



MICHAEL ANDERSON

LEAD WAYFINDING DESIGNER

CONTACT

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-  San Francisco, CA

SKILLS

- wayfinding design
- environmental psychology
- project management
- user testing
- stakeholder engagement
- visual branding

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF ARTS IN INTERIOR DESIGN, NEW YORK SCHOOL OF DESIGN

ACHIEVEMENTS

- Successfully redesigned wayfinding for a major hospital, leading to a 50% reduction in patient complaints.
- Received the 2021 National Design Award for Excellence in Healthcare Design.
- Authored a best-practice guide on wayfinding strategies for healthcare facilities.

PROFILE

Strategic Wayfinding Designer with extensive expertise in developing and implementing user-centric navigation solutions. A proven ability to blend artistic vision with practical functionality, ensuring that designs not only meet aesthetic standards but also prioritize user experience. Demonstrated success in managing large-scale projects within the healthcare sector, creating environments that facilitate easy navigation for patients and visitors.

EXPERIENCE

LEAD WAYFINDING DESIGNER

HealthSpace Architects

2016 - Present

- Designed wayfinding systems for major healthcare facilities, improving patient navigation by 40%.
- Conducted extensive user testing to refine signage and mapping solutions.
- Collaborated with medical staff to understand patient flow and specific navigation needs.
- Developed a modular signage system adaptable to various facility layouts.
- Presented design proposals to hospital boards, securing funding for implementation.
- Monitored installation processes to ensure adherence to design specifications.

WAYFINDING DESIGNER

Citywide Design Group

2014 - 2016

- Created comprehensive wayfinding strategies for urban parks and recreational areas.
- Utilized user feedback to enhance the clarity of directional signage.
- Worked closely with city planners to align designs with urban development goals.
- Conducted workshops to educate community members on wayfinding initiatives.
- Managed project budgets and timelines, ensuring efficient resource allocation.
- Developed visual branding elements to enhance community identity through wayfinding.