MICHAEL ANDERSON

Wayfinding Designer

CONTACT

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📍 San Francisco, CA

EDUCATION

Master of Urban Planning

Massachusetts Institute of Technology

2016-2020

SKILLS

- wayfinding design
- transportation planning
- user analysis
- project management
- inclusive design
- safety compliance

LANGUAGES

- English
- Spanish
- French

Dedicated Wayfinding Designer specializing in transportation environments, focused on improving user navigation in complex transit systems. Expertise in analyzing user flow and behavior patterns to develop effective wayfinding strategies that enhance safety and efficiency. Proven ability to collaborate with transportation agencies and urban planners to design solutions that meet the unique challenges of transit environments.

💼 WORK EXPERIENCE

Wayfinding Designer
2020-2023

Transit Navigation Solutions

- Developed wayfinding systems for major transit hubs, improving user navigation by 40%.
- Conducted user flow analysis to inform design decisions.
- Collaborated with engineers to ensure compliance with safety regulations.
- Designed multilingual signage systems to accommodate diverse populations.
- Managed community outreach efforts to gather feedback on proposed designs.
- Evaluated the effectiveness of designs post-implementation through user surveys.

Junior Wayfinding Designer
2019-2020

Urban Transit Design Group

- Assisted in the design of wayfinding solutions for subway systems.
- Participated in site assessments to identify user challenges.
- Created visual aids to enhance user understanding of transit routes.
- Worked with local authorities to ensure compliance with regulations.
- Contributed to public presentations to communicate design proposals.
- Supported project management tasks to ensure timely project execution.

★ ACHIEVEMENTS

- Reduced navigation-related incidents by 25% through effective wayfinding solutions.
- Won the 2022 Transportation Design Award for Innovation in Wayfinding.
- Published research on the impact of wayfinding on transit user satisfaction in leading journals.