Jeremy D. Cherry

Brand & Digital Designer
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DESIGN:

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BOOK:

hopeful.design

WRITING:

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BIO:

Jeremy D. Cherry is a designer, writer, and educator. Relentlessly optimistic about the power of design, he lives by the words "A better way is possible." With over a decade of experience telling stories through brands and screens, he has worked with clients from a wide variety of industries based all over the globe. He works at Journey Group in Charlottesville, VA. He writes and speaks about the intersection of design and ethics. Seeking to add hope back to the conversation, he wrote a book called *Designing Hope*. His work has been featured by Bootcamp, Creative Mornings, Communication Arts, Ethical Design Network, Ethical Design Resources, Framer, Humane by Design, Modus, UX Collective, UX Magazine, Sidebar, Smashing Magazine, Story Matters, and Web Designer News.

EXPERIENCE:

I've had the distinct honor of teaching design ethics and theory to folks all over the world. My experience as a speaker and educator covers a wide range of settings and topics. I've spoken to classrooms in public universities, community colleges, and an international school in Taiwan. I've had the privilege of speaking at events and conferences, including Tom Tom Festival, Ignite UX Michigan, edUI, and Creative Mornings. Finally, I've worked with teams of fellow designers, including the talented folks at Spotify, WillowTree, and VMDO Architects, to find ways to incorporate ethics into professional communities. Whether it be delivering keynote speeches or leading practice-based workshops, I get so much life from connecting with others through this work.

EXPERTISE:

My favorite topic to speak about is how hope impacts the work we create for other humans. I'm generally skeptical of big tech because of how it can treat humans like data points that solely impact profit margins. I firmly believe that with the power of emerging technology comes an increased responsibility to those engaging with our work. However, I'm confident that if designers learn to embrace people with hope and lean into the complexity of working with others, we could change the products we create for the better.

Areas of focus:

- Branding & Identity
- Community Building
- Design Ethics
- Design Theory
- Empathy & Usability
- Evaluating Trends
- Hopeful Design
- Humane Technology
- Mental Health
- Service Design
- Social Interaction
- User Experience