

# HOW Design Live

# Poster



# Project Map

Poster



Program Cover



Program Spread



Postcard Front



Back



Digital Ads




# Program

PROGRAM

# HOW DESIGN LIVE

CHICAGO  
MAY 7-10 2019

HOW



[issuu.com/katieoberlag/docs/program\\_final](http://issuu.com/katieoberlag/docs/program_final)

## MONDAY, MAY 6

2:00 PM - 6:00 PM Registration Open

## TUESDAY, MAY 7

<p>7:00 AM - 8:30 PM <b>Registration Open</b></p> <p>8:30 AM - 9:45 AM <b>Leadership Begins With You</b> Tina Essmaker, Coach, writer, and Co-founder of The Great Discontent</p> <p><b>Digital Marketing for Non-Marketers</b> India Lott, Gray Scale Media</p> <p>9:00 AM - 10:15 AM <b>Create A Letter Of The Day</b></p> <p><b>Learn To Design And Build With Squarespace</b> Puno Puno, Founder, @lovecreativesandpeoplemap</p> <p>9:00 AM - 11:30 AM <b>Design Thinking Meets Radical Vulnerability: How To Cultivate A Whole-Person Empathy Practice</b> Karen Faith, Ethnographer, Strategist, Facilitator, Karen Faith, Inc.</p> <p><b>Intro To Envision - Step One Of The Path To Impact</b> Justin Ahrens, Creative Director, Rule29 Laurel Webster, Founding Partner &amp; Art Director, Herick+Webster Lennie Gray Mowis, Founder, Lenspace</p> <p><b>Mobile Magic: Rethinking Design For People On The Go</b> Robert Generette, Illustrator, Educator, Vector Art Monster</p> <p><b>The Art Of The Story: Visual Storytelling: A Collaborative, Interactive Workshop</b> Debbie Millman, School of Visual Arts Host of Design Matters &amp; Chair/Co-Founder of Masters in Branding Program</p>	<p>10:00 AM - 10:30 AM <b>We're All in this Together</b> Dawn Hancock, CEO, Firebelly</p> <p><b>Creative Storytelling for Designers</b> Adam Conner-Simons, Head of Communications &amp; Media Relations, MASSACHUSETTS INSTITUTE OF TECHNOLOGY</p> <p>10:15 AM - 10:30 AM <b>iPhoneography for Instagram Posts + Stories</b> Bonnie Tsang, Photographer and Social Media Consultant, Bonnie Tsang Studio</p> <p><b>Visual Storytelling On The Page: Comic Book Writing &amp; Art Live Demonstration</b> Buddy Scaler, Associate Director of Social Media Solutions, Newaris</p> <p>10:45 AM - 11:30 AM <b>Creating Conditions For Success</b> Alisa Wolfson, Head of Design, Leo Burnett</p> <p><b>Are We Just Apples &amp; Oranges? How Creative And Marketing Can Stop Fighting And Combine Their Unique Gifts</b> Gaerner Gutierrez, Vice President, Creative Director, Staples Rebecca Sears, Chief Marketing Officer, Plantation Products</p> <p>11:30 AM - 12:45 PM <b>Lunch On Your Own</b></p>
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## 2019 SPEAKERS

**Christopher Ayres**



Christopher has worked 15+ years in the publishing, design and advertising industries. As a Creative Director at MRI (part of the Publicis Group), he dedicated his design passions to some of the most iconic brands in the world, including Nike, Coca Cola, JetBlue and Crayola. As Creative Director of Barry's Bootcamp, he spearheaded an ambitious rebrand of the brand across all channels, from branding and merchandise to studio design and consumer experience. In 2015, Christopher joined Teo Bell to build their in-house creative agency. Currently as Executive Creative Director, he and his team strive for fans to live Más and engage with the brand in new, bold and innovative ways.

**Timothy Goodman**



Timothy Goodman's art and words have populated walls, buildings, products, cars, people, shoes, clothing, book jackets, magazine covers and galleries all over the world. His clients include Apple, Google, Samsung, Uniqlo, Tiffany & Co, Target, Airbnb, Netflix, West Elm, The New Yorker and The New York Times. He has received awards from most major design & illustration publications. He's the author of Sharpie Art Workshop and the co-creator of the blog and book 40 Days of Daring-whose film rights were optioned to Warner Bros. His global collection of clothing at Uniqlo sold out in 7 months. He teaches at SVA in NYC.

**Lisa Congdon**



Fine artist, illustrator and author Lisa Congdon is best known for her colorful and spirited paintings and drawings. Over the past decade, she has worked for clients around the world including MoMA, Comme des Garçons, Crate and Barrel, REI, Harvard University, Chronicle Books, and Simon & Schuster Publishing, among many others. She is the author of seven books, including the starling artist-myth-smashing Art Inc: The Essential Guide to Building Your Career as an Artist. She was named one of 43 Women Over 40 to Watch in 2015 and she is featured in the 2017 book, 200 Women Who Will Change the Way You See the World. She lives and works in Portland, Oregon.

**Charli Marie**



Charli is a web designer based in London who is passionate about side projects and helping creatives improve their craft and process. By day Charli works as the in-house marketing designer at the email marketing software company Conversio, and in every other moment she's creating weekly content on her YouTube channel, CharliMarieTV, and podcast, Design Life, sharing insights into life as a professional designer alongside tutorials and advice on design tools and concepts.

**Shantell Martin**



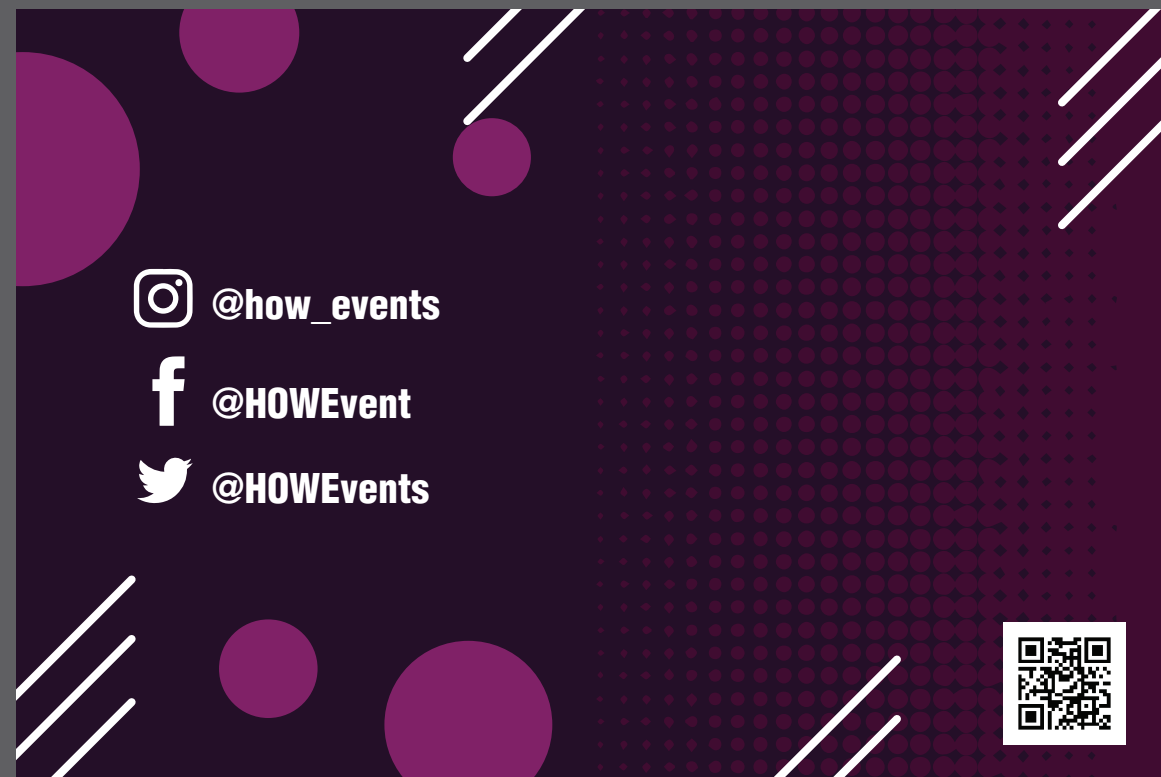
In addition to prestigious solo shows at some of the most renowned art institutions including the S21 Gallery in New York City, the iconic Albright Knox gallery and the MACAIA Museum, Martin has carved a path for herself that is as much intellectual as visual artist. During her two year tenure as a MIT Media Lab Visiting Scholar, Martin collaborated with the social computing group to use drawing as a medium to explore the intersection of social processes with physical spaces. At the Brown Institute for Media Innovation, Martin created a large scale wall installation and worked with the Institute's research group to explore how visual and computerized storytelling might influence media and technology innovation.

# Postcard

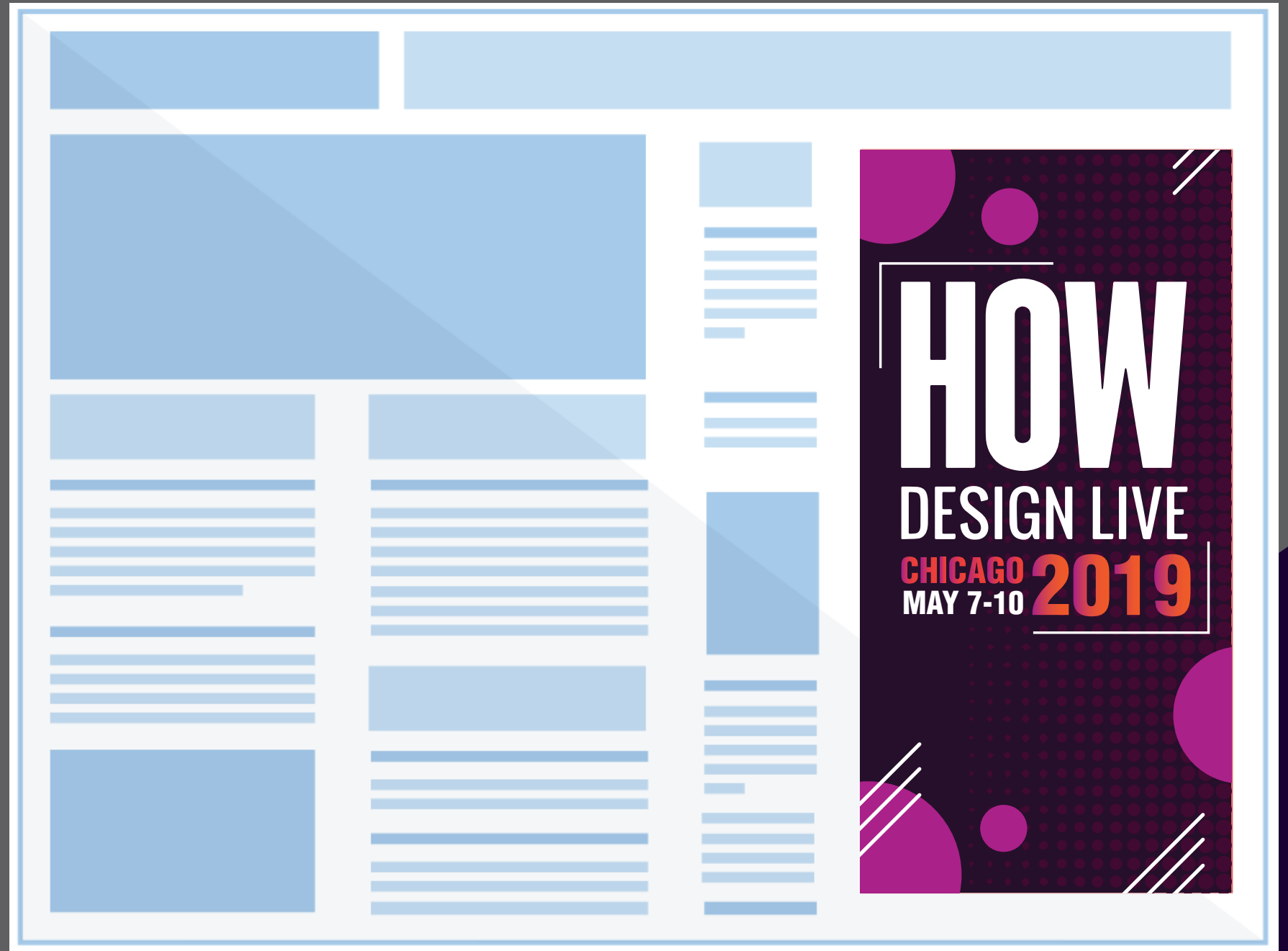
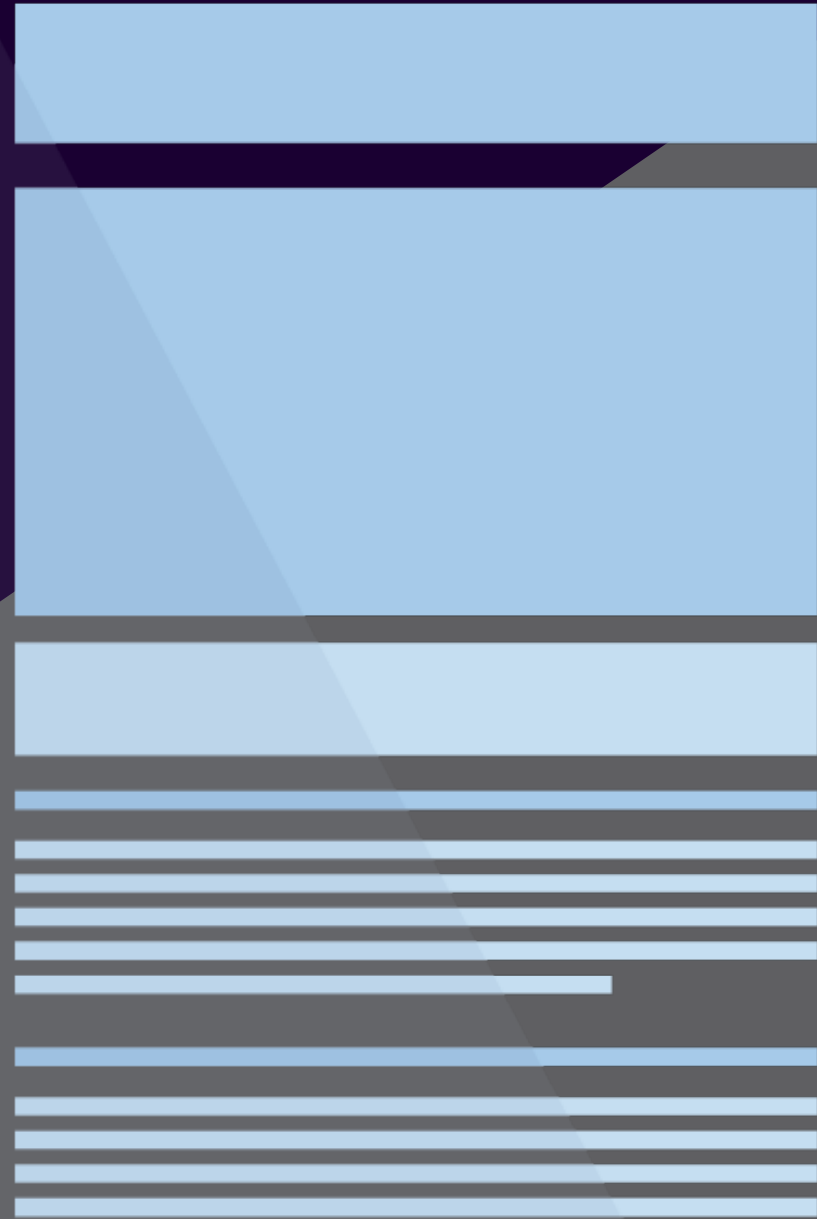
Front



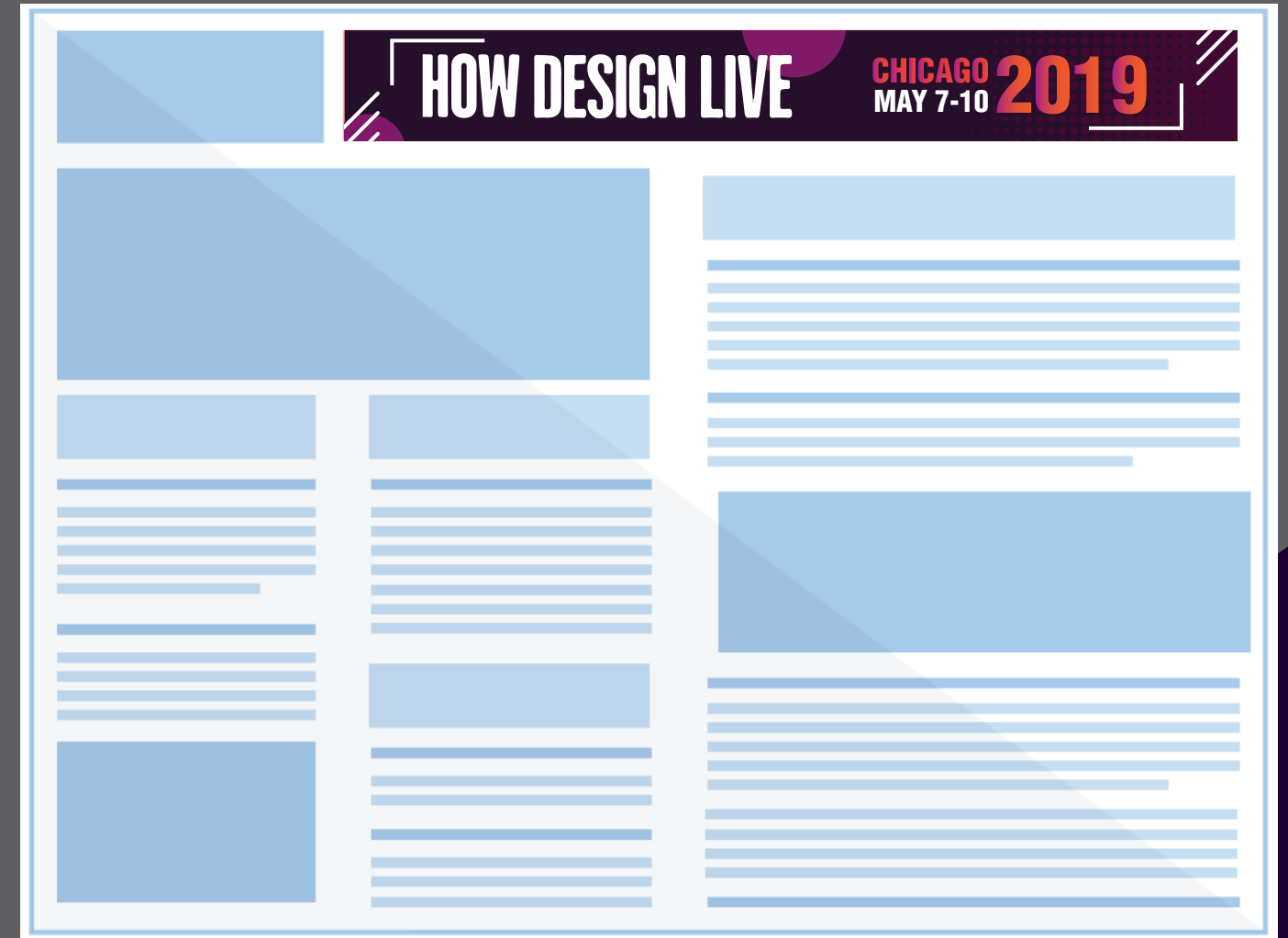
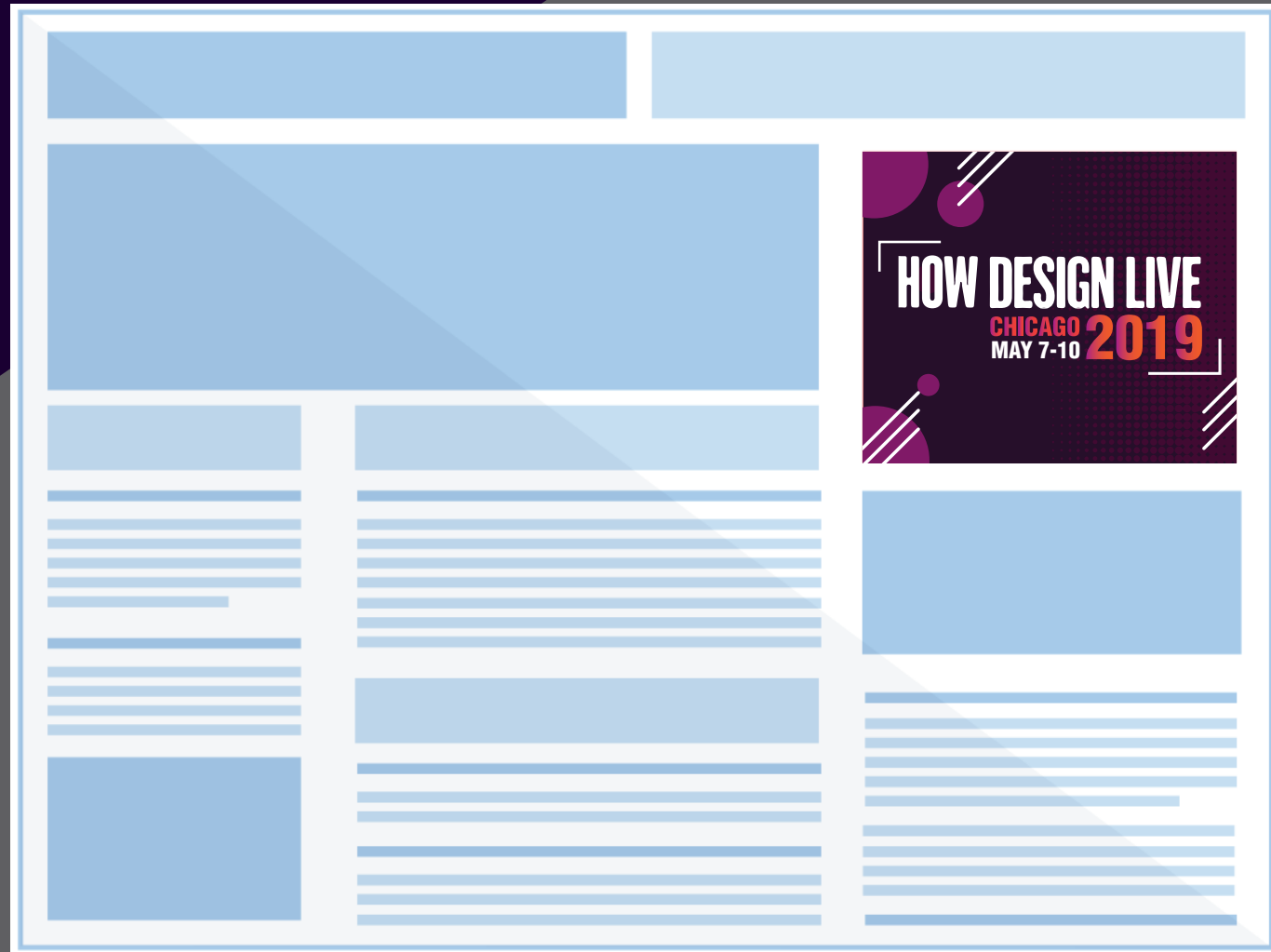
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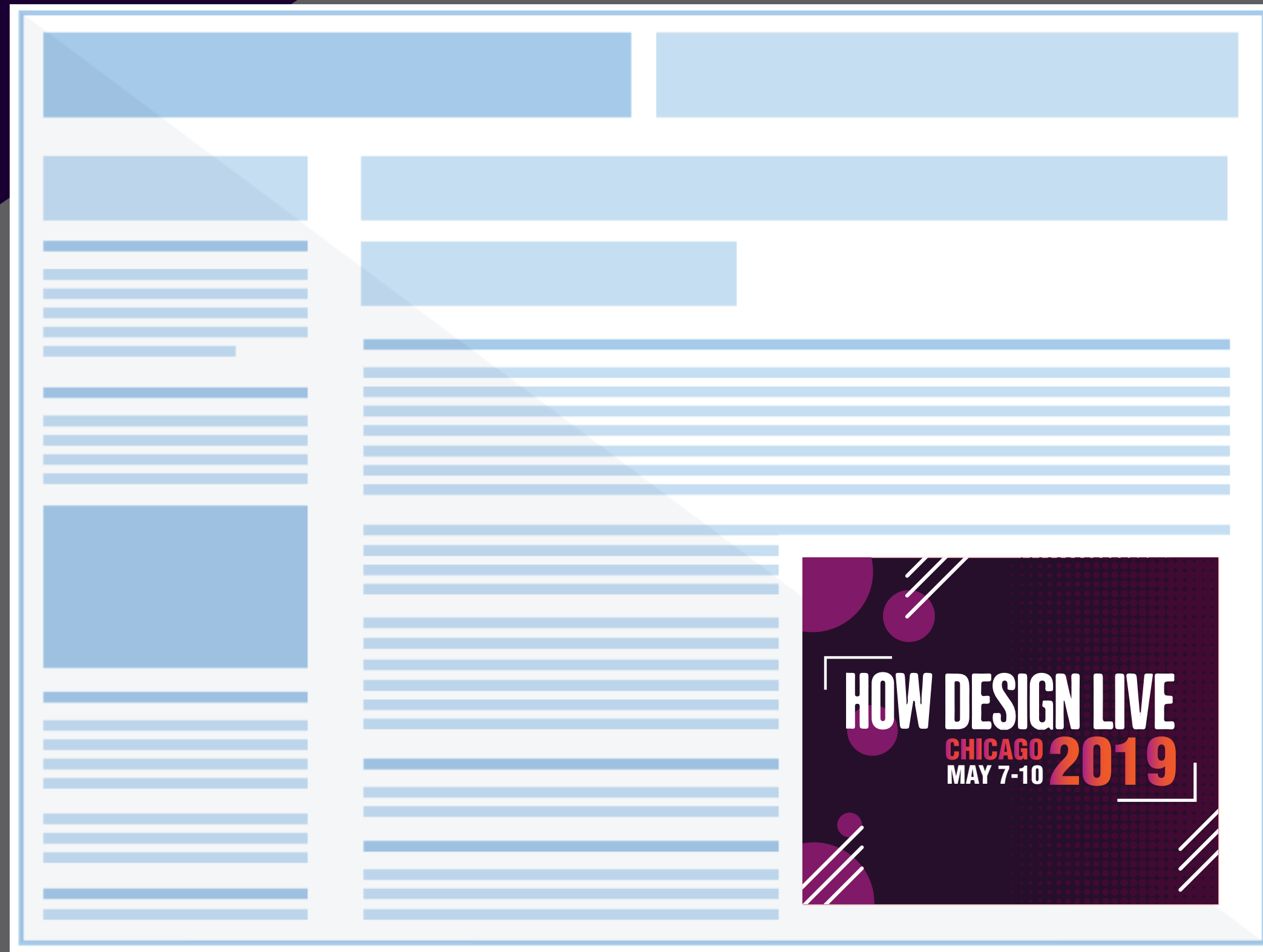
# Digital Ads



# Digital Ads



# Digital Ads





# Environmental Graphic



# Giveaways



**Thank You**