Greg Rose Design

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Owner Greg Rose's background spans several spheres of visual communication: corporate identity, advertising, information design, interaction design, exhibitions, architectural graphics, and wayfinding. The experiential and physical nature of graphics for the built environment has especially incited Greg's curiosity and passion.

Since 2009, Greg Rose Design has served clients in healthcare, education, tourism, retail, insurance, professional services, entrepreneurship, and community development with a focus on quality and value.

Before founding Greg Rose Design, Greg led or participated with dozens of project teams that delivered great user experiences around the world for such diverse clients as The College Football Hall of Fame, The Pennsylvania State University, The Mills Corporation, Walt Disney Corporation, Children's Hospital of Pittsburgh of UPMC, and Sonae Sierra of Portugal.

As a member of the Society for Experiential Graphic Design (SEGD) and AIGA, the professional association for design, Greg Rose supports the advancement of his profession and pledges to uphold the highest standards of ethics and client service.

To learn more about Greg, visit his profile on LinkedIn:
http://www.linkedin.com/in/gregrosedesign

See Greg's resume

Capabilities

Environmental Graphic Design
• Architectural graphics
• Exhibits & branded environments
• Wayfinding systems

Visual Communication
• Branding
• Information design
• User experience design

Design Thinking
• Workshop facilitation
• Presentations
• Proposal development
• Signage & brand audits
• Sketch ideation

Tools

Adobe Acrobat
Adobe Creative Suite
Atlassian Confluence & JIRA
FileMaker Pro
Google SketchUp
Hot Door CADTools
Microsoft Office
Pen, paper, glue, scissors

Branding, Print, Packaging, or Information Design

• GlaxoSmithKline, Pittsburgh, PA: Packaging and information design concepts for Nicorette
• Inspired Technologies, Pittsburgh, PA: Information and marketing collateral design for marketing of therapeutic oxygen delivery devices
• Insyte Medication Logistics, Cranberry, PA: Information graphics
• Malachy Whalen & Company, Pittsburgh, PA: Branding, stationery, collateral and signage design.

Identity, Wayfinding, or Experience Design | Retail Centers

- Arrábida Shopping Center, Porto, Portugal
- Arundel Mills Mall, Hanover, MD
- Clay Terrace Shopping Center, Carmel, IN
- Gateway Theatre of Shopping, Durban, South Africa
- Katy Mills Mall, Katy, TX
- Mosaic District, Fairfax, VA

Identity and Wayfinding | Healthcare

- Bayview Medical Center of Johns Hopkins University, Baltimore, MD
- Children's Hospital of Pittsburgh of UPMC, Pittsburgh, PA
- Florida Hospital Waterman, Waterman, FL
- Mercy Health Services, Baltimore, MD
- Overlea Personal Physicians, Overlea, MD

Identity and Wayfinding | Parks and Recreation

- CentrOpark Oberhausen, Oberhausen, Germany
- Disney's Boardwalk Resort, Orlando, FL
- Disney's Coronado Springs Resort, Orlando, FL
- Dundee and Saltpeter Creeks Park, Baltimore County, MD
- Falls Park on the Reedy, Greenville, SC
- Medlar Field at Lubrano Park, The Pennsylvania State University
- Our Lucaya Resort, Grand Bahama Island

Interaction and Dynamic Presentations Design

• Bearing Point, New York, NY: Lean Agency animated PowerPoint presentation
• Children’s Hospital of Pittsburgh, Pittsburgh, PA: Online virtual tour
• dbaza's Diabetes Education for Kids, dbaza, Inc., Pittsburgh, PA
• Insulet Corporation, Bedford, MA
• Otis Elevator Company, Pittsburgh, PA: Web site map and wire frame for regional sites
• Tandem Diabetes, San Diego, CA

Interpretive Graphics

• American Quarter Horse Association and Museum, Amarillo, TX
• Baltimore Harbor Endowment Fact Plaques and Community Anchors, Baltimore, MD
• Great Allegheny Passage Trail Towns information panels, various towns in southwest Pennsylvania
• Phipps Conservatory and Botanical Gardens, Go Green! Exhibits, Pittsburgh, PA
• Phipps Conservatory and Botanical Gardens, Tropical Forest Thailand Exhibit, Pittsburgh, PA
• What On Earth!, a geology exhibit at The Academy of Natural Sciences, Philadelphia, PA

Museums and Exhibits

• CHEM, The Cleveland Health Education Museum, Cleveland, OH
• The Cold War: 50 Years of Silent Conflict, Langley, VA
• The College Football Hall of Fame, South Bend, IN
• The James A. Garfield National Historic Site, Mentor, OH
• Geopolitical Exhibits, Langley, VA
• The John James Audubon Museum And Nature Center, Henderson, KY

Corporate Tradeshow Exhibits

• Inspired Technologies, Pittsburgh, PA
• Kitchen Aid, Dayton, OH
• Litton Industries, Dayton, OH
• Nova Chemicals, Arcel Advanced Foam Resin, Pittsburgh, PA
• RTKL Associates, Baltimore, MD
• ThoughtForm, Pittsburgh, PA
• Vocollect, Pittsburgh, PA

Donor Recognition

• Hillel Academy of Pittsburgh, Pittsburgh, PA
• Medlar Field at Lubrano Park, The Pennsylvania State University, State College, PA
• Mercy Health Services, Baltimore, MD
• Vincent A. Stabile recognition display, Moffitt Cancer Center, Tampa, FL

Master Plans, Conceptual Studies, and More

• Bucheon MXD Mixed-Use Center, Bucheon, South Korea: Thematic, identity, and wayfinding design concepts
• Camden Gateways, Camden, NJ: City gateway enhancement study
• Cathedral of Learning of the University of Pittsburgh, Pittsburgh, PA: Schematic design of visitor center, gift shop, and way finding experiences
• Centennial Olympic Park, Atlanta, GA: Wayfinding and interpretive concepts
• Dreamscape, Southeast Botanical Gardens, Okinawa, Japan: Master plan study for landscape, signing, merchandising, and retail branding
• The Great Allegheny Passage, Southwest Pennsylvania: Signing guidelines and graphic standards
• National Underground Railroad Freedom Center, Cincinnati, OH: Retail reconfiguration study
• Oriole Park at Camden Yards, Baltimore, MD: Retail enhancement concepts
• Phipps Conservatory and Botanical Gardens, Pittsburgh, PA: Wayfinding master plan
• The Reginald F. Lewis Museum of Maryland African American History & Culture, Baltimore, MD: Branding and message concepts

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