Educated Guess™

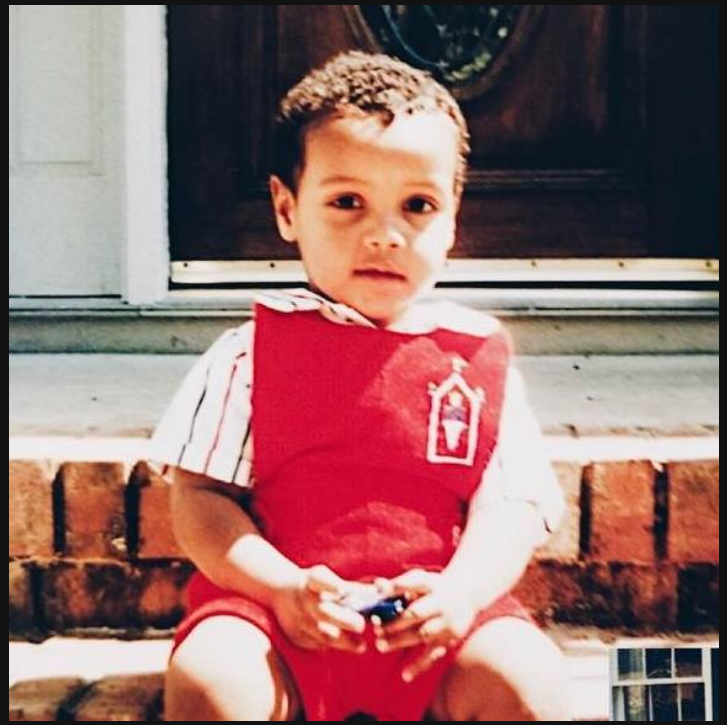
Educated Guess is an education hub focused on transforming the life and career paths of multidisciplinary artists and designers.
www.educated--guess.com

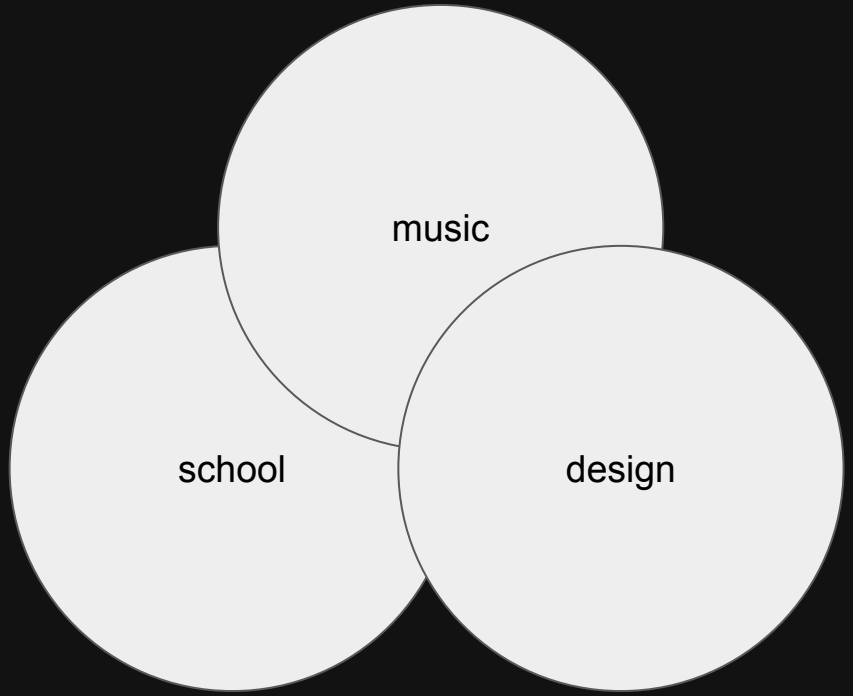
Still Learning.

Still Learning.

“Square Peg.—— Round Hole.”

A Career Talk for Liberal Artists.
4 March 2020——Switchyards Downtown Club @ 8:30 AM

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design

music.

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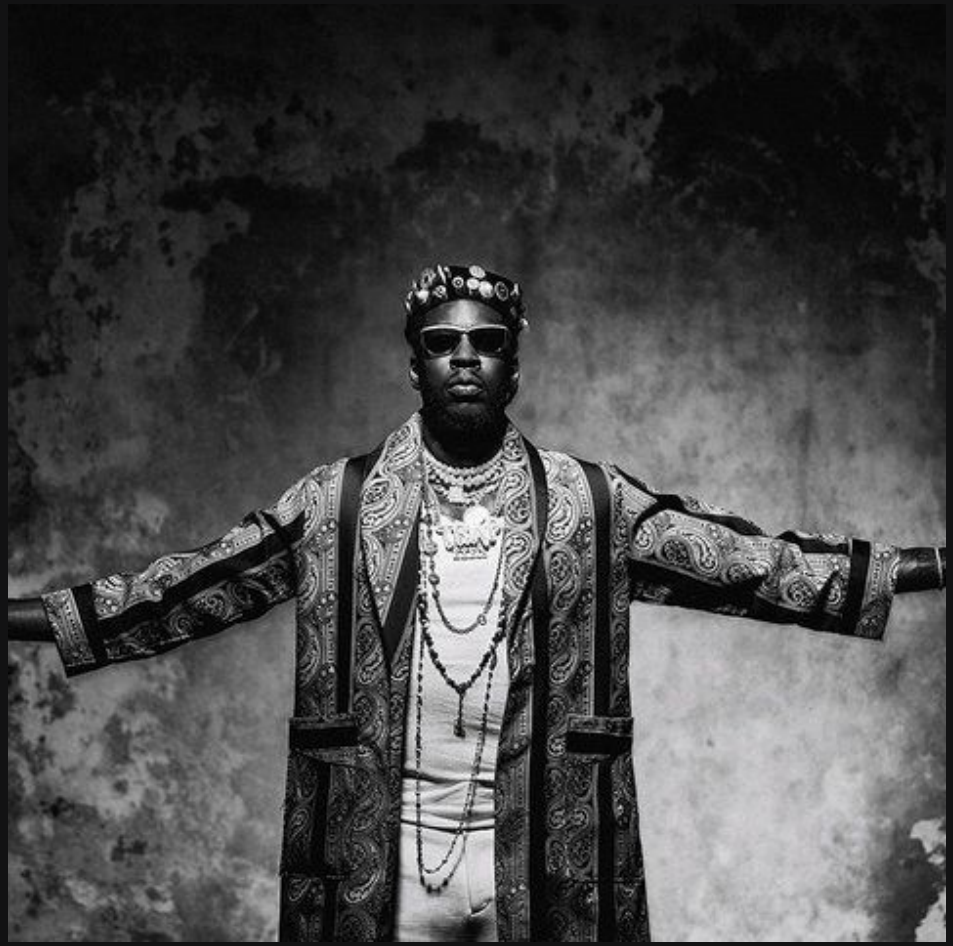


school.

80+ Online Design Lectures

HAWRAF
JOE PEACOCK
TOMAS CLARKSON
BLDGS
ANDREW LUECKE
MORCOS KEY
BRETT LOVELADY (ASTRO STUDIOS)
XAVIER VENDRELL
DANIEL NELSON
KEVIN BETHUNE
BEAU OYLER (ENLISTED DESIGN)
FORM US WITH LOVE
BERNARD MCCOY
SHUJAN BERTRAND
BRANDON EDLER
PAUL JOHNSON (JOHNSON TRADING GALLERY)
BEN ROAZEN
SPANDANA GOPAL (TIIPOI)
KIM NGUYEN
DENEESHA LAWRENCE
WARREN BERGER
DAVID BURKUS
JOSH DAVIS
MARC POSCH
ARCHIE LEE COATES (PLAYLAB)
HASSAN SEGUIAS
DONG PING WONG (FOOD NEW YORK)

Concevoir des
Baskets
A MA MANIÉRE
EducatedGuess
adidas

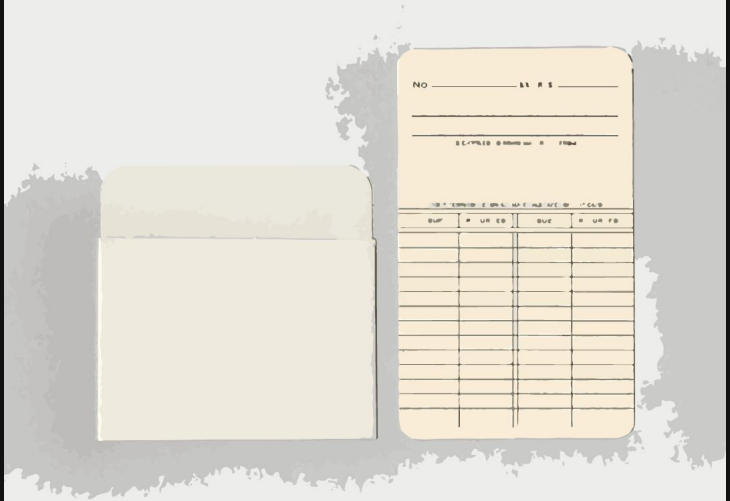
Design Challenge Instructions
Design Challenge Instructions
Design Challenge Instructions

Studio
Studio
A MA MANIÈRE
baitaco

Publik Library

Thousands of the rarest art and architecture publications are only accessible within the four walls of instutions charging upwards of $50,000 per year. Even the required reading lists of the most prestigious art schools remain a mystery. This new initiative (in partnership with the design studio Schooooooool will seek to provide the public with a new type of library.

RENT A BOOK FOR YOUR NEXT PROJECT



LOREM MOTHERFUCKING IPSUM. LOREM MOTHERFUCKING IPSUM. LOREM MOTHERFUCKING IPSUM. LOREM MOTHERFUCKING IPSUM. LOREM MOTHERFUCKING IPSUM.LOREM MOTHERFUCKING IPSUM.LOREM MOTHERFUCKING IPSUM.LOREM MOTHERFUCKING IPSUM.LOREM MOTHERFUCKING IPSUM.LOREM MOTHERFUCKING .

Educated
Guess
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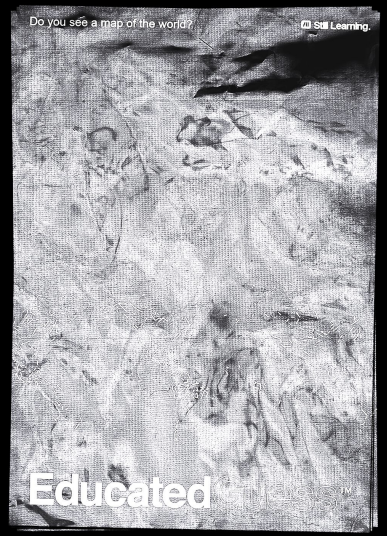
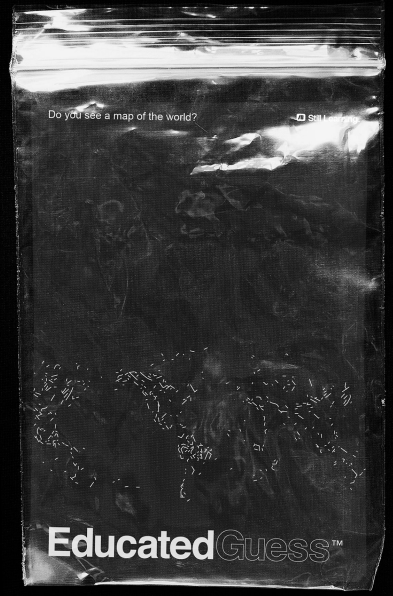
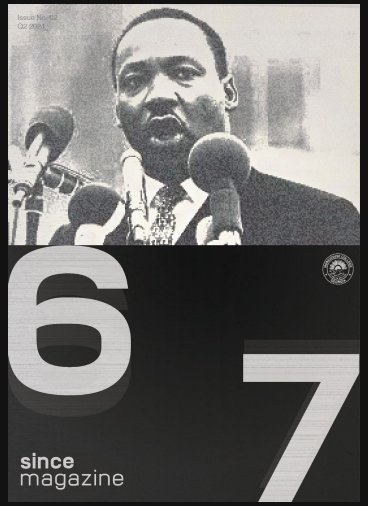

Do you see a map of the world?
Still Learning.
Educated


Do you see a map of the world?
EducatedGuess™

design.

since
magazine
Issue No. 01
Q1 2024
6
7


Issue No. 02
Q2 2024
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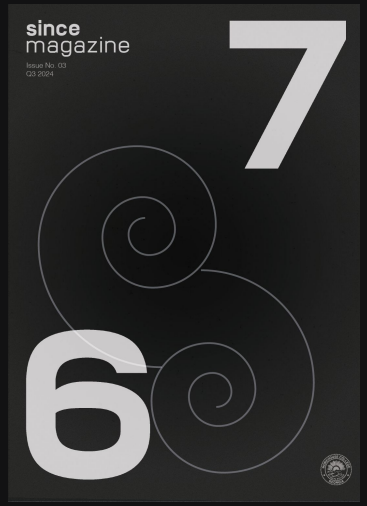
magazine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magazine
Issue No. 03
Q3 2024
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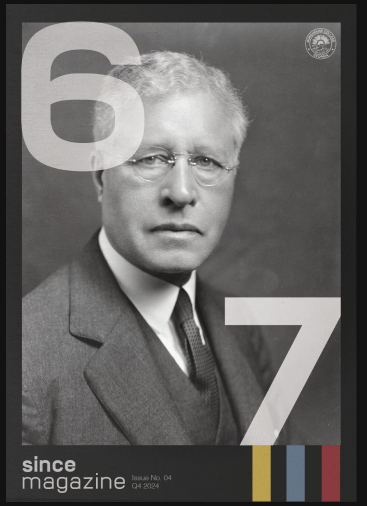
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magazine
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Q4 2024

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FINE ART

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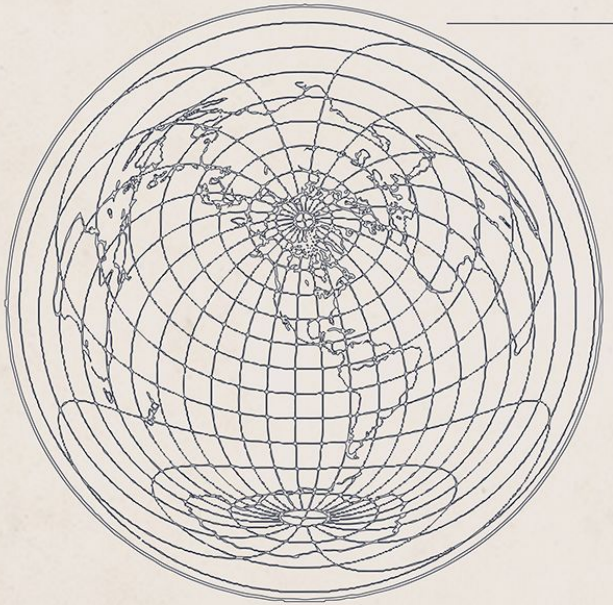
FINE ART

PUBLIC SERVICE. PUBLIC SERVICE. PUBLIC SERVICE.

Staff Uniform



Azimuthal

This global projection method has the useful properties that all points on the map are at proportionally correct distances from the center point, and that all points on the map are at the correct azimuth (direction) from the center point.

Rule of Three

The rule of 3 states humans can survive three weeks without food, three days without water, three hours without shelter, and three minutes without oxygen.

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PUBLIC SERVICE. PUBLIC SERVICE. PUBLIC SERVICE. PUBLIC SERVICE.
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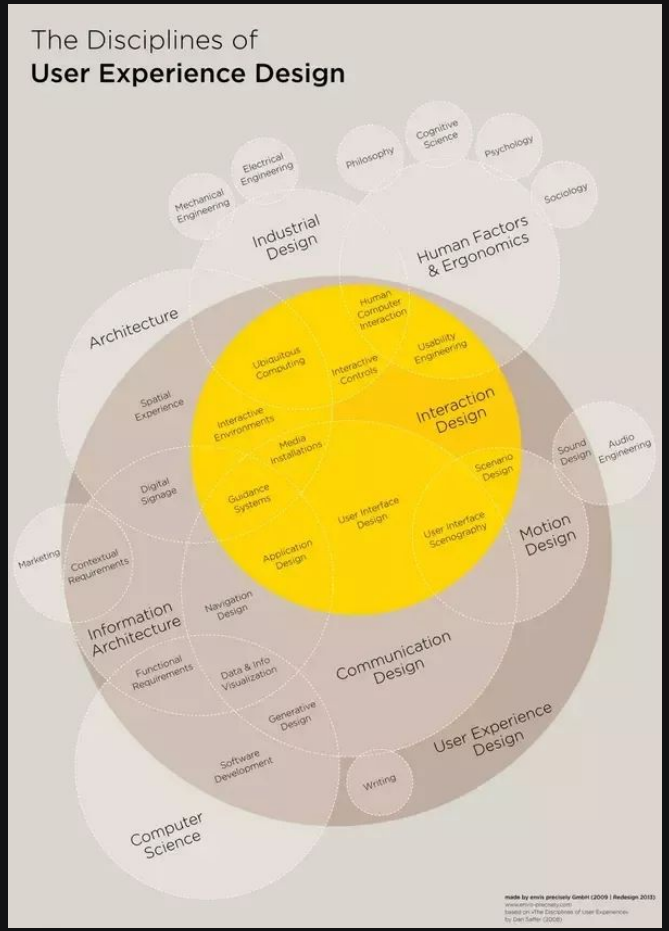
PUBLIC SERVICE

PUBLIC SERVICE PUBLIC SERVICE PUBLIC SERVICE

“We’re looking for a 25-year-old designer with 25 years of experience.”


The Disciplines of
User Experience Design
Mechanical Engineering
Electrical Engineering
Philosophy
Cognitive Science
Psychology
Sociology
Industrial Design
Human Factors & Ergonomics
Architecture
Human Computer Interaction
Ubiquitous Computing
Interactive Controls
Usability Engineering
Spatial Experience
Interactive Environments
Interaction Design
Media Installations
Scenario Design
Sound Design
Audio Engineering
Digital Signage
Guidance Systems
User Interface Design
User Interface Scenography
Motion Design
Marketing
Contextual Requirements
Application Design
Navigation Design
Information Architecture
Functional Requirements
Data & Info Visualization
Communication Design
Generative Design
Software Development
User Experience Design
Writing
Computer Science
made by envis precisely GmbH (2009 | Redesign 2013)

Roles Within a Creative Agency

Account Manager

Responsible for managing the agency's relationship with a client and for regular communication with the client about a project.

Marketing Manager

May have ultimate responsibility for product being created for client

Production Manager

Responsible for coordinating and managing all work on a specific project

Creative Director

Leads the creative team responsible for completing the product

Graphic Designer

Helps to design print materials, web pages and other visual products

Copywriter

Writes the text used in print materials and for web pages.

Web Designer

Has the creative and technical skills to build and redevelop web pages and websites.

Tension commonly comes in 3 forms.

- Finding purposeful work.
- Building a portfolio you like.
- Making peace with hobbies.

linkedin

facebook

instagram

tinder

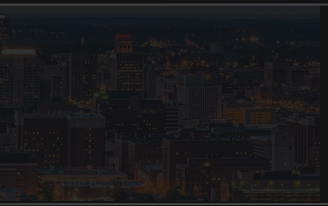
Principle 01 :: Understand the projection of your own story.

YOU ARE SHAPED
BY HOW YOU SEE
OTHERS SEEING YOU

THEN

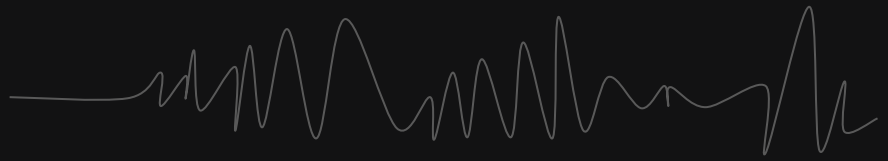
NOW

NEXT



For me, there are 4 scenes.

- Art Direction
- Product Management
- Content Marketing
- Strategy Development

THEN  NOW ? NEXT

Principle 02 :: Make it. Don’t fake it.

Conducted 50+ VP client interviews to define current state of multiple business units prior to divestiture
Responsible for financial analysis and strategic growth planning for Fortune 100 beverage manufacturer preceding private equity deal
Performed customer experience analysis to aid pricing strategy development for a major retail wholesaler
Developed advertising material for Deloitte's private equity capabilities to prepare for growth of the practice
Conducted interviews with multiple celebrities, influencers, stylists, models and brand owners while serving as lead editor for blog content
Led all content marketing efforts helping to grow site traffic beyond half a million visitors
Creative direction for all original content including: cinematography, photography, set design, and styling
Negotiated site ad-deals with Nike, Commission Junction, and several other affiliate brands
Led product redesign and re-platform across more than 5 release cycles
Interfaced with senior-level stakeholders for testing and prioritization
Conducted multiple design sprints, user tests, and prototyping workshops with clients locally and abroad

Making it.

Developed customer experience personas, user flows, site flows, sitemaps, information architecture, and user stories
Co-led effort to develop and implement new hiring practices including: case interviews, career growth, and learning
Led workshops with executive-level stakeholders for release planning and new product discovery
Worked on multiple product engagements with average ARR of each product over $7M
Conducted multiple design sprints, user tests, and prototyping workshops with clients locally and abroad
Developed customer experience personas, user flows, site flows, sitemaps, information architecture, and user stories
Co-led effort to develop and implement new hiring practices including: case interviews, career growth, and learning
Created an art school lecture series in partnership with 25+ global studios, brands, and agencies
Created a prototype pop-up design school in partnership with Adidas and A Ma Maniere during Atlanta Design Week
Negotiated 5-figured event programming sponsorship deals
Grew listenership of lecture series to over 13,000 people across 20+ countries
Sourced and staffed freelance talent for art direction, interior design, videography, and photography roles

Faking it.

Led an organization of more than 43 people.
Created with a budget larger than $15,000.
Raised children.
Lived outside of the U.S.
Written a script for a film.
Fired someone.
Hired a full-time employee.
Put together a benefits package for full-time employees.
Written front-end code for a web or mobile app.
Spoken fluent French or Spanish.
Designed a home.
Designed a set for a concert.
Created the motion graphics for a light show.
Shown my own work in a museum.
Designed multiple seasons of a clothing line.

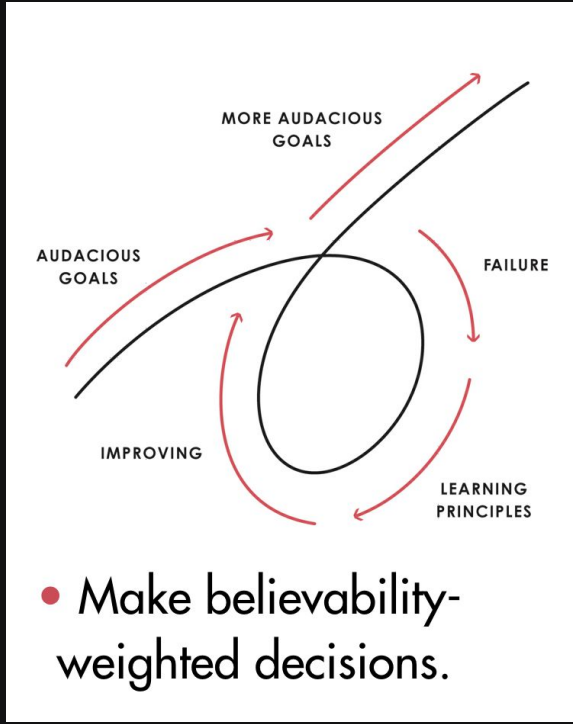
Principle 03 :: Join the choir. Don’t steal the pulpit.

Principle 04 :: Create the work you want to be known for.

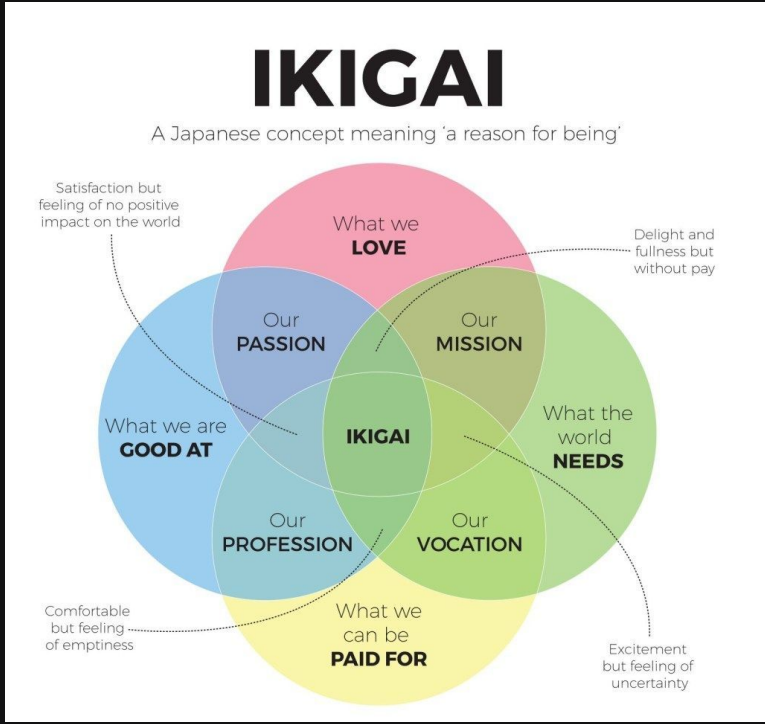
This is the cadence I follow.

- Eat better (IG, Are.na, Etc.)
- Draft briefs (Asana, Notion)
- Open files (.ai, .psd, .logicx)
- Share in sprints (1-2-1-4)

Principle 05 :: Develop a principled approach to slow the bullets.



- Make believability-weighted decisions.



Category	Common Theme	Example
Productivity	“I want to guarantee my bills are paid.”	Product Designer @XYZ UI/UX Designer @XYZ
Preservation	“I really want to practice altruism.”	Non-Profit work Peace Corps Microfinance for Orphans
Prosperity	“I want to buy a lambo truck.”	Frozen Sharks @ the Met Private Equity Startups Babyyyy

Category	Common Theme	Examples	Benefit	Cost
Productivity	“I want to guarantee my bills are paid.”	Product Designer @XYZ	Paid Bills Predictability Flexibility	The Lambo Truck Regret
Preservation	“I really want to practice altruism.”	Non-Profit work Peace Corps	Purpose Legacy Community	Money is funny Growth Potential Measurable Impact
Prosperity	“I want to buy a lambo truck.”	Frozen Sharks Private Equity Real Estate	The Lamborghini Truck	Congruency Relationships Enjoyment

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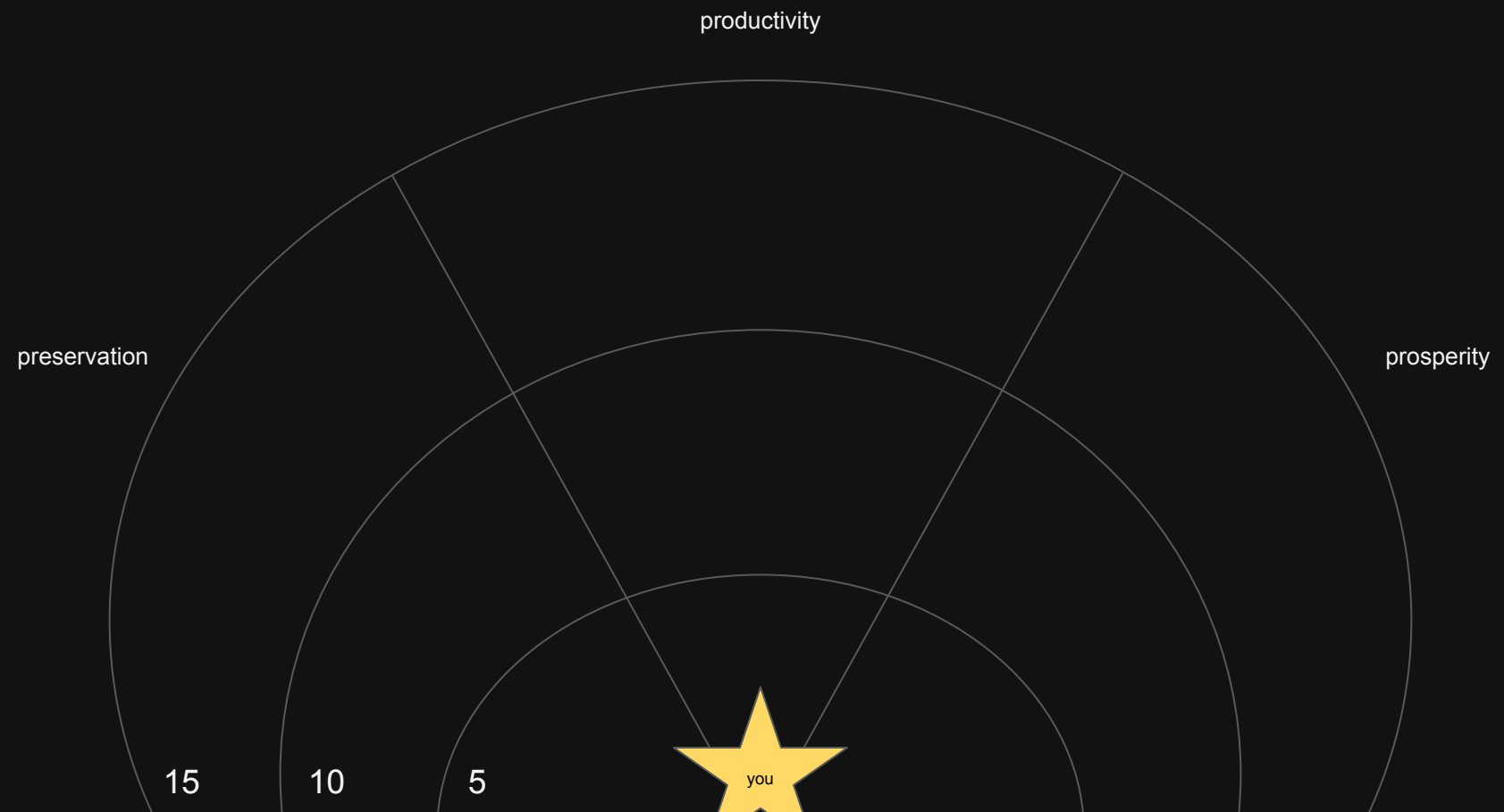
productivity
preservation
prosperity
15
10
5
you

2009	2019
web designer	user experience designer
	user interface designer
	customer experience engineer
	interaction designer
	user research
	ui/ux designer
	unicornX heuristic evaluationer
	user-centered prototype rockstar
	full-stack user happiness architect

productivity
preservation
prosperity
Position3
3
Position
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Position
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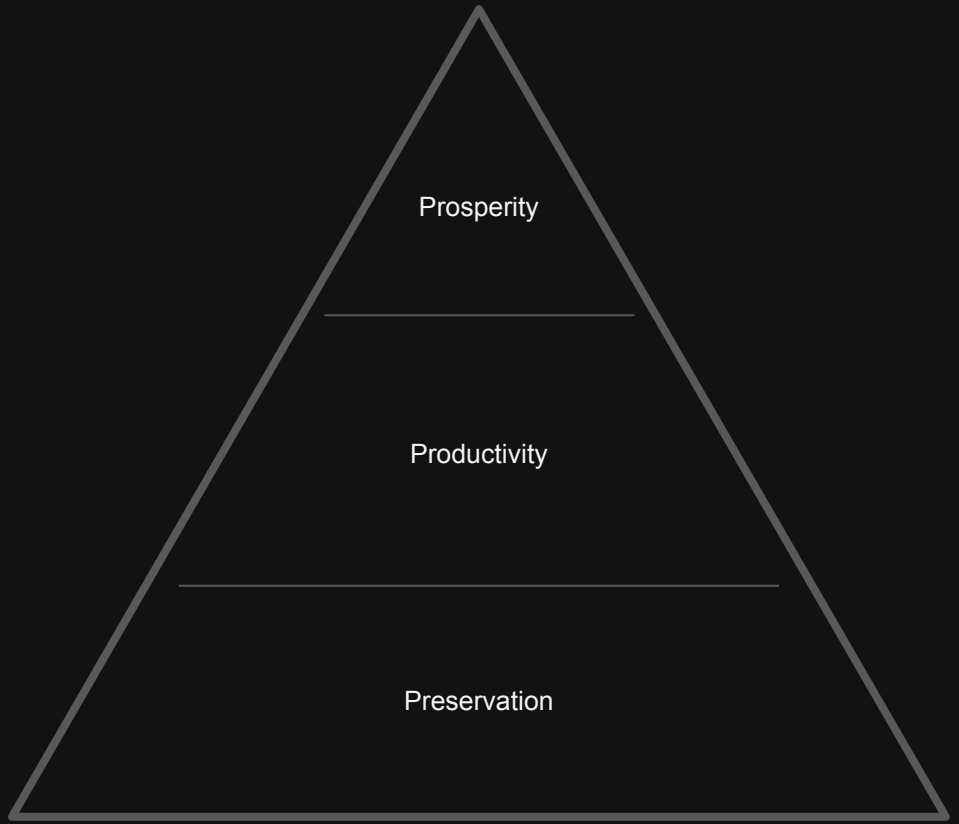
you

Fill the bottom.

Work your way up.

Limit the amount of "pure money plays."



chief
@chiefofstuffs

applying for mba: I'm going to build microfinance for orphans in kenya
during mba: I'm going to build a curated travel experience for millennials
after mba: I'm a product manager at facebook

Thank you.

educated--guess.com

10 Principles to Take Home.

1. Know the scenes in your movie.
2. Don’t Fake it. Make it.
3. Get Realistic about “Design”.
4. Take Back Your Power.
5. Dust Off Your Trophies.
6. Find a Cadence to Build Your Body of Work
7. Establish a 100-to-1 Ratio
8. Slow Down the Bullets with A Framework
9. Evaluate your options
10. Accept opportunities from the bottom up

“In reality, design is not that important.”

--John Maeda

In Maeda’s annual Design in Tech report, he says the design should be like a supporting actor or actress to the leading characters in a tech company–developers and product managers.

“Over half the designers still want to make things beautiful and can’t help it. That’s a built-in competency,” Maeda says. “To a business person that seems irrelevant. To the developer, it’s like, ‘I have to build that.'”