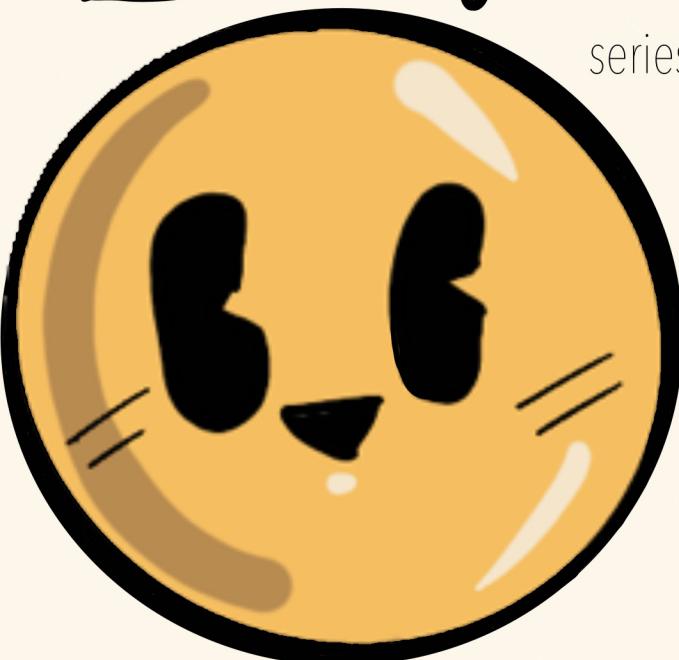




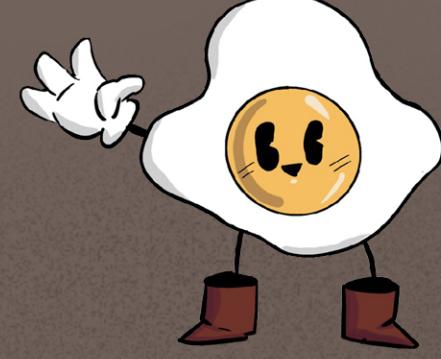
You're invited to
the...

Business Breakfast

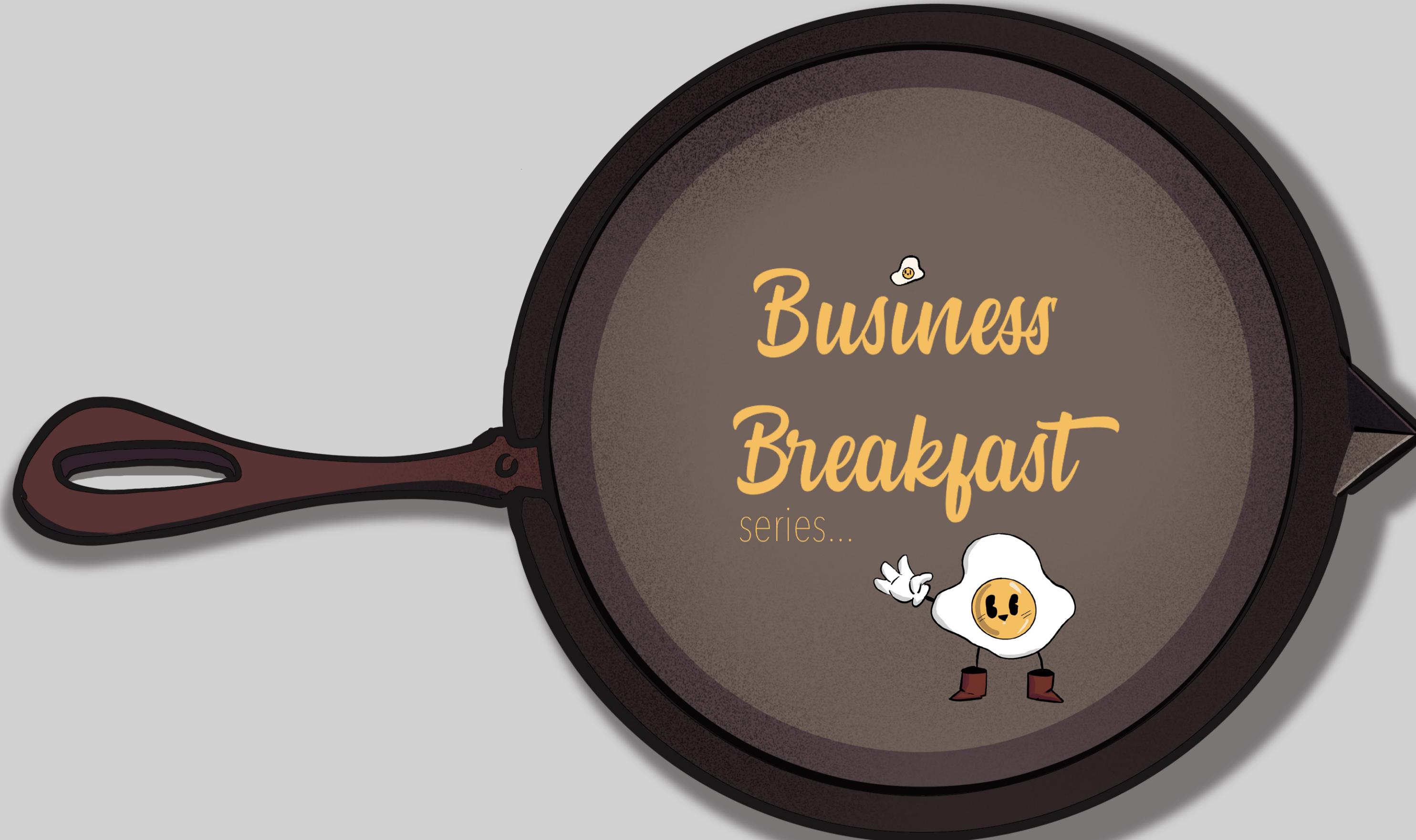
series...







Business
Breakfast
series...







Take some time away from your business to work on your business with some of the top minds in graphic design. Whether you're a freelancer, an in-house designer, working at an agency or studio, or a design firm principal, you can never know too much about the business side of design. And in today's tough economy, you need that business edge even more. It's essential to step back from the day-to-day and rethink how you do business. The AIGA Business Breakfast Series is a key tool for making your creative firm indispensable to current clients and irresistible to new prospects. The 2019 Business Breakfast Series presents a program packed with expert speakers who know first-hand the challenges design firms face. The thought-provoking sessions will help you improve your bottom line, give you a fresh perspective on professional practices and provide you with tips and tools that you can start using right away. You'll look at your work, your clients and your marketing from a whole new angle—and find solutions to some of your toughest business problems. The Business Breakfast Series will provide you a business experience like no other.



DATE
April 18, 2020

SCHEDULE
Reception 8:00am-8:30am

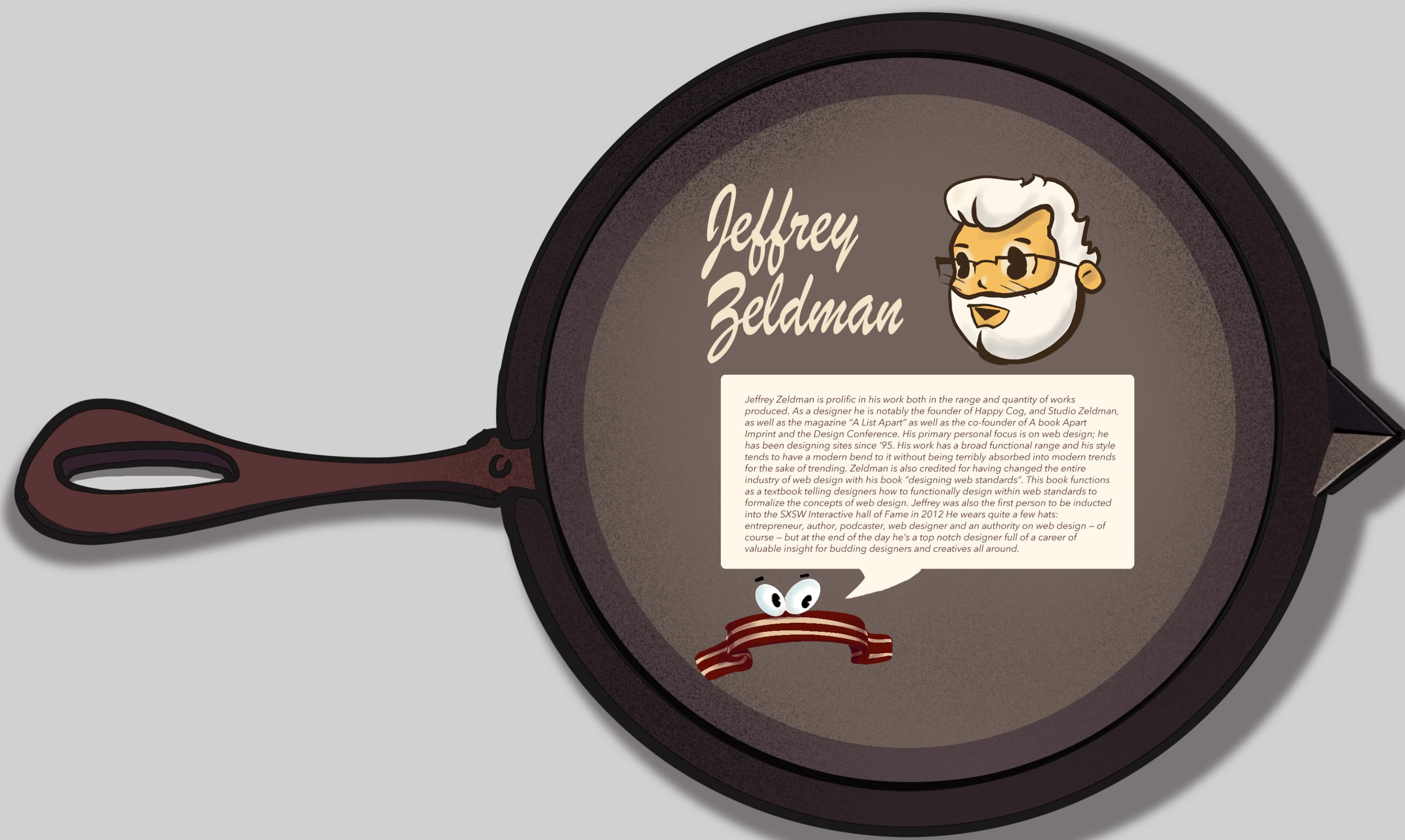
Jeffrey Zeldman
8:30am-9:30am

Jason Santa Maria
9:30am-10:30am

Armin Vit
10:30am-11:30am

VENUE
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New York, New York 10003
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Jeffrey Zeldman is prolific in his work both in the range and quantity of works produced. As a designer he is notably the founder of Happy Cog, and Studio Zeldman, as well as the magazine "A List Apart" as well as the co-founder of A book Apart Imprint and the Design Conference. His primary personal focus is on web design; he has been designing sites since '95. His work has a broad functional range and his style tends to have a modern bend to it without being terribly absorbed into modern trends for the sake of trending. Zeldman is also credited for having changed the entire industry of web design with his book "designing web standards". This book functions as a textbook telling designers how to functionally design within web standards to formalize the concepts of web design. Jeffrey was also the first person to be inducted into the SXSW Interactive hall of Fame in 2012 He wears quite a few hats: entrepreneur, author, podcaster, web designer and an authority on web design – of course – but at the end of the day he's a top notch designer full of a career of valuable insight for budding designers and creatives all around.



Jason Santa Maria is referred to as a multi-disciplinary designer and product leader. With a career spanning nearly two decades he has touched quite a few important projects. The current Design Director of slate has previously been a co-founder of "A Book Apart" and had his hands in the design and identity systems of such companies as: Typekit, Wordpress, and AIGA. His style is steeped in concepts and fundamentals of traditional print design as well as having a healthy design for typography – like most of us designers – Santa Maria is also a boutique publisher of design and UX books. He has published thirty-four titles including his own "On Web Typography", "Responsive Web Design" and, "Mobile First". The latter two of which are increasingly more important with the constantly changing and ambulating screens we're designing for. Jason Santa Maria is a fantastic example of what a cross genre designer can be. His ability to apply his skillset over a vast spread of concepts and still retain his style is laudable.



Armin Vit works with his wife Bryony Gomez-Palacio as the co-founders of the graphic design firm Underconsideration. Known for "generating their own projects, initiatives, and content while taking on limited client work". In a sea of designers so keen to make themselves a static part of an established agency they make a solid point of being independent. But that doesn't mean Armin didn't start his decades long career that way, he was once employed at the ever-popular Pentagram which would be a great bullet point in any designers' career. Other than making their own work and taking client work, Underconsideration is also known for writing/hosting blogs most notably "Brand New" which is considered one of the most popular sources today for brand and identity work on the web. Armin is also a speaker at many design events such as: The Annual Brand New Conference, the bi-monthly Austin Initiative for Graphic Awesomeness conferences and plenty others.



we hope you enjoyed the
Business Breakfast Series

Thank
You