

Benjamin Goodman

Visual Communication Designer | 20 years +

For twenty years, I have applied visual communication rigor to graphic solutions intended for the built environment: Architectural and Streetscape Graphics, Wayfinding and Information Planning, Exhibit and Sign Design. Visual communication intended to direct, intended to reinforce brand or beauty, intended to recognize patrons. Solutions cut from steel, carved from stone, and cast in light. These solutions have come through individual efforts and through team efforts — always in collaboration with others.

PROFESSIONAL EXPERIENCE

SENIOR DESIGNER 1996-2009
KARLSBERGER COLUMBUS, OH | KARLSBERGER.COM

Directed design and production of documentation; Managing client expectations, budgets and team workflow on projects involving brand environments, user experience, architectural signage, environmental graphics, and wayfinding for public institutions and private enterprise.

SAMPLE PROJECTS

- Cincinnati Children's Hospital, Liberty Township. Branded Environments
- Norton Health System, Louisville Campus. Streetscape Image Enhancement Planning
- Children's Hospital Central California, Fresno, CA. Donor Recognition.
- State University of New York, Upstate Medical University, Syracuse, NY
 - Campus Brand Enhancements Study
 - Interior Wayfinding and Environments
- Greater Columbus Convention Center, Columbus, OH
- Children's Hospital of Philadelphia, Philadelphia, PA. Interior and Exterior Wayfinding.
- Levine Children's Hospital, Charlotte, NC. Interior Wayfinding.
- OSU Fisher College of Business, Columbus, OH. Interior and Exterior Signage.
- Midwestern Auto Group, Dublin, OH. Interior and Exterior Wayfinding.
- Capitol Square Shops, Columbus, OH. Retail signage.

ADDITIONAL INVOLVEMENT

- Design Process Development Team. Led and participated-in policy and process discussions for firm-wide integrated design approach.
- Human Resources Committee. Participated the development of policy intended to meet firm goals on Professional Development, Mentoring, Recruitment, Sustainability and Wellness.

DESIGNER 1992-1995
TWO TWELVE ASSOCIATES NEW YORK CITY | TWOTWELVE.COM

Directed design and workflow on projects involving architectural signage, environments, visitor experience, and wayfinding graphics for public institutions. Produced renderings.

SAMPLE PROJECTS next page

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- Atlanta Federal Center, Atlanta, GA
- Queens West Riverfront Park, New York, NY
- Foley Square Federal Courthouse; New York, NY
- New York City Subway, Union Square Station, New York, NY
- Rhode Island State Airport, Providence, RI
- The Carnegie Museum, Pittsburgh, PA

DESIGNER 1990-1991

CALORI & VANDEN EYNDEN NEW YORK CITY | CVEDESIGN.COM

Provided designs, renderings and details as directed within team environment for projects involving architectural signage, environments, and wayfinding for public institutions and and commercial enterprise.

SAMPLE PROJECTS

- Reebok, Retail Exhibit, New York, NY
- ABC Studios. Architectural Graphics, New York, NY

EDUCATION

The Ohio State University, Columbus, Ohio
BS Industrial Design, Visual Communication Design emphasis, 1989
Photography minor

ETCETERA

- Board of Directors, Society for Environmental Graphic Designers (segd.org), 2002-2006
- Instructor/Critic, Kent State, Environmental Graphic Design Workshops, 2006-2009
- Hablamos Juntos, Symbols for Limited English Proficiency Study, Advisory Committee, 2009
- Design Review Commissioner, Italian Village, Columbus, Ohio 2001-2003
- Accomplished freehand perspective sketching and rendering
- Enjoy architecture, maps, kites, and coffee, good debate and a good suit.

REFERRALS

John F. Hardt, AIA, NCARB, LEED AP
Karlsberger, Senior Vice President, Director of Operations
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