

# NOAH JEPPSON

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## PROFILE SUMMARY

Noah Jeppson is an experiential graphic designer with over fifteen years of experience. Based in San Francisco, he focuses on wayfinding, exhibition design, and placemaking projects that shape the way people interact with their surroundings and challenge traditional notions of place. By merging digital and physical solutions Noah creates new experiences that creatively solve communication challenges.

Noah has worked as a brand designer for major corporations — including Boeing, EY, JCPenney, and Neiman Marcus — building and maintaining visual identity systems and developing new methods for experiential customer engagement.

As a community activator, Noah works to create a constructive dialogue between neighbor groups and business leaders to espouse the role of design in urban activism. His accomplishments include successful installments of PARK(ing) Day and programming for the Seattle Design Festival, crowd-funded design projects, and solutions that bring awareness to historic preservation and sustainability issues.

## EDUCATION

**BFA Commercial Art, Concordia University**  
Seward, Nebraska; May 2004

### Additional Training and Membership:

Member of Society for Experiential Graphic Design (SEGD)  
Clampitt Paper School; Dallas, Texas

## RECOGNITION

*Wayfinding Design in the Public Environment*  
Andrew Hodson, 2015

"Noah Jeppson's Crazy Ideas For Downtown Dallas"  
*D Magazine*, 2012

**Dallas IABC Quill Awards Award of Merit**  
Communication Creative; 2010

**Communicator Awards Award of Distinction**  
Print Competition: Public Service Map; 2012  
Interactive Competition: Self Promotional Website; 2010  
Interactive Competition: Educational Website; 2010  
Print Competition: Benefits Brochure; 2010  
Print Competition: Brochure Cover Design; 2010  
Print Competition: Brochure Design; 2007

## COMMUNITY

- Member of the Board of Directors, The Thanks-Giving Foundation
- Program lead, Seattle Design Festival
- Appointed to City of Dallas Landmark Commission CBD/West End Task Force
- Contributor to AIA Dallas "Columns" Magazine
- Co-organizer of PARK(ing) Day Dallas

## RELEVANT EXPERIENCE TIMELINE

### Senior Designer, Media-Objectives at VDT Architects 2018 to Current

Orchestrated dynamic branded experiences and helped users navigate spaces through creative wayfinding and placemaking installations

### Experiential Graphic Designer, Freelance 2005 to Current

- Planned and designed revised signage and wayfinding system for Thanks-Giving Square in Dallas
- Utilized environmental graphics, branding, and wayfinding elements to transform a neighborhood pedestrian bridge as part of Seattle Design Festival 2015 programming (funded by Seattle Office of Arts and Culture and Seattle Department of Transportation Safe Routes to School)
- Designed, co-curated, and installed "The Architectural Styles of Dallas" temporary exhibition and accompanying exhibit guide for Preservation Dallas (on display in 2015 at the Old Red Museum of Dallas County History & Culture)
- Created permanent historical exhibit and large-format graphic mural for lobby of Homewood Suites Dallas
- Co-curated and designed major exhibition layouts for AdEx / Dallas Center for Architecture / AIA Dallas

### Experiential Graphic Designer, Interior Architects 2016 to 2018

Collaborated with interior designers to produce environmental graphics that showcase company values, enhance work space, and encourage employee engagement for global technology clients

### Senior Graphic Designer, Boeing 2013 to 2016

Created wayfinding and large-format exhibition graphics for external audiences (Dubai Airshow 2015, Paris Air Show 2015, Farnborough International Airshow 2014); interior graphics and planning for Moscow, Kiev, and Beijing international offices; and developed internal corporate identity systems as Boeing Brand Ambassador

### Senior Designer, EY 2012 to 2013

For additional details visit [www.linkedin.com/in/noahjeppson](http://www.linkedin.com/in/noahjeppson)