



# Michael ANDERSON

## WAYFINDING DESIGNER

Dynamic Wayfinding Designer with a strong background in the hospitality sector, dedicated to enhancing guest experiences through thoughtful navigation solutions. Expertise in creating visually appealing and functional wayfinding systems that are tailored to the unique needs of hotels and resorts. Proven ability to collaborate with interior designers and architects to ensure seamless integration of wayfinding elements within the overall aesthetic of properties.

### CONTACT

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- 📍 San Francisco, CA

### SKILLS

- wayfinding design
- hospitality design
- user experience
- brand alignment
- project management
- sustainability

### LANGUAGES

- English
- Spanish
- French

### EDUCATION

**BACHELOR OF ARTS IN GRAPHIC DESIGN, SAVANNAH COLLEGE OF ART AND DESIGN**

### ACHIEVEMENTS

- Improved guest satisfaction scores by 25% through innovative wayfinding solutions.
- Recognized with the 2022 Hospitality Design Award for Excellence in Wayfinding.
- Implemented eco-friendly materials in signage production, reducing environmental impact.

### WORK EXPERIENCE

#### WAYFINDING DESIGNER

Luxury Hotel Group  
2020 - 2025

- Designed comprehensive wayfinding systems for luxury properties, enhancing guest navigation.
- Collaborated with marketing teams to ensure brand alignment in signage.
- Conducted user experience research to identify areas for improvement.
- Created signage that integrates digital technology for real-time information.
- Managed vendor relationships for the production of wayfinding materials.
- Trained staff on the effective use of wayfinding resources for guests.

#### JUNIOR WAYFINDING DESIGNER

Resort Design Associates  
2015 - 2020

- Assisted in the development of wayfinding solutions for resort environments.
- Participated in site visits to assess navigation needs and challenges.
- Created conceptual designs for signage to enhance guest experiences.
- Worked closely with construction teams to ensure proper installation of signage.
- Gathered feedback from guests to improve signage clarity and effectiveness.
- Coordinated with local authorities to ensure compliance with regulations.