

We Are Nature Interactives

The Innovation Studio created interactive pieces for Carnegie Museum of Natural History's exhibition *We Are Nature: Living in the Anthropocene*.

The interactives were designed around a three unique educational goals, created by the CMNH Exhibits team. We used hand-painted illustrations to create cohesion between the interactives and complement the primarily non-digital exhibition.

**Roles**  
Lead Designer  
Lead Developer  
Illustrator

**Dates**  
Launched October 2017  
On display through October 2018



Nature Is Everywhere

This touchscreen interactive was used to communicate that nature is all around us. Many folks incorrectly assume that nature is everywhere humans are not; places like forests and rivers. Visitors are asked to select the parts of the map that they consider to be nature.



Future Action

Visitors pledge to take action against climate change in one of five areas: Water, Food, Energy, Habitat or Transportation. They receive a follow-up email putting them in touch with Pittsburgh organizations that can help them fulfill their pledge.

☐ Eat less beef.  
Eating plant-based meals instead of a burger can reduce your carbon footprint.

☒ Reduce food waste.  
Use the Food Rescue Hero app to get your leftover food to someone who needs it.



Migratory Bird Visualization

This playful visualization features over 6000 frames of interactive animation, showing how birds migrate, mate, and raise their young. Visitors can scrub through a year at Powdermill Nature Reserve and observe Wood Thrush and Dark-Eyed Junco behavior. Visitors explore the phenological shifts that have been studied by the Powdermill Avian Research Center over the last 50 years.

[https://www.youtube.com/watch?v=7Kil\\_XTKDtg](https://www.youtube.com/watch?v=7Kil_XTKDtg)







## Dawn Chorus

Dawn Chorus is an alarm clock app that takes its name from a natural phenomenon: the singing of a large number of birds that starts just before dawn each day. Like nature’s dawn chorus, this alarm clock grows louder as different birds join together in song.



The Innovation Studio and Carnegie Museum of Natural History partnered to develop this bird-filled app. In addition to crafting a playful alarm clock, we had the following goals:

- Make a museum app that people can use every day.
- Showcase relevant subject matter to the communities served by Carnegie Museum of Natural History.
- Expand the visibility of the museum’s conservation efforts.

### Roles

Lead Designer  
Lead React Native Developer  
Illustrator

### Dates

Launched on iOS and Android in March 2017  
Android update released in March 2018

### Achievements

- 2018 MUSE Bronze Award for Mobile Application awarded by the American Alliance of Museums.
- Featured by Apple on App Store.
- Over 800,000 downloads in the 1st year.
- Press coverage by Pittsburgh Post-Gazette, NEXTpittsburgh, Audubon, Hyperallergic, and many more publications in the USA and abroad.

<https://www.youtube.com/watch?v=WLBBy0HjcigI>





CarnegieBot

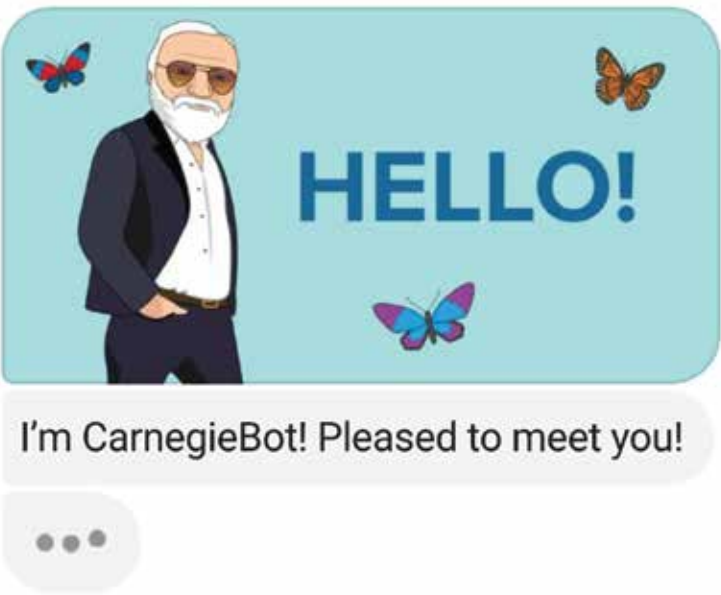
This summer, The Innovation Studio will launch a Facebook Messenger chatbot that will facilitate on- and off-site games and activities at the four Carnegie Museums.

Roles

Illustrator  
Graphic Designer  
Content Designer

Dates

Launches June 9th, 2018  
Runs through August 25, 2018



We collaborated with the museums’ Advancement and Community Engagement team to bring CarnegieBot to life. Existing illustrations of Andrew Carnegie were modified to create a funny and exciting guide to Summer Adventure. CarnegieBot tracks visitor participation in events and activities, and rewards users with stamps and achievements. These rewards can be exchanged for real museum prizes: pins, stickers, store discounts, and membership renewal.

Activities

A photograph of a person in a white parka sitting on a white reindeer in a snowy, arctic environment.

**Scavenger Hunt in Polar World!**  
Use clues to locate specific objects in this fun, group-friendly activity.

First Clue

A photograph of various bird specimens mounted on a white display board.

**Bird Hall Poll**  
Tell us what you think and see what others have to say!

Vote

A photograph of a large, rough, grey mineral specimen with some green crystals inside.

**Minerals and Gems Trivia**  
How much do you think you know about these fascinating objects?

Trivia Time

A photograph of a large ice cream social event with many people and a large ice cream cone graphic in the foreground.

**Ice Cream Social at CMNH**  
A very short description for this special event.

Event Details

A photograph of a group of people at a social event, with a circular graphic showing a glass of red wine and fruit in the foreground.

**Good Fridays at The Warhol**  
Grab a friend, get a drink at the cash bar, and enjoy a night out!

Event Details

A photograph of people in a museum gallery looking at framed artwork.

**Tours Truly**  
Free Daily Collection Tour at CMOA. Meets daily in the lobby at 1:30pm.

Event Details

Stamps



Achievements







## Additional Art and Illustration

The sample of work included below shows a range of illustration projects. To see more paintings, please visit me at my portfolio website: <https://samt.xyz>

