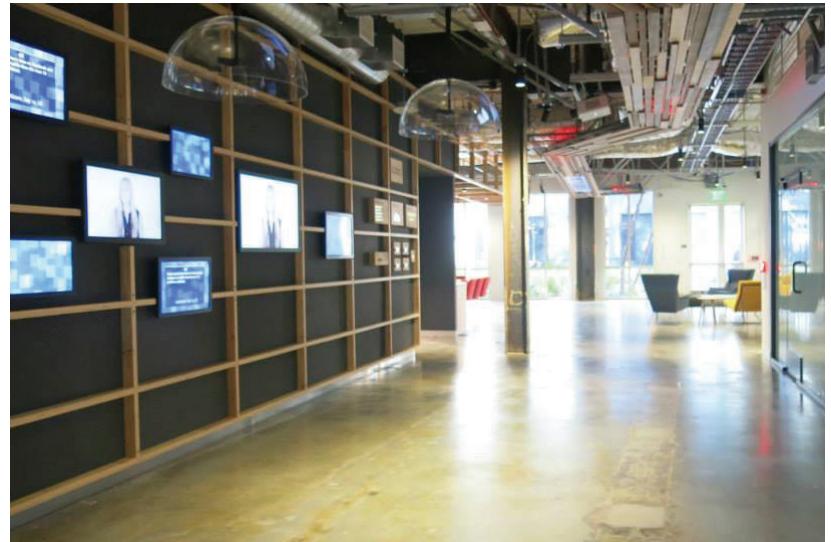
2015
Environmental
Digital
Installation

Facebook Partner Center

The Facebook Partner Center is series of meeting spaces, interactive experiences, presentation rooms to host meetings with Facebook's managed clients. I worked on the design of the interactive screens and designed the Instagram gallery space.

Team

Creative Direction/Graphic Design—
Patrick Fagan, Jarrett Fuller
Architecture—
Rockwell Group (New York, NY)



2015
Advertising
Video
Concept

Facebook Local Awareness Ads

In 2014, Facebook launched a new advertising feature called Local Awareness. This tool allowed small businesses to target Facebook ads to potential customers within a set radius from their business location. I was part of a team that produced three thirty-second video spots to promote the new feature.

Team

Concept—
Jarrett Fuller
Creative Direction—
Steve Farrell, Tim O'Hara
On-screen Graphics—
Jarrett Fuller, Tom Baird
Filmed on location in Los Angeles, CA



Concept

To encourage local businesses to use Facebook to advertise their product or services, I came up with an idea that juxtaposes traditional media (newspapers, billboards, radio) with Facebook ads, suggesting that a businesses potential customers would already see their ad on Facebook. We called the series "Your Ad Here."

2011-2013

Interactive
Branding
Print
Retail

Warby Parker

For two years between 2011-2013, I was a designer at Warby Parker, an online eyewear startup in New York City. As a part of the small team, I helped work on all aspects of the company's design, focusing primarily on the e-commerce site, but also special marketing pages, print collateral, and select brand pieces.

Team

Design—

Stephanie Wu, Jarrett Fuller

Development—

Kareem Shaya, Daniel Thomson, Justin Travis

User Experience—

Tim Riley

The collage includes:

- Careers at Warby Parker:** A landing page for job seekers featuring a Venn diagram where "YOU" overlaps with "WAI PARK". It lists fun activities like "BAGELS", "THINKING", "MINI-BASKETBALL", "CREATING", "PROBLEM-SOLVING", and "COLLABORATING".
- Working at Warby Parker is exciting:** A section showing diverse employees smiling and wearing glasses.
- It's also a lot of fun:** A list of fun activities: FREE REFILLS, WARBY PARKER BIRTHDAY CAKE, HOT AIR BALLOON, MINI GOLF, HULA HOOP, GYM ON SHOES, DIRTY SNOW, TAXES.
- Available positions:** A grid of job categories: ADMINISTRATIVE AND PR, CREATIVE AND WEB, CUSTOMER EXPERIENCE, INTERNSHIPS, OPERATIONS, RETAIL, HR AND TALENT, TECHNOLOGY.
- How do we give?** A section about Warby Parker's social mission, featuring a flowchart with four steps: BUY, GIVE, TRAIN, SELL.
- Warby Parker homepage:** Shows a large image of a pair of glasses, a "DO GOOD" banner, and a "BUY A PAIR, GIVE A PAIR" call-to-action.
- Product page for Revolver Black Matte glasses:** Includes a cartoon character of Waldo holding a sign, product details (width: 47-20-145), and a "TRY BEFORE YOU BUY" section.
- FAQ and Contact sections:** Lists links for "HOW CAN I HELP?", "ABOUT US", "JOBS", "RETURNS AND EXCHANGES", "FREQUENTLY ASKED QUESTIONS", "CONTACT US", "CHANGE COUNTRY", and "WARBY PARKER BLOG".

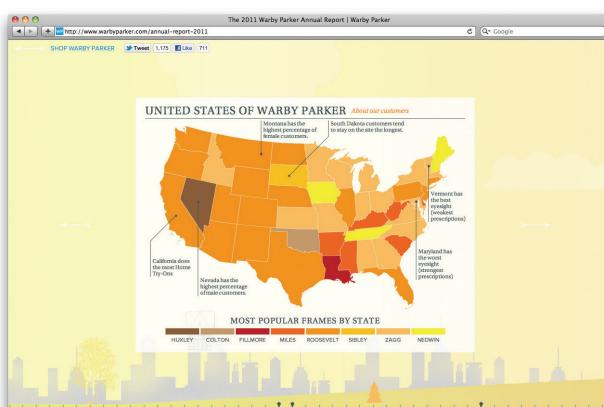
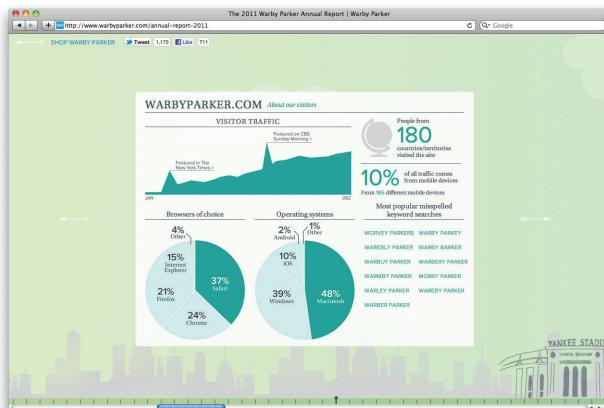
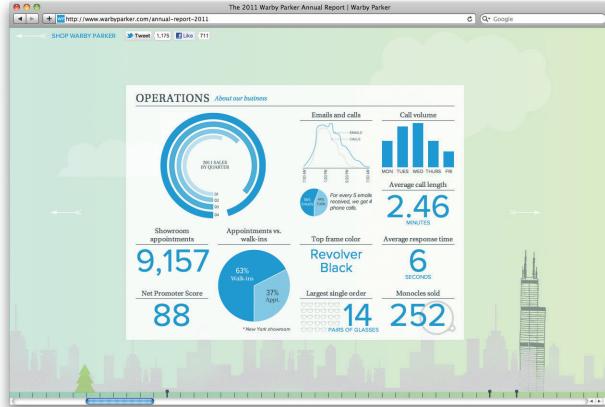
2011
Interactive
Infographics
Illustration

Warby Parker 2011 Annual Report

Warby Parker saw tremendous growth during the year 2011 and wanted an innovative and unusual way to share that data with their customers. We created an interactive, horizontal scrolling year in review anchored by a timeline highlighting various events from the year.

Team

Graphic Design—
Jarrett Fuller, Stephanie Wu
Development—
Kareem Shaya



Concept

Slides scrolling across highlight key areas in the company and visualize data ranging from sales growth to website traffic, popular frames by state to favorite beers during the company's happy hour.

2012

Interactive
Infographics
Illustration

Warby Parker 2012 Annual Report

For the second year in a row, Warby Parker wanted to create an interactive year in review to tell the story of the past year. As a part of the creative team, we designed and built a scrolling wheel that spun in your browser to share interesting facts, company milestones, collection launches, and other fun secrets.

Team

Graphic Design—

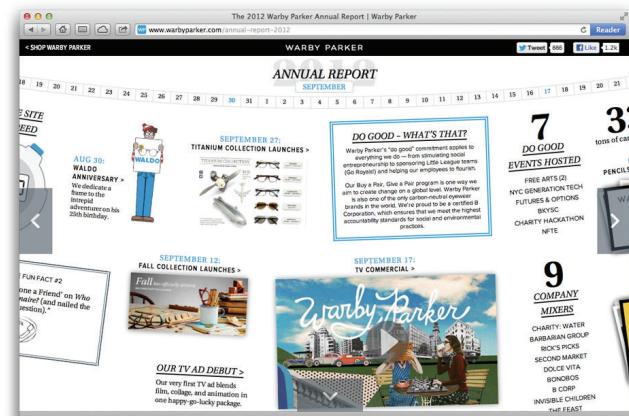
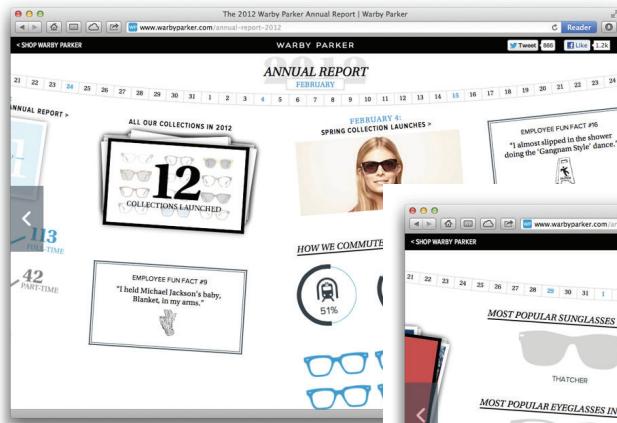
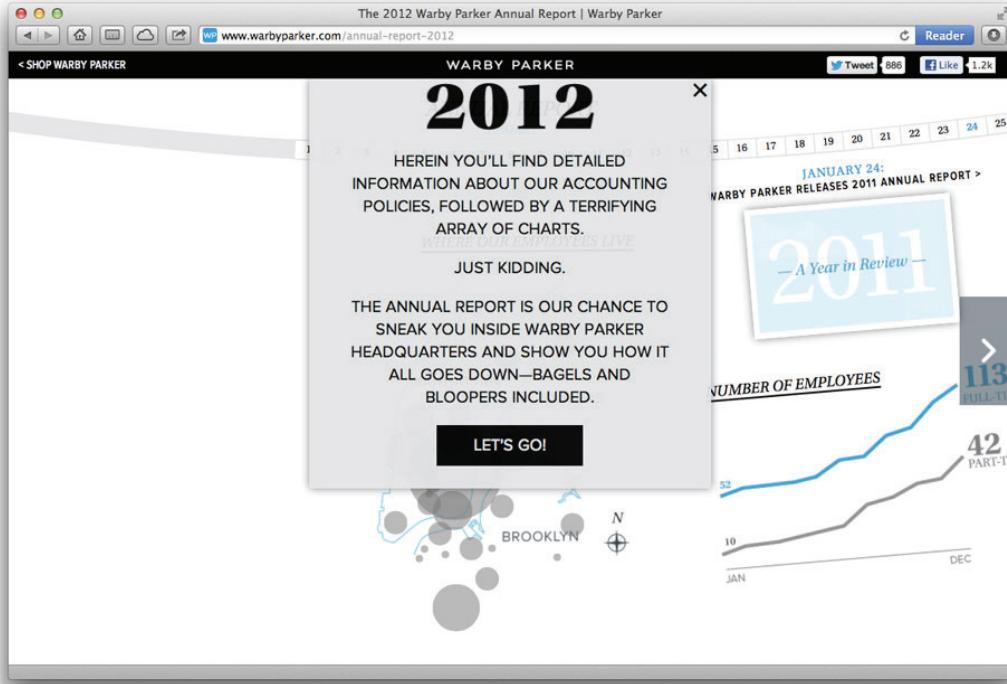
Jarrett Fuller, Stephanie Wu

Development—

Kareem Shaya, Daniel Thomson, Justin Travis

Copywriting—

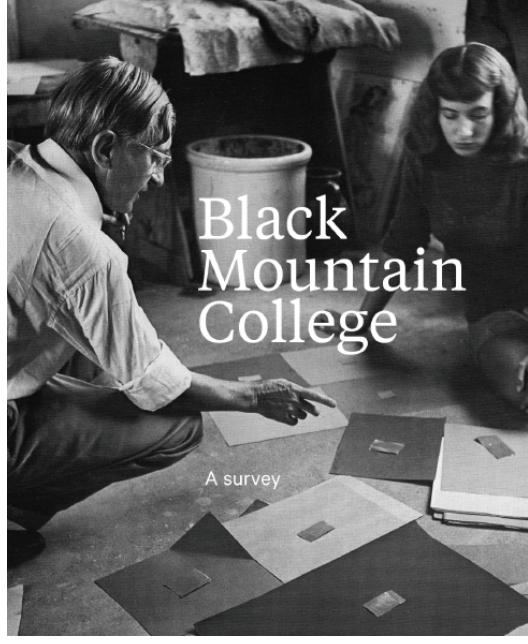
Molly Young



2015
Design
Editing
Print Design
Art Direction

Black Mountain College: A Survey

Black Mountain College: A Survey is a book I designed and edited to showcase the range of art forms and the talent of artists who passed through the experimental art college in its short lifespan. I selected essays from various writers on the school, its students and teachers, and the pedagogical theories as well as curated selections of works from various artists related to the school.



The Mythic School of the Mountain

Joseph Battisti

Editorial Design

Black Mountain College was an innovative experimental educational institution founded by a group of artists, writers, and philosophers in North Carolina in the early 1930s. It was one of the first intentional communities in America. It was a place where ideas were exchanged and new ways of living and learning were explored. The school's emphasis on the arts and crafts, as well as its focus on social justice and environmentalism, made it a unique educational experience.

This is a detailed account of the school's history, from its founding to its closure in 1957. It includes interviews with former students and faculty, as well as a timeline of events and a list of resources.

Graphic Design

The design features a grid-based layout with a mix of black and white photographs and text. The title is prominently displayed at the top, followed by a brief introduction and a detailed narrative of the school's history. The layout is clean and organized, reflecting the historical nature of the content.

Anni Albers' Weavings

Jill Thompson

Editorial Design

Anni Albers was a German textile artist and teacher who spent much of her life in the United States. She is best known for her complex, geometric weavings, which she created using traditional looms. Her work has been exhibited around the world and is held in numerous collections, including the Metropolitan Museum of Art and the MoMA.

This is a detailed account of Albers' life and work, from her early days in Germany to her later years in the United States. It includes interviews with former students and faculty, as well as a timeline of events and a list of resources.

Graphic Design

The design features a grid-based layout with a mix of black and white photographs and text. The title is prominently displayed at the top, followed by a brief introduction and a detailed narrative of Albers' life and work. The layout is clean and organized, reflecting the historical nature of the content.

The Art of Graphic Design: Lustig, Albers, Johnson, and the 1945 Summer Session

Jill Thompson

Editorial Design

This is a detailed account of the 1945 summer session at the Black Mountain College, which was a center for experimental art and education. It includes interviews with former students and faculty, as well as a timeline of events and a list of resources.

Graphic Design

The design features a grid-based layout with a mix of black and white photographs and text. The title is prominently displayed at the top, followed by a brief introduction and a detailed narrative of the 1945 summer session. The layout is clean and organized, reflecting the historical nature of the content.

The Art of Graphic Design: Lustig, Albers, Johnson, and the 1945 Summer Session

Jill Thompson

Editorial Design

This is a detailed account of the 1945 summer session at the Black Mountain College, which was a center for experimental art and education. It includes interviews with former students and faculty, as well as a timeline of events and a list of resources.

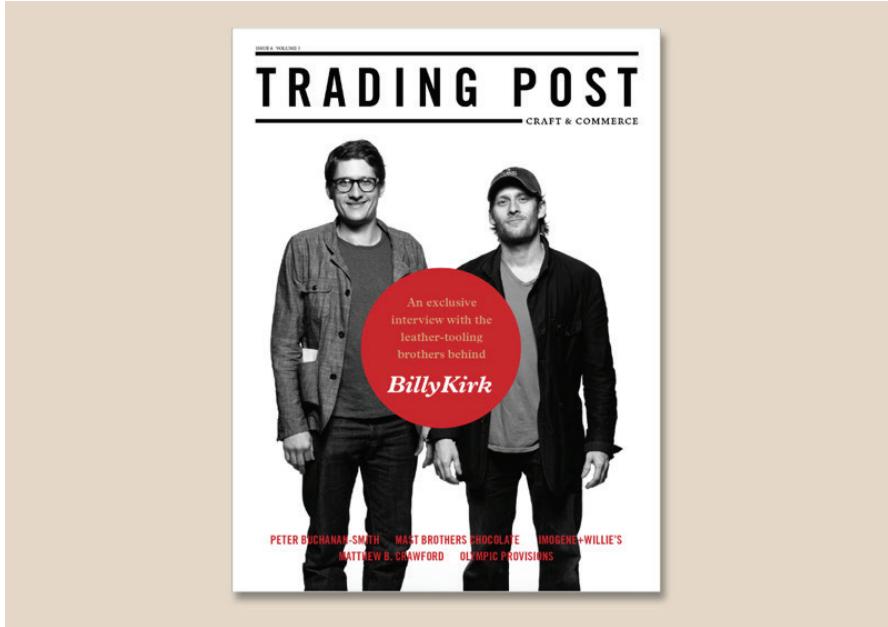
Graphic Design

The design features a grid-based layout with a mix of black and white photographs and text. The title is prominently displayed at the top, followed by a brief introduction and a detailed narrative of the 1945 summer session. The layout is clean and organized, reflecting the historical nature of the content.

2011
 Print Design
 Editorial
 Content
 Branding
 Interactive
 Publishing

Trading Post Magazine

Trading Post Magazine is a concept magazine about the intersection of craftsmanship and commerce. Featuring reviews, profiles, and long-form journalism, the magazine would showcase emerging craftspeople and the businesses created around them.





PETER BUCHANAN SMITH
and the
URBAN AX

BY PENELOPE GREEN

BEST OF 2011

In the year since Peter Buchanan-Smith started his company, he's forged more than 100 axes. He's sold a few, he's reported and he's given a few away. And he's given many more away with his business partners.

That's right: Buchanan-Smith and his brother, Chris, supply his company, Mast Brothers Chocolate, with their own axes. The brothers, Peter and Chris, are the sons of Mast Brothers' co-founder, Philip Tamm, who also happens to be the son of Philip Morris, with Matt Korman, Scott & White's Thompson, and the Mast Brothers' own Peter Buchanan-Smith, who's also come to be made in the dynasty brand. With all four of them involved, it's no surprise that the brothers have great gear.

They're not the only ones who've got axes. In fact, Buchanan-Smith has been making axes since he was 16. He's forged axes for clients like the New York City-based design firm Pentagram & Speirs, his old Kate Spade days, and even a Peacock Alley customer who wanted an "antique-style" "olive wood" rod — and then discovered that the wood was actually mahogany. "I had to go to the hardware store, who said that they commonly mistake the two," he says. "So I had to go to the lumber yard and get some mahogany and then go back to the hardware store and tell them what I wanted."

With new customers and — we're told — a family member, Buchanan-Smith has expanded his business to include a second shop in Brooklyn, where he's joined by his brother, Peter, and his wife, Linda. David Lach and Mike from the

Brookfield residence and — we're told — a family member, Buchanan-Smith has expanded his business to include a second shop in Brooklyn, where he's joined by his brother, Peter, and his wife, Linda. David Lach and Mike from the

Photo: Michael Hickey

PETER IS LIKE A REGULAR GUY WITH AN ECCENTRIC WAY OF THINKING AND HE'S INTERESTED IN THINGS THAT FUNCTION. YOU KNOW HE LOVES A CHAIR, TABLE, RABBIT, IVORY SOFA, A PAPER CLIP OR A WELL-DESIGNED TUBE OF TOOTHPASTE.

COMPARING BEST MADE AXE COLLECTION

COLLECTOR	AXE	TYPE	DESCRIPTION
PETER BUCHANAN-SMITH	Hand-forged axe	Hand-forged	A hand-forged axe with a dark head and a light-colored wooden handle.
THE INDUSTRIALIST	Industrial-style axe	Industrial	An industrial-style axe with a dark head and a light-colored wooden handle.
THE CRAFTSMAN	Hand-forged axe	Hand-forged	A hand-forged axe with a dark head and a light-colored wooden handle.
THE ARTIST	Artistic axe	Artistic	An artistic axe with a dark head and a light-colored wooden handle.
THE COLLECTOR	Antique-style axe	Antique	An antique-style axe with a dark head and a light-colored wooden handle.

Photo: Michael Hickey

FIELD NOTES COUNTY

THE INDUSTRIALIST

CRAFTSMAN

ARTIST

COLLECTOR

THE AGE DRUGSTORE

THE VANILLA BICYCLES

ROBOT

OPTIMO HATS

WHITE'S BOOTS

YODA HANDBRAKE SCARVES

Photo: Michael Hickey

BROTHERLY LOVE

BY MALCOLM GLADWELL

Rolling pastures and unweathered barns of Amish country welcome visitors to BillyBrother's studio, the quiet location where nearly all of the company's leather goods are produced. We recently sat down with the brothers, Chris and Peter, to find out what's next.

Photo: Michael Hickey

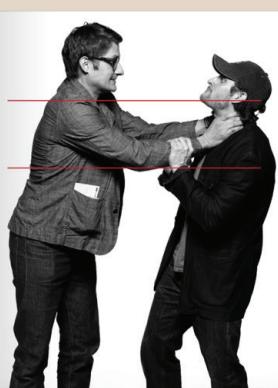


Photo: Michael Hickey

SOME THINGS WE LIKE

FIELD NOTES COUNTY

THE AGE DRUGSTORE

THE VANILLA BICYCLES

ROBOT

OPTIMO HATS

WHITE'S BOOTS

YODA HANDBRAKE SCARVES

Photo: Michael Hickey

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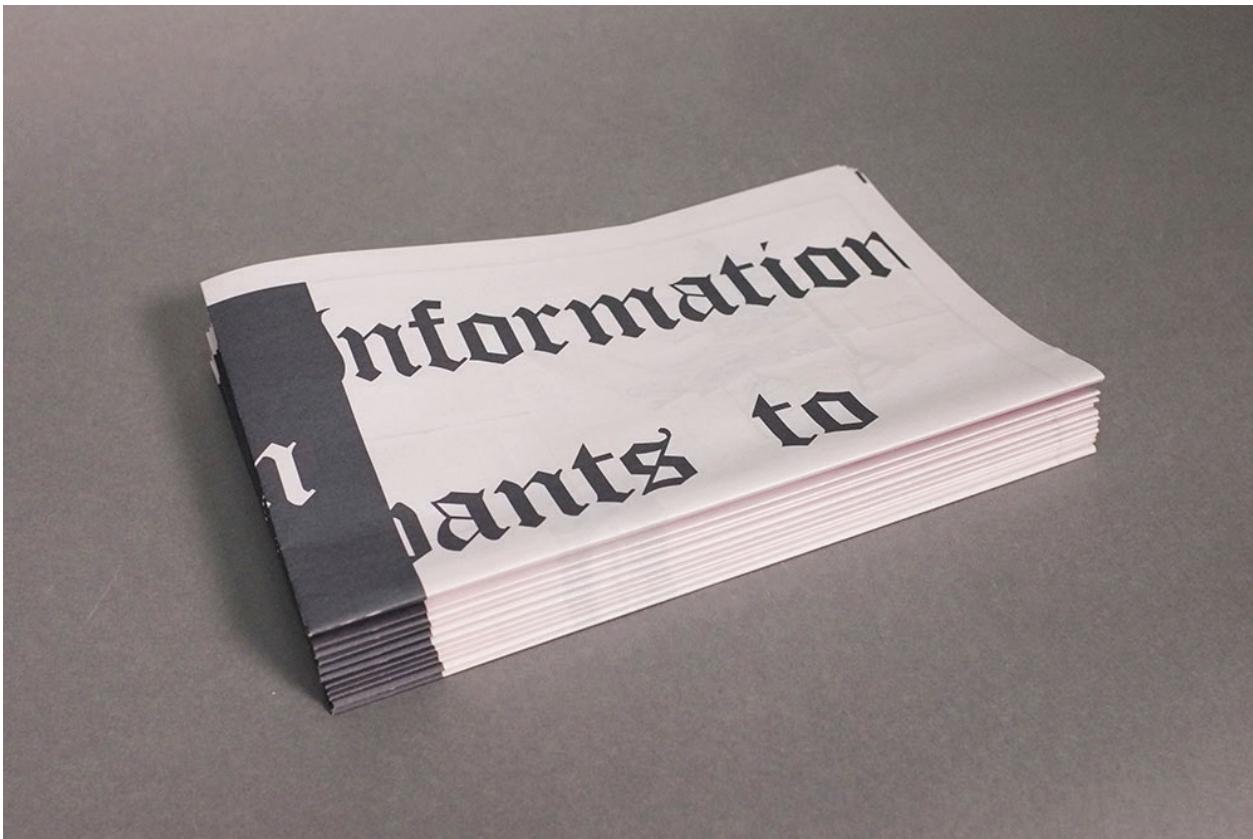
Photo: Michael Hickey

2015

Print Design
Publishing
Writing
Research

The Information Zine

The Information Zine is an eight-page, two color zine that features an original, 3000 word essay on the history of information distribution and access. This piece, using the form of the zine (a traditional sub-cultural form of distribution), chronicles the complicated history. The form of the zine itself, then, becomes a method of distribution while constantly balancing obstruction and access.



2015

Web Design
Development
Publishing
Writing
Research

The Information Zine

In addition to the printed newspaper, the essay was also published on a long-scrolling, single serving website. The site borrowed the design language started in the zine and furthers that aesthetic in a digital environment.

What is the price of information? I typed these words in a text editor, designed the pages in an Adobe product, I uploaded a PDF to a website for a company in Glasgow, gave them my credit card number, and a few days later a stack of these arrived at my door. And now I'm giving them to you for free.

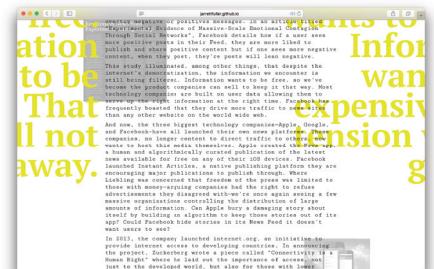
Words are tools. Text is a medium. When Marshall McLuhan wrote that the medium is the message, he explained how the way we communicate—the mediums we use—have just as much influence over the message it's trying to communicate. The mediums used for information distribution throughout history have shaped cultures and changed the way

subvert. What is happening here? Am I clarifying or obstructing? What is our relationship? Do you trust me? This is a publication that uncovers these extremes.

Forty miles from San Francisco, north of the Golden Gate Bridge, lies Marin County. It's 1984 and Stewart Brand, then known as the founder and editor of *The Whole Earth Catalog*—a publication Steve Jobs would later describe as the Bible of his generation, a Google in paperback form—was organizing the first Hackers Conference. At the event, Brand told Steve Wozniak, Apple co-founder and one of the original 150 attendees: "information wants to be free, because the cost



In the 1400s, former goldsmith Johannes Gutenberg refined a system of movable type, kickstarting the ubiquitous process of



In 1960, in a column for *The New Yorker*, journalist A.J. Liebling wrote what would become his most famous line: "freedom of the press is guaranteed only to those who own one." Liebling argued that those who could afford a press could dominate control of information distribution and they had the right to refuse any advertisement or editorial they disagreed with. He worried that the power of distribution was limited to the few wealthy corporations that owned the newspapers.

In France in 1990, an English scientist named Tim Berners Lee wrote the first protocol for the World Wide Web and the first browser, called "WorldWideWeb". It allowed people to access documents and resources live at unique URLs and referenced with hyperlinks built upon the Internet. Berners Lee's invention felt like the culmination of the information age—the full transition from an industrial revolution to an economic one where information could be shared and spread up the foodchain of information distribution. Perhaps more so than any prior invention, the world wide web lowered production costs, sped up delivery times, and increased distribution and readership.

The internet democratized publishing. Anyone could set up a webpage. Blogs, short-form "weblogs", gained popularity in the early 2000s, allowing people to publish thoughts, articles, and journals to their own corners of the internet. forums and chatrooms sprung up on a variety of topics. average people gained readers by writing on specific topics. New media companies like the Huffington Post, a world news newspaper, were started by sole online publications. If Liebling, who died in 1963, had lived to see the internet, he'd have lived to

2016

Branding
Logo/Identity
Print Design
Interactive
Copy

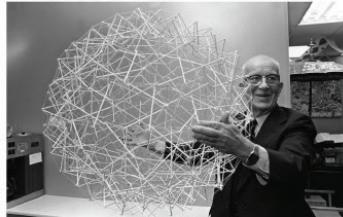
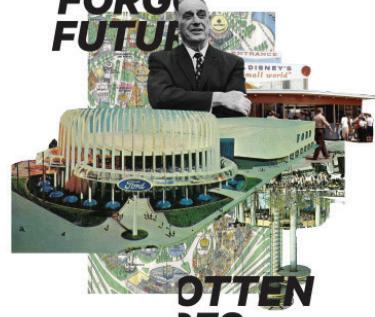
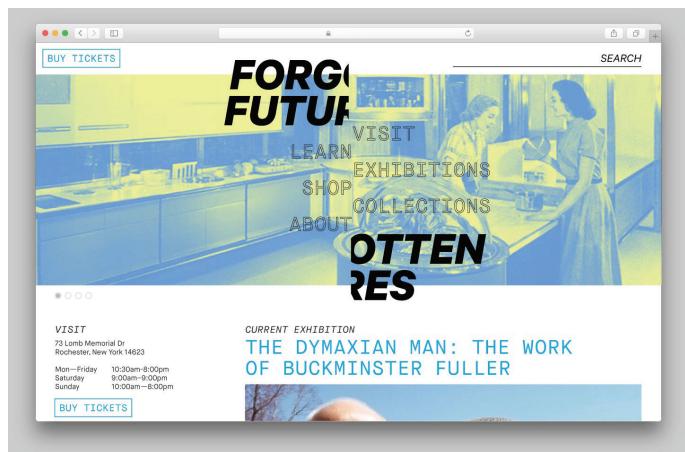
Forgotten Futures Museum

The Forgotten Futures Museum is a fictional museum I created while a student in MICA's MFA program. The Forgotten Futures Museum exists to document and archive history's visions for the future. From flying cars to controlled environments, science fiction films to geodesic domes, the museum remembers the images of the futures that have been forgotten. For the project, I designed the branding and collateral, developed copy, and produced a short trailer to announce the museum's opening.

**FORGOTEN
FUTURES**

I thought
the future
would be
cooler

A survey of
science fiction
films

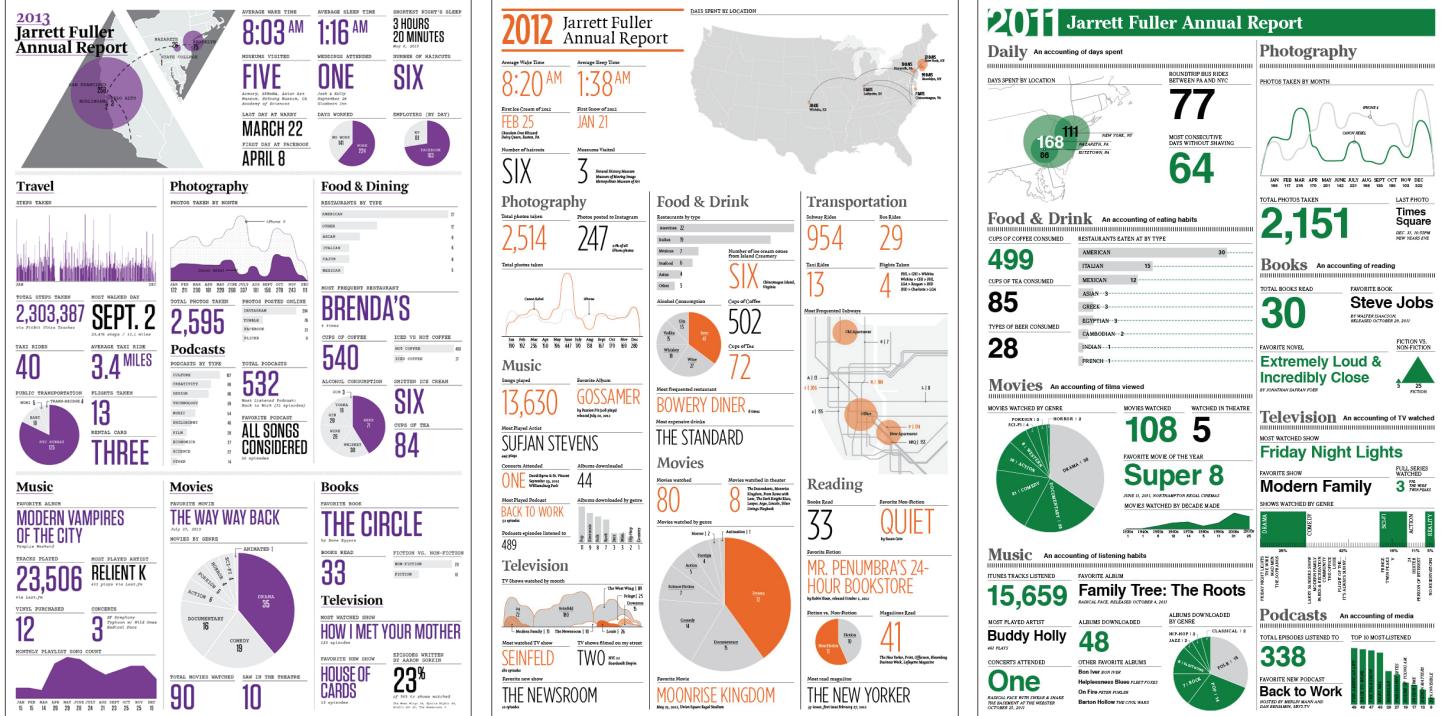
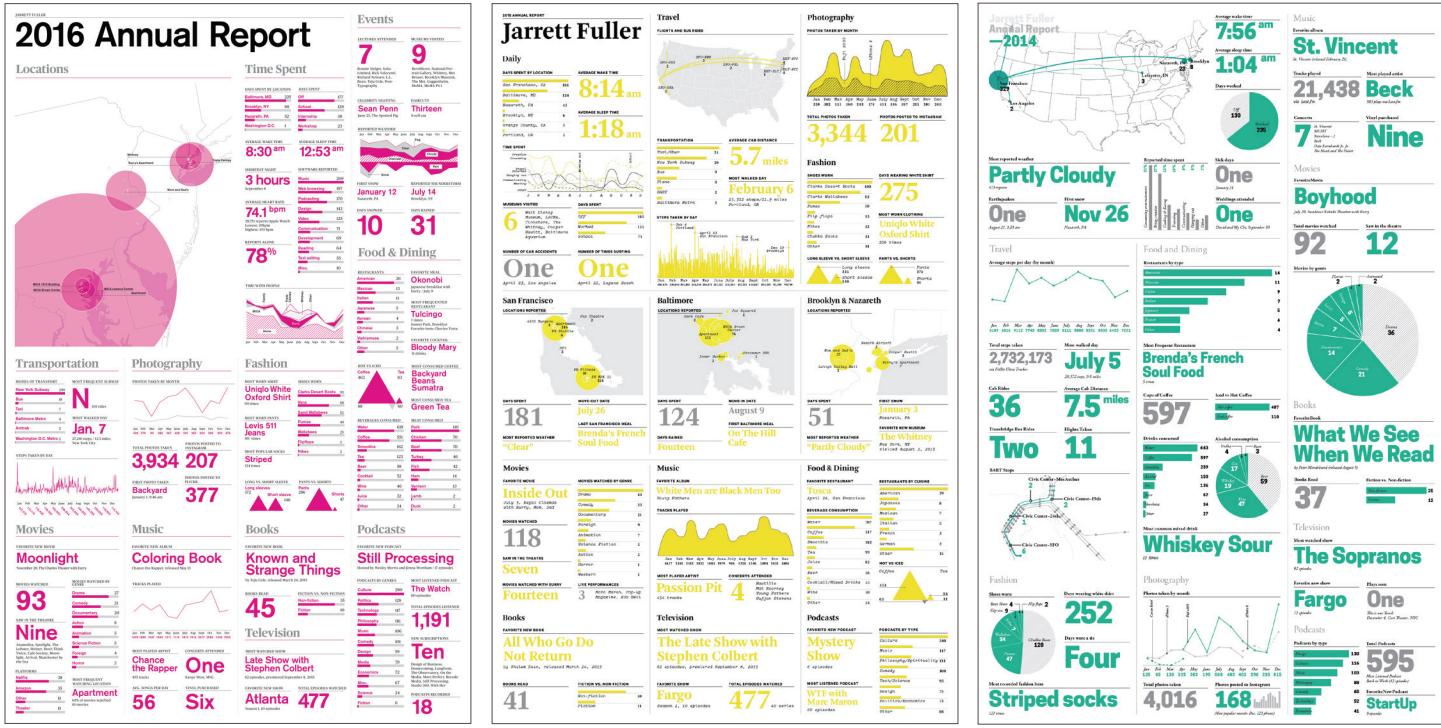
**OTTEN
RES****FORGOTEN
FUTURES****OTTEN
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2009–2017

Posters
Infographics
Data Visualization

Annual Report Posters

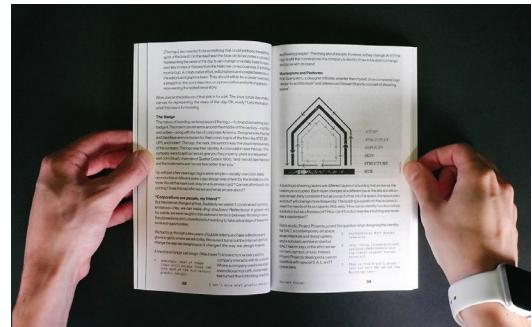
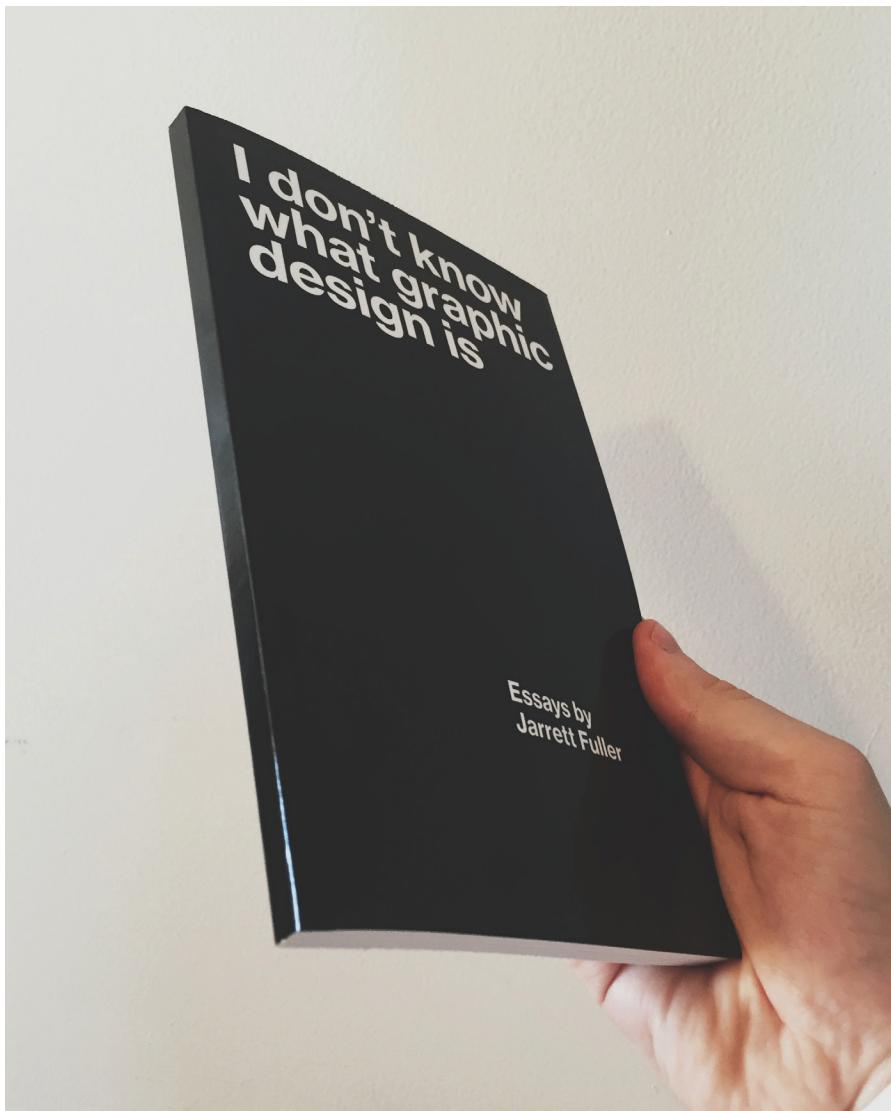
At the beginning of 2009, inspired by designer Nicholas Felton's Annual Reports, I started recording various details in an attempt to create my own infographic poster documenting the various minutia of the year. In the following years, it was become a yearly tradition and way for me to look back over the past year. Each year takes the format of an 11x17 two-color poster set in two typefaces. The 2009 poster was featured in a lecture Mr. Felton gave at the 2010 see Conference.



2016
Writing
Book
Publishing
Print Design

I Don't Know What Graphic Design Is

Published in 2016, *I Don't Know What Graphic Design Is*, is a collection of my essays on design, culture, and technology from the last five years. Ranging from criticism, book reviews, and theoretical texts, this book captures my thinking on design and uncovers the common themes that I've returned to again and again. Printed in black and white, using only Helvetica, the simple layout emphasizes the print-on-demand form while also putting the words first.





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Jarrett Fuller is an independent designer, writer, podcaster, and educator based in Brooklyn, NY. He's worked with clients large and small, including Instagram, Johns Hopkins University, Maryland Institute College of Art, and Wondermade Confectioners.

He currently teaches in the graduate Communication Design program at Pratt Institute, in the undergraduate graphic design program at The New School Parsons School of Design, and is a Senior Lecturer at The University of the Arts. He previously was on the adjunct faculty in the undergraduate graphic design department at Maryland Institute College of Art.

He hosts the weekly podcast, Scratching the Surface, where he interviews designers, writers, critics, and researchers about the intersection of design criticism and practice. Previous guests have included Michael Bierut, Alexandra Lange, Steven Heller, Experimental Jetset, Jessica Helfand, and Michael Rock.

From 2013 to 2015, he was a designer at Facebook on their Business Marketing team where he worked on a range of interactive, branding, and environmental projects. Previously he was a designer at Warby Parker and helped

develop the brand through a range of web, print, and retail projects. In 2016, he was an intern at The Whitney Museum of American Art. He was a 2016 participant in Triple Canopy's Publication Intensive, a two-week workshop that explores the history and future of publishing.

Jarrett received his MFA in graphic design, with a critical studies concentration, in 2017 from the Maryland Institute College of Art and his BFA in graphic design in 2011 from Kutztown University.