

+ **THE CV OF MARC O'BRIEN**
DESIGN STRATEGIST,
CREATIVE FACILITATOR,
DESIGN EDUCATOR

MARC@MARC OBRIEN.NET
@THINK5577 / 804.677.7655

CURRENT WORK

The Determined Co-Founder, Creative Facilitator, Creative Director

April '16–present

Founded a design-led collective working with social innovators on idea generation, branding, strategy, marketing, business models, etc.

Lead teams of creative professionals throughout client engagements.

Independent Design Strategist, Creative Facilitator, Designer

January '13–present

Focused on social innovation, human-centered design, and purpose-driven initiatives that create positive change in the world.

Helped organizations/people make huge impact in unexpected ways using design.

PREVIOUS EXPERIENCE

SMALLIFY Producer of Design

San Francisco, CA and beyond

January '13–June '16

Helped design initial website, assets for print and social media

Assisted in conceiving creative practices for the SMALLIFY Rapid Innovation Lab

Supported SMALLIFY Labs with photo documentation and logistics

Worked with companies, foundations, start-ups, governments, non-profits, and entrepreneurial leaders

Future Designer and Producer of Future Blitz

Half Moon Bay, CA

December '11–January '13

Helped startup Future's foundation by designing initial website and collateral for use in print, social media, and in establishing an online presence

Assisted in conceiving the Future Blitz methodology, a cycle for rapid ingenuity

Facilitated Future Blitzes, rapid ingenuity workshops, with universities, non-profits, businesses, conferences, foundations, and individuals

Future Project Expedition: Iceland Team Manager

February '12–June '12

Managed the design, web presence, planning, coordination, and facilitation of the 300+ mile bike tour

The Alabamboo Make and Ride Team Manager

May '11–August '11

Coordinated and spearheaded the cross-country bike tour, contacted potential sponsors, co-designed various graphic elements, maintaining social media, planned events/stops while on the ride

C2 Group Designer & Mavericks Participant

Half Moon Bay, CA

December '09–June '10

Focusing on design strategy, idea generation, and storytelling through client-based workshops while participating in C2's Mavericks career acceleration program for select entrepreneurial designers and writers who are at the beginning of their career

EDUCATION

Virginia Commonwealth University School of the Arts / BFA in Graphic Design

Richmond, VA

Fall '03–Spring '08

ECPI College of Technology / AAS in IT/Web Development

Virginia Beach, VA

January '01–July '02

TEACHING

California College of the Arts Lecturer, Graphic Design

San Francisco, CA. Spring '14–present

California College of the Arts Co-Facilitator, Secret Project

San Francisco, CA. Fall '14–present

General Assembly Lead Instructor, Visual Design

San Francisco, CA. Spring '16

General Assembly Teaching Assistant, Visual Design

San Francisco, CA. Fall '15

California College of the Arts Instructor in CCA Extension Program

San Francisco, CA. Spring '13

State University of New York at Fredonia Adjunct Professor

Fredonia, NY. Spring '11

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SELECT CREATIVE FACILITATION WORKSHOPS

MiddCORE Summer and Winter Immersion Program at Middlebury College
Incline Village, NV. June '14–present

Project M Facilitator / Advisor / Designer
June '09–present

A Better World by Design Various creative facilitation workshops
Providence, RI. Starting '09–present

Frontier AIGA Design Education Conference
Bozeman, MT. October '16

Dalai Lama Fellows Fellowship Program
Petaluma, CA. July '13

Mycelium Compass Project
Asheville, NC. June '13

University of Michigan–Flint Design for Good
San Francisco, CA. May '13

Future Blitz AIGA's CompostModern
San Francisco, CA. March '13

How to Think Wrong workshops skillshare.com
Half Moon Bay, CA. February '12, September '12

Design Voice, Do-ference at Design Ethos
Savannah, GA. April '12

Project M / VCU Graphic Design 48 Hour Blitz
Richmond, VA. November '10

Lesley University Artists & Activists conference
Cambridge, MA. October '10

C2 Group, LLC. MAVLAB
Half Moon Bay, CA. December '09–June '10

ADVISING / CONSULTING

MIT Sloan School of Management Consultant for Sloan's classroom touchscreen UI redesign
Cambridge, MA. Fall '13–present

A Better World By Design Returning Advisor
Providence, RI. Spring '11–present

Storyteller Advisor and Consultant for a new online storytelling platform
International. Spring '12–Spring '14

California College of the Arts Returning Guest Critic
San Francisco, CA. Spring '10 & Fall '12

Art Institute of Boston Returning Guest Lecturer
Boston, MA. Fall '10–Fall '11

Tidewater Community College Returning Guest Advisor
Portsmouth, VA. Spring '11–Spring '12

Project M Frankfurt Advisor
Frankfurt, Germany. August '10–September '10

Project M North 2010 Advisor
Belfast, ME. May '10

VCU Graphic Design Returning Guest Lecturer
Richmond, VA. Spring '09 & Spring '10

VOLUNTEER WORK

Social Good Guides Consultant & Strategist
CA & NY. Fall '11–present

GOOD SF Local Leader
San Francisco, CA. April '13–present

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SELECT PUBLIC SPEAKING

AIGA Portfolio Review Day, Opening Keynote

San Francisco, CA. June '16

Better World by Design, Opening Keynote

Providence, RI. October '14

Hike SF

San Francisco, CA. April '14

University of Michigan-Flint

Flint, MI. March '14

AIGA West Michigan Portfolio Review

Holland, MI. March '14

Better World by Design

Providence, RI. October '13

The 3,000 Mile Idea

Design Ethos, Savannah, GA. April '12

Thinking Wrong to Do Right

AIGA West Michigan & IDSA Houston. Spring '12

Less is more.*

Worldstudio's, Funding Social Change, San Francisco, CA. June '10

Ignite Bay Area, Global Ignite Week, San Francisco, CA. March '10

Project M's (blank)LAB

OLIO 4, Charlottesville, VA. September '09

A Better World By Design, Providence, RI. October '09

AIGA: MAKE/THINK, Memphis, TN. October '09

Economies: Art+Architecture, St. Louis, MO. November '09

PUBLISHED / RECOGNITION

Several associated projects with have been featured in;
NY Times, GOOD, Fast Company, Print, ID, PSFK, AIGA, Design Observer

Meggs: Making Graphic Design History

By Rob Carter, Libby Meggs, and Sandra Wheeler. John Wiley & Sons, Inc., 2008

The Best of Business Card Design 9

By Rule29, Rockport Publishers, 2010

Project H's, Design Revolution: The Toolkit

By Sappi Fine Paper's, *Ideas That Matter*, Blanchette Press, 2009

SKILL SET

Thinking Wrong	Collaboration
Creative Facilitation	Leadership
Design Strategy	Listening
Design Thinking	Adaptable
Rapid Prototyping	Resourceful
Consulting	Diligent
User Research	Public Speaking
User Interviewing	Event Planning
Workshop Planning	

Graphic Design	Adobe Creative Cloud
Web Design	HMTL & CSS
Social Media Campaigns	Various CMSs
Email Marketing	Studio & on-site photography