

# Benjamin Goodman

## Visual Communication Designer

## Environmental Graphics Designer

## Wayfinding Planner

Applying 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. Design solutions cut from steel, carved from stone, and cast in light. These solutions have come through individual and team efforts — always in collaboration with others.

### PROFESSIONAL EXPERIENCE

PRINCIPAL / DESIGNER 2009-2017  
DESIGNPATH, LLC COLUMBUS, OH | DESIGNPATHLLC.COM

Launched and directed new design practice focused on environmental graphic design, wayfinding, and brand treatments. Provided design solutions and professional leadership to Architectural firms, Institutions and Small business.

#### SAMPLE PROJECTS

- Columbus Museum of Art, Columbus, OH. Interior and exterior wayfinding and branded EGD. Work done in partnership with DesignGroup.
- OhioHealth, Delaware Health Village, Delaware, OH. Exterior wayfinding. Work done in partnership with GKLA.
- Ohio Manufacturers' Association, Columbus, OH. OMA history and mission exhibit environment. Work done in partnership with WSAstudio.
- SUNY Upstate Medical University, Syracuse, NY. Emergency department signage.
- North Central Mental Health, Columbus, OH. Wayfinding and EGD brand elements.

SENIOR EGD DESIGNER 1996-2009  
KARLSBERGER COLUMBUS, OH

Directed design and production of documentation; Managed 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, The Ohio State University. Interior and Exterior Signage.

#### ADDITIONAL INVOLVEMENT

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

## PROFESSIONAL EXPERIENCE (CONT'D)

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

Directed design and production of documentation; Managed 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

- Atlanta Federal Center, Atlanta, GA
- Queens West Riverfront Park, New York, NY
- Foley Square, U.S. 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

Produced specification drawings, designs, renderings and details as directed by team for projects involving architectural signage, environments, and wayfinding for public institutions and commercial enterprise.

DESIGNER 1989-1990  
GREENBOAM & CASEY | NEW YORK CITY

Produced designs, production drawings and art as directed for projects involving print, architectural signage and wayfinding for public institutions and commercial enterprise.

## 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
- Review Board, Hablamos Juntos, Symbols for Limited English Proficiency Study.
- Design Review Commissioner, Italian Village, Columbus, Ohio 2001-2003. Also 2012-present.
- Accomplished freehand perspective sketching and rendering
- Enjoy architecture, woodworking, maps, kites, coffee, good debate and a good suit.

## REFERENCES

Michael Bongiorno, AIA, LEED AP BD+C  
Principal  
DesignGroup  
515 E. Main Street, Columbus, Ohio 43215  
mbongiorno@designgroup.us.com  
614.255.1515

David Cooke  
Partner  
Design Collective, Inc  
151 Nationwide Blvd, Columbus, Ohio 43215  
dcooke@dcollective.com  
614.464-2880