

DESIGNMATTERS

Fellowship with the
City of Long Beach

SUMMER
2015

Chase Airmet
Graduate Industrial Design



LONG BEACH INNOVATION TEAM

The i-team extends the City of Long Beach's capacity to rapidly advance research and development through a bold, data-driven, and a transparent approach to innovation. Funded by Bloomberg Philanthropies and the City of Long Beach, the aim is to design and have the city implement solutions that improve the lives of the residents of Long Beach, CA. The i-team is lead by Mayor Robert Garcia and City Manager Pat West. Currently, the i-team focus is on identifying economic development opportunities that will stimulate new investment, create jobs, strengthen our workforce, and improve the city's business friendliness.



From Right to Left: Ryan Murry, Harrison Huynh, Alma Castro, Eric Romero(back), Alex Chavez, John Keisler, Heidi Wiersma, Chase Airmet, Dr. Holly Okonkwo

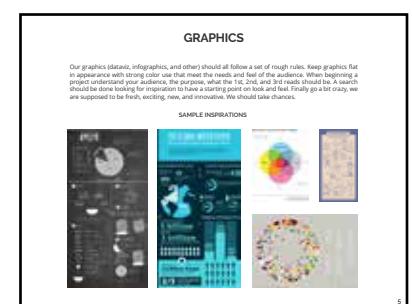
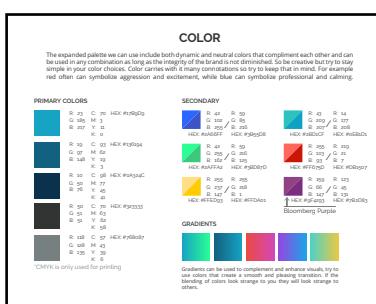
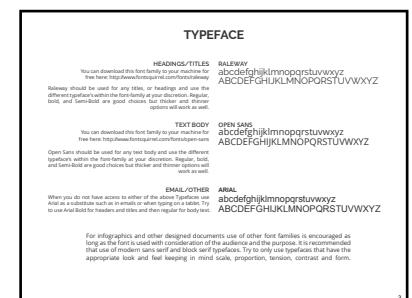
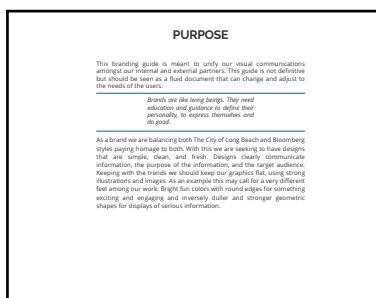
The Objective



Branding

I began my task by creating a branding guide providing clear direction for the team's design choices. This established a similar starting point for all communications, ensuring a cohesive feel and quality to all our work. The brand was inspired by both the stakeholders of Long Beach and our partners at Bloomberg Philanthropies.

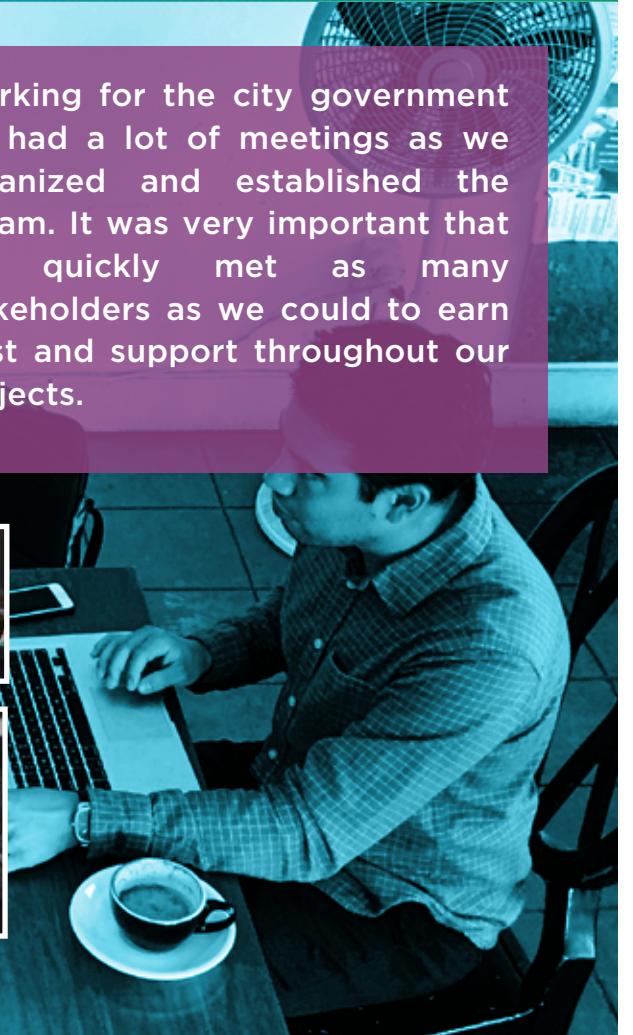
I worked closely with the team's full-time designer(Harrison Huynh) creating the website, business cards, letterhead, fliers, and email signatures.



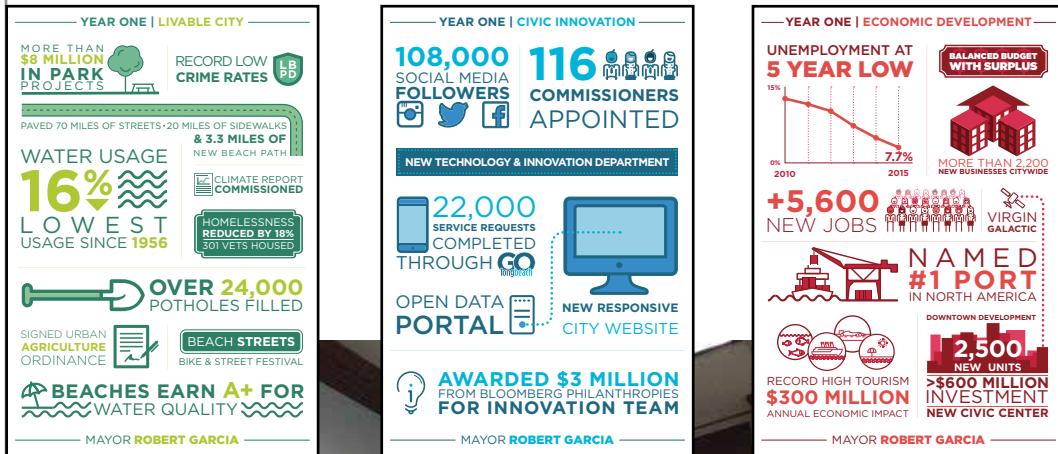
Meetings



Working for the city government we had a lot of meetings as we organized and established the i-team. It was very important that we quickly met as many stakeholders as we could to earn trust and support throughout our projects.



Graphics



During my time I designed for, the Mayor Robert Garcia, Breakthru LB and City Mart. Mayor Robert Garcia commissioned a series of infographics that displayed the accomplishments from his first year in office. Breakthru LB and City Mart had me design digital fliers for crowdsourced surveys at city hall.



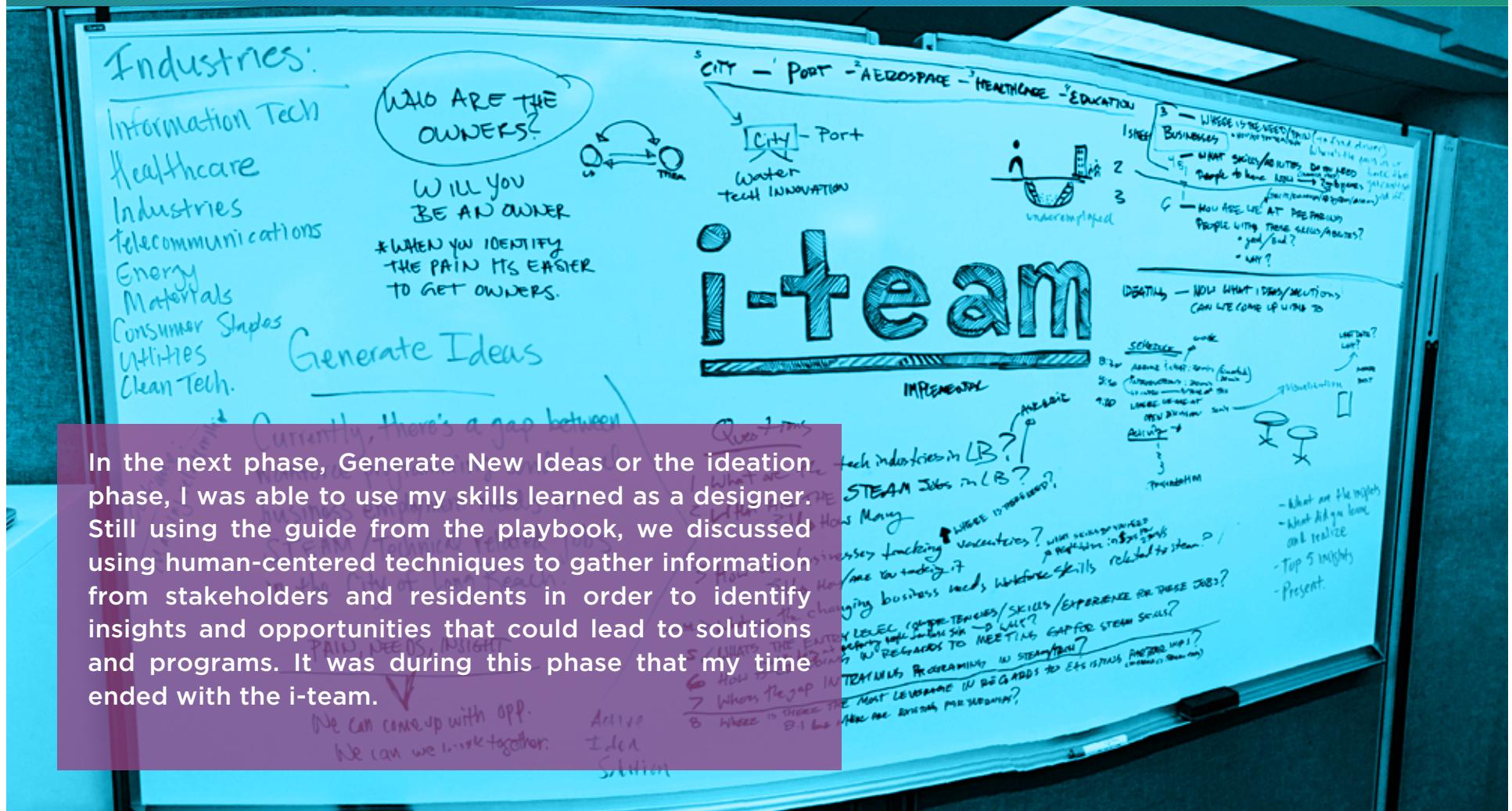
Process



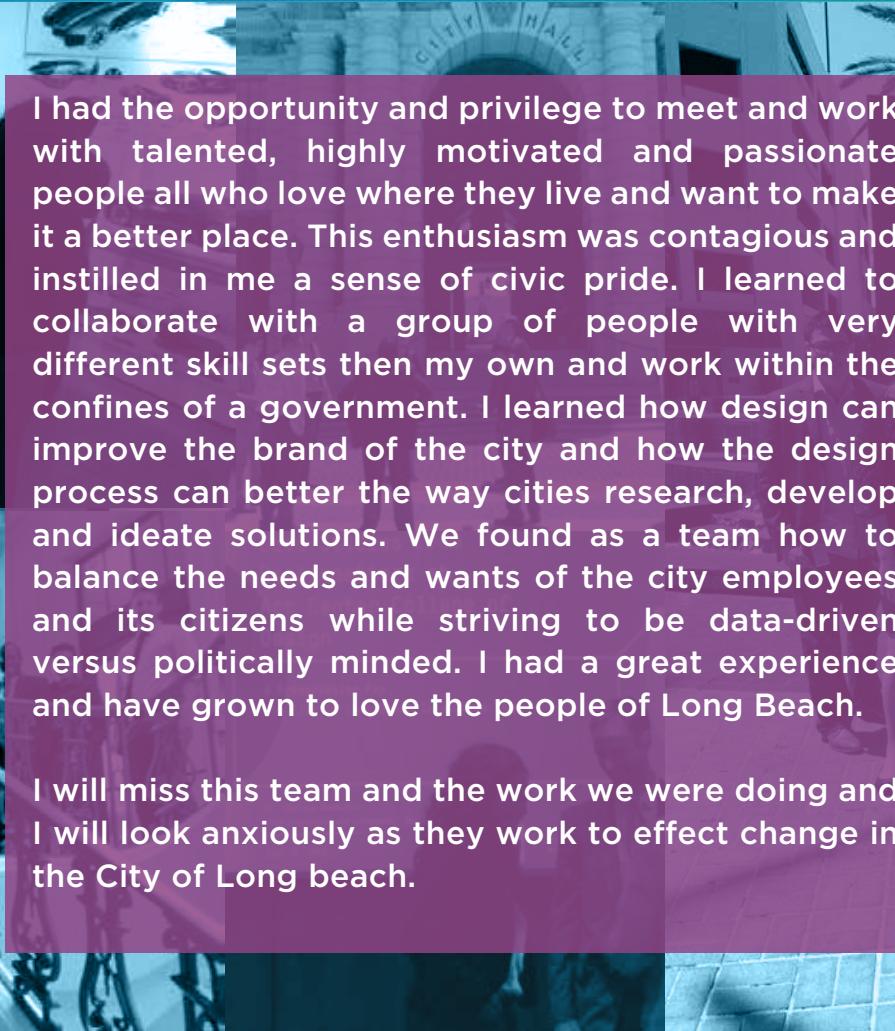
We started by tackling economic development in three ways; business services, job opportunities and workforce development. After finishing the first phase we presented our findings to the mayor, the data showed that in order to remain competitive focus should be on the economy of the future, such as tech and creative jobs.



Ideation

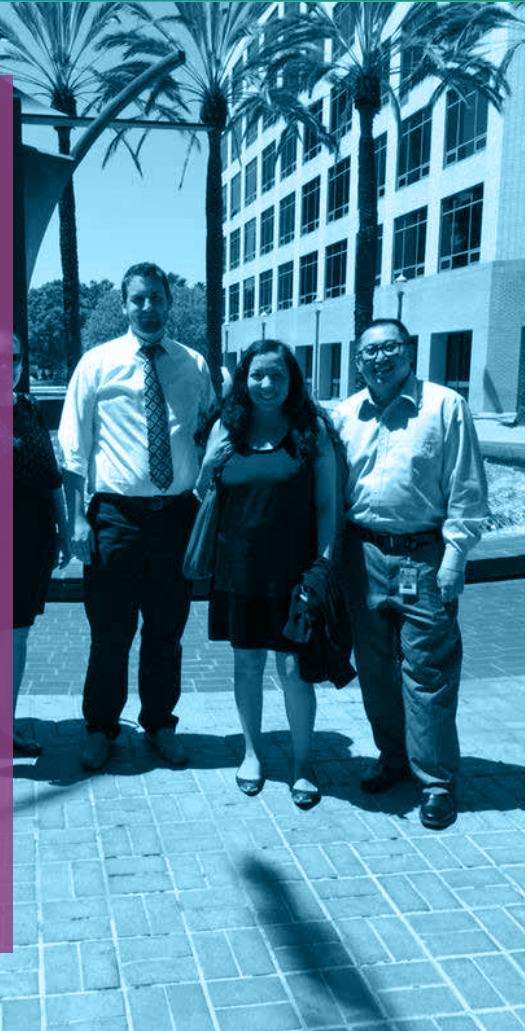


The Team



I had the opportunity and privilege to meet and work with talented, highly motivated and passionate people all who love where they live and want to make it a better place. This enthusiasm was contagious and instilled in me a sense of civic pride. I learned to collaborate with a group of people with very different skill sets than my own and work within the confines of a government. I learned how design can improve the brand of the city and how the design process can better the way cities research, develop and ideate solutions. We found as a team how to balance the needs and wants of the city employees and its citizens while striving to be data-driven versus politically minded. I had a great experience and have grown to love the people of Long Beach.

I will miss this team and the work we were doing and I will look anxiously as they work to effect change in the City of Long Beach.



Special Thanks



The i-team
Alma Castro
Alex Chavez
Harrison Huynh
John Keisler
Ryan Murry
Dr. Holly Okonkwo
Eric Romero
Heidi Wiersma
& all those who I worked
with in city hall

Designmatters

Dr. Mariana Amatullo
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Stephanie Sigg

