



Jemma Radick

EXPERIENTIAL DESIGNER

- 📞 913 305 6976
- ✉ hellojemma@gmail.com
- 🌐 hellojemma.com
- 📷 @jemma.radick

About:

I am an experiential designer and strategist working at the intersection of architecture, interiors, graphic design and planning. My passion is for authentic placemaking, strategic brand storytelling and user experience design within public venues. Using a human centered design approach results in one-of-a-kind environments that connect people to place, inform and delight, and ultimately generate revenue. Over my career, I have had the opportunity to work with a variety of multi-disciplinary teams to bring holistic design solutions to branded environments both locally and around the world. I'm a big picture thinker and a collaborator, and my strengths are in strategy, innovative thinking, client relationships and business development.

Awards:

- SEGD Global Design Award - 2021
Allianz Field United Sculpture
- AIGA KC A16 Design Awards - 2021
Rocket City Trash Pandas
Allianz Field Branding & Wayfinding
- AIA KC Architecture XLarge: Citation - 2019
Allianz Field
- Summit Creative Award - 2014
The Story of Medicines at UBC

Design Leadership

IA Interior Architects: 2021-Present: **Design Director**

Co-leader of the 35+ person firm-wide EGD studio, and a member of the Seattle studio leadership. Responsibilities included recruiting, hiring, training and growing a team of talented designers, as well as guiding the growth of our firm's EGD practice sector. My role included design direction, project leadership, business development, client relationships and thought leadership for the studio and the firm.

Select projects: Amazon | Snapchat | Github | KPMG | Moderna

EGD [+Architecture]

Populous 2014-2021: **Senior Designer**

Co-leader of the 20 person EGD studio responsible for project leadership, business development, client relationships, and providing mentorship and creative direction. Projects included signage & wayfinding, brand activation, placemaking, interactive environments, sponsorship masterplanning, experience strategy and donor recognition.

Major projects included 12 Collegiate Facilities, 4 MLS Stadiums, 4 Ballparks, 4 Airports, 2 Welcome Centers. Selects: NFL Super Bowl | TQL Stadium | Allianz Field | University of Colorado Visitor Center | Purdue Football | Charlotte Douglas Int. Airport | Texas A&M

EGD [+Interior Design]

SmartDesign Group 2007-2013: **Senior Designer**

Experiential design, brand strategy and commercial planning projects that included wayfinding and placemaking to interactive exhibitions, and branded environments. Our multi-disciplinary teams integrated visual storytelling, interior design and media into revenue generating venues.

Major projects: The Story of Medicines at UBC | Hilton Worldwide | Whole Foods | Hamad Int. Airport | LAX (TBIT) | John Lennon Int. Airport | Phoenix Sky Harbor Int. Airport | Shanghai Pudong Int. Airport

Graphic Design

Perception Check Design 2002-2009

Brand strategy & graphic design

Christ Church Cathedral Vancouver 2003-2007

Performance center - marketing collateral & community publications

Ripe Magazine 2002-2004

Fine arts photography publication - graphic design & content management

Education

Associate of Arts

Camosun College, Victoria BC.
Psychology & group behavior

Publishing Degree

Langara College, Vancouver BC.
Graphic design & storytelling.

Community Engagement

- NeoCon: *Restroom Revolution* White Paper Conference Speaker (2023)
- Worktech: *Fostering Culture & Innovation* Conference Speaker (2022)
- SEGD Chapter Chair, Event Host, Design Improv Facilitator, Workshop Leader
- KC Center for Architecture & Design Board Member and 2021 President
- ACC: *Redefining the Airport Post-security* Conference Speaker (2020)
- CityAge: *Future of Sport & Entertainment Districts* Speaker (2020)
- ACC/AAAE Planning, Design & Construction Symposium Conference Speaker (2019)
- How Populous Brought Brands to Life throughout Allianz Field* (2019)