



MICHAEL ANDERSON

Senior Wayfinding Designer

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SUMMARY

Visionary Wayfinding Designer with an exceptional ability to create intuitive navigational systems that enhance user experience and accessibility. Expertise in leveraging advanced design principles and user experience methodologies to develop comprehensive wayfinding solutions across diverse environments. Proven track record in collaborating with multidisciplinary teams to deliver innovative designs that meet client objectives and elevate brand identity.

WORK EXPERIENCE

Senior Wayfinding Designer Urban Design Solutions

Jan 2023 - Present

- Developed comprehensive wayfinding strategies for urban environments, enhancing public navigation.
- Conducted user research and usability testing to inform design decisions.
- Collaborated with architects and planners to integrate wayfinding systems within existing infrastructure.
- Created detailed design documentation and specifications for production teams.
- Utilized GIS tools to analyze spatial data and optimize signage placement.
- Presented design concepts to stakeholders, securing project approvals and funding.

Wayfinding Consultant Navigators Inc.

Jan 2020 - Dec 2022

- Advised clients on effective wayfinding solutions tailored to their specific needs.
 - Conducted site assessments to evaluate existing navigation challenges.
 - Designed signage systems that adhere to local regulations and branding guidelines.
 - Facilitated workshops to educate stakeholders on best practices in wayfinding.
 - Implemented user-centered design methodologies to enhance the accessibility of public spaces.
 - Managed project timelines and budgets ensuring timely delivery of all deliverables.
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EDUCATION

Master of Fine Arts in Graphic Design, University of California, Los Angeles

Sep 2019 - Oct 2020

ADDITIONAL INFORMATION

- **Technical Skills:** wayfinding design, user experience, spatial analysis, project management, signage systems, accessibility
- **Awards/Activities:** Led a team that won the 2022 International Design Award for Innovative Wayfinding Solutions.
- **Awards/Activities:** Increased user satisfaction ratings by 30% through effective design implementations in public spaces.
- **Awards/Activities:** Published articles in leading design journals on the importance of accessibility in wayfinding.
- **Languages:** English, Spanish, French