

I LOVE THE WORK. THE ELECTRIC POP OF AN IDEA THAT WASHES YOUR NEURONS IN ORANGE AND GASOLINE. GRINNING, BECAUSE YOU GET TO MAKE A NUMB WORLD FEEL. THIS IS MY CALLING. TO MAKE REMARKABLE WORK WITH EXCEPTIONAL CRAFT BY USING TECHNOLOGY WITH PURPOSE. MY TOOLS ARE WORDS, IDEAS, AN UNDERSTANDING OF THE HUMAN CONDITION, STRATEGY SMARTS AND MY MAKER MITTS. I CREATE WORK THAT GIVES BRANDS SUBSTANCE AND ACKNOWLEDGES A USER'S INTELLIGENCE, HUMANITY AND SENSE OF WONDER. WHETHER STARTING FROM SCRATCH, RE-IMAGINING A BRAND OR DESIGNING AN EXPERIENCE, IT MUST BE MEANINGFUL. I COMBINE A BACKGROUND IN ADVERTISING, BUSINESS AND BRANDING WITH EXPERIENCE DESIGN AND TINKERING. FROM RETHINKING WOOD SCRAPS TO TOYING WITH TECH STARTUPS, EVERYTHING CAN BE INTERESTING AND NEW. BEST, LARISSA.

FACTS ON **LARISSA COLE**: WOODWORKER, **CREATIVE DIRECTOR / WRITER**, TRACKER OF POLAR BEARS. **B.S. IN ADVERTISING** SYRACUSE UNIVERSITY. **M.S. EXPERIENCE DESIGN** VIRGINIA COMMONWEALTH UNIVERSITY. LIVED IN CUBA. LOST IN THE **SAHARA**. **TWELVE** YEARS IN AGENCY: **DDB** CHICAGO, CINCINNATI, **VICTORS & SPOILS** AND MINNEAPOLIS. OGILVY SAID MY WORK WAS **TOO WEIRD**. INTERVIEWED TO BE AN UNDERCOVER **CIA** FIELD AGENT. **MC DONALD'S**, DELL, JOHNSONVILLE SAUSAGE, AMERICAN GREETINGS, SHAW FLOORS, LA-Z-BOY, OHIO LOTTERY, **JC PENNEY**, BUFFALO WINGS & RINGS, CINCINNATI BALLET, ROCK BOTTOM BREWERY PLUS MORE. OPEN WATER **DIVER**. HIGH FIVED TURTLES. STARED DOWN SHARKS. CLIMBER OF ACTIVE **VOLCANOES**. **LUERZER'S** ARCHIVE, ADDY'S & AAF. LIVED IN A LATVIAN **ORPHANAGE**. WORKED HIGH SCHOOL SUMMERS **DEEP SEA** FISHING THE GULF OF MEXICO. TAUGHT THE **RUSSIANS** TO STREAK. **BOXER**, WITH A PRO OFFER. **PILOTS** PLANES POORLY. CELL: 406 552 0502 <- **MONTANA**. EMAIL: LARISSACOLE@GMAIL.COM. BOOK:LARISSACOLE.COM **THANK YOU**.