

MICHAEL ANDERSON

Lead Wayfinding Designer

- San Francisco, CA
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Innovative Wayfinding Designer with a robust portfolio showcasing expertise in creating intuitive navigation systems for diverse environments. Demonstrated proficiency in integrating user-centered design principles with advanced technology to enhance spatial orientation and accessibility. Possesses a comprehensive understanding of environmental graphics and signage systems, ensuring seamless user experiences across urban landscapes and architectural spaces.

WORK EXPERIENCE

Lead Wayfinding Designer | Urban Navigation Solutions

Jan 2022 – Present

- Designed and implemented wayfinding systems for over 20 large-scale urban projects.
- Collaborated with architects and planners to integrate signage solutions into public spaces.
- Conducted user testing to evaluate the effectiveness of navigation tools and signage.
- Developed comprehensive design guidelines that improved consistency across projects.
- Utilized software such as Adobe Creative Suite and SketchUp for design visualization.
- Presented design concepts to stakeholders, securing approval and funding for initiatives.

Wayfinding Consultant | Pathways Design Group

Jul 2019 – Dec 2021

- Assessed existing wayfinding systems and provided strategic recommendations for improvements.
- Engaged with community stakeholders to gather input and ensure designs met local needs.
- Created detailed mapping solutions that enhanced user navigation in complex environments.
- Led workshops focused on best practices in wayfinding design for municipal clients.
- Analyzed data from user interactions to refine signage placement and messaging.
- Produced comprehensive reports that outlined project progress and outcomes for clients.

SKILLS

User-centered design

Environmental graphics

Signage systems

Project management

User research

Adobe Creative Suite

SketchUp

Data analysis

EDUCATION

Master of Fine Arts in Environmental Design

Berkeley

University of California

ACHIEVEMENTS

- Received the 2020 Design Excellence Award from the American Institute of Graphic Arts.
- Successfully increased user satisfaction ratings by 30% through innovative design solutions.
- Published articles on best practices in wayfinding design in leading industry journals.

LANGUAGES

English

Spanish

French