



WHY I DO WHAT I DO: ARTIST'S STATEMENT

I HAVEN'T BEEN EVERYWHERE, BUT IT'S ON MY LIST. As I ran through JFK International Airport to catch my last flight back home from France, this quote struck me, but I couldn't quite determine why. I had time to contemplate it on the plane. Thoughts about my travels mingled with thoughts about design; and it was on an airplane that I finally realized why design is not just a career choice, but an essential part of who I am.

All of my work has to mean more than good font choices and color combinations. It is designed to tell a story— but why? Why am I so fascinated with storytelling, whether it's through a great song or a movie or a well-executed piece of art?

The answer is that I draw inspiration from what I have seen of the world. Part of that has to do with my travels, but it mostly includes people I have met along the way. From a gruff taxi driver distracted by a sunset, to a wide-eyed child standing underneath the Golden Gate Bridge, to an elderly woman baptized in a freezing river, I have seen much beauty in the lives and stories of others.

However, it is not difficult to realize that we live in days of immense tragedy. Although I have experienced my share, I cannot begin to comprehend the tragedies that occur daily; and at times, it is overwhelming to realize that I am just one small person in a world of big problems.

At the same time, I am a person; and I have not only been blessed by God with the gift of creating, but I have also been given an education, incredibly supportive family and friends, and a lifetime in which I can pursue my calling.

With all this in mind, my purpose is to make the world a more beautiful place by telling beautiful stories through design. I hope to make others' lives easier through clear, simple communication of ideas. And in my personal life and standards, I hope to point others to a God who only creates beautiful things. I especially hope to travel everywhere; after all, it's on my list.