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Special Feature: The Artist Behind the D.R.E.A.M.

Graphic Designer: **Melissa Tashiro**



“We just don't see it. It is just a matter of whether or not we choose to see the differences and apply them to our own lives.”

Melissa Tashiro is a multi-disciplinary designer who specializes in products and branding.

Melissa graduated from the School of Design at Carnegie Mellon University in 2008, where she received a BFA in Industrial Design and served on the IDSA (Industrial Design Society of America) Student Chapter board for all four years. While she held office for IDSA, she led and organized a group visit to design firms and schools in San Francisco, Toronto and Mexico City. This was the first time the school's organization was allowed international visits. Despite the many times she was turned down, she appealed until the school agreed to allow the international visits.

Her motivation to organize and lead these trips stemmed from her firm belief that cultural anthropology plays a great part in design. There is never one way to complete a task in industrial design but a million other ways, which people mindlessly consider normal every day. We just don't see it. It is just a matter of whether or not we *choose* to see the differences and wish to apply them to our own lives. Naturally, Melissa also went on to study in England and Japan during her tenure at Carnegie Mellon, which were, both, entirely different but quintessential experiences. She believes her exposure to different cultures were enticing and eye-opening from, both, an academic and design perspective.

Melissa loves to travel, read about consumer marketing and continues her own design work. She is located in New York, NY and can be reached at Melissa.tashiro@gmail.com or via [Linkedin](#). Her portfolio can also be viewed at www.melissatashiro.carbonmade.com