

**+ 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 messaging, branding, strategy, Lead teams of creative professionals throughout client engagements.

**Project M** Facilitator / Advisor / Designer

*June '09–present*

Facilitated a number of 48 Hour Blitzes and two-week sessions

Advised on projects and direction for organization

Design digital collateral and website

**Independent** Design Strategist, Creative Facilitator, Designer

*January '13–April '16*

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.

**RECENT 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

**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** Adjunct, Graphic Design

*San Francisco, CA. Spring '14–present*

**California College of the Arts** Co-Facilitator, Secret Project

*San Francisco, CA. Fall '14– Fall '17*

**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**

**Design.it** Elefant Design's two-day workshop for SF Bay Area nonprofits  
*Tahoe, CA. February '16*

**MiddCORE** Summer and Winter Immersion Program at Middlebury College  
*Incline Village, NV. June '14–January '16*

**A Better World by Design** Various creative facilitation workshops  
*Providence, RI. Starting '09–'16*

**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** Skillshare.com workshops  
*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*

**ADVISING / CONSULTING**

**A Better World By Design** Returning Advisor  
*Providence, RI. Spring '11–Spring '15*

**MIT Sloan School of Management** Consultant for Sloan's classroom touchscreen UI redesign  
*Cambridge, MA. Fall '13–Spring '15*

**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**

**GOOD SF** Local Leader  
*San Francisco, CA. April '13–Summer '16*

**Social Good Guides** Consultant & Strategist  
*CA & NY. Fall '11–Fall '15*

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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