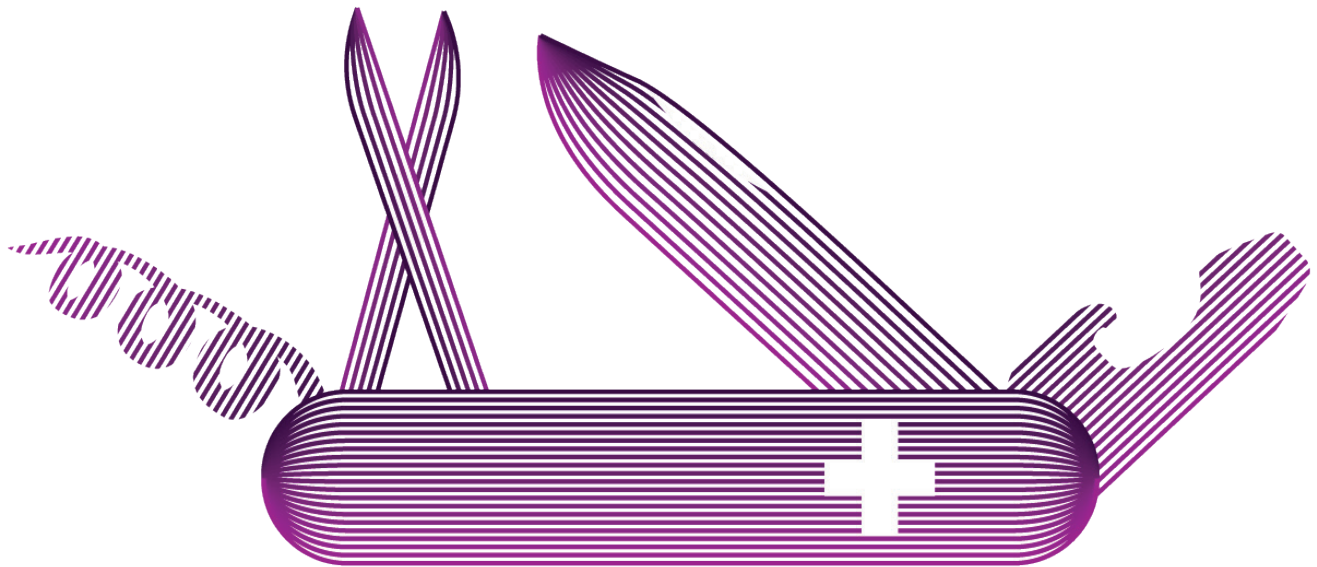


P O R T F O L I O



A selection of case studies delving into finished projects and the processes that shaped them

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A NOTE ABOUT **GENERATIVE AI:***

As history moves forward and technology improves, Artificial Intelligence will become more integrated into every industry. It has already proven to be useful in my own work, but only as a tool — never as a replacement for creation, design, or more broadly, art. And as long as the audience for art is human, there must be humans involved in the process.

There are facets of humanity that Large Language Models can regurgitate in the form of text or images, but these are facsimiles built from ones and zeros.

There is no thinking involved.

There is no emotion.

Large Language Models are sophisticated machines, and their creation process is that of a machine.

My process is human. These case studies aim to illustrate that process.

*I wrote this entire document not with Artificial Intelligence, but with my very own Human Brain!

A VERY BECOMING LOGO

BEFORE:



AFTER:



These unused options were stepping stones to the final version of the logo.

Performance of a Lifetime is a global consulting and training firm that helps leaders practice new ways of thinking and acting through purposeful play. And in the spirit of personal growth, they wanted to reinvent their logo.

At the time, their logomark was composed of a spiral (hereafter known as the “squiggle”) with a blue and green gradient, as well as a square background element. This secondary square element necessitated two separate versions of the logo depending on background color. Thus, there was one version for dark backgrounds and one for light backgrounds.

Simply removing the square element left the naked “squiggle” at an awkward angle to adjacent design elements. Additionally, as Performance of a Lifetime was in the process of transitioning its branding to be more visually accessible on the web, the colors of its logo would have to change.

Through several iterations, we landed on an abstraction of a butterfly — an homage to POAL’s “Becoming Principle,” the idea that human beings are simultaneously who we are as well as who we are not yet. In a sense, we are constantly in a state of metamorphosis. The new logo’s base sits parallel to the logotype, and the blue and green gradient has been updated to match the company’s accessibility guidelines. The once-disparate ends of the squiggle now connect to create a consistent flow: a closed loop where constant metamorphosis can take wing.

OUR PROPRIETARY APPROACH:
THE BECOMING PRINCIPLE®
Human beings are not only who we are. We’re also who we are not yet — that is, who we are **becoming**.
To move conceptual learning into the visceral, relational, and practical level of human interaction, we go beyond cognitive models and “teaches,” immersing participants in exercises and activities that fire new neural connections by drawing on the tools performers and improvisers use to transform themselves.
Our solutions are firmly grounded in business outcomes. Every phase — from discovery to design, coach preparation to delivery, and post-workshop reinforcement — is tied to your stated objectives and specific business indicators.

OUR METHODS:
EXPERIENTIAL LEARNING
We employ frameworks and exercises that draw on our deep expertise in behavioral change through purposeful performance and play. These experiences stimulate new behavioral choices and strengthen social-emotional skills such as listening, agility, empathy, curiosity, divergent thinking, vulnerability, and self-awareness — all key to growing participants’ capacity to lead.
A RIGOROUS PRACTICE FIELD
Our work is designed to provide a “practice field” where participants learn to apply the skills built in the exercises we run, aligned with the business impact and developmental outcomes you wish to achieve. By performing and being coached and directed in improvised scenes that resonate with their real world challenges, participants discover and develop new and more effective ways of interacting in the varied situations they face.
PERFORMANCE COACHING
Our carefully designed and facilitated small-group coaching sessions provide an environment for practice, collaboration, and accountability. In addition to continuing the skill-building and reflection from in-person workshops, participants bring their opportunities and challenges to work on in a smaller, focused setting.

Research shows that the act of improvisation “quiets” the brain networks that control self-critique, allowing adults to experiment more freely.
— Charles Limb, MD
University of California, San Francisco

THE VALUE WE DELIVER AS PARTNERS 

We grow leaders who grow your business.

A PROVEN METHODOLOGY. A GLOBAL BENCH.

With global delivery capability — North and South America, Europe, the Middle East, and throughout APAC — our coaching teams are local and fluent in participants’ languages, ensuring cultural sensitivity in all of our solutions.

The efficacy of our proprietary approach, The Becoming Principle, is cited in our book, *Performance Breakthrough: A Radical Approach to Success at Work*, and on the pages of *The Harvard Business Review*, *Inc.*, *The Wall Street Journal*, *Business Week*, *Wired*, and *Fast Company*, and in the *New York Times* best-seller *To Sell Is Human* by Daniel H. Pink.



• WHERE WE’VE WORKED (SO FAR.)



“This remarkable book will electrify your work and enliven your soul.”
— DANIEL H. PINK, author of *To Sell Is Human* and *Drive*

“A must read for anyone who’s looking to stretch, learn and become more of who they really are.”
— SUSAN CAHN, author of *QUET: The Power of Intention in a World That Can’t Stop Talking*



PROGRAM ENHANCEMENTS + NEW PROGRAM OPTION

STRENGTHENING ROI


KEY

- ELI PARTICIPANT JOURNEY
- ENHANCED EXECUTIVE SPONSOR + LEADERSHIP ENGAGEMENT
- NEW INVESTMENT OPTION: DIRECT MANAGER ENGAGEMENT
- CLIENT-LED PROGRAM ACTIVITIES

EXECUTIVE SPONSOR + LEADERSHIP TEAM ENGAGEMENT	PERFORMANCE LAB 1	COHORT SPONSOR STORY COACHING	PERFORMANCE LAB 2	COACHING GROUP 1 + 2	EXECUTIVE SPONSOR + LEADERSHIP TEAM ENGAGEMENT
<ul style="list-style-type: none">15 prep with Exec SponsorExec Sponsor engages leadership team in owning ELI and expected business impactPOAL reviews program journey and updatesPOAL gathers business context for upcoming cohorts + provides business insights from past	<ul style="list-style-type: none">2.5-hour virtual session at a time that works for all timezones (8am CT, 6-7pm IST)Coach sponsors to share stageConnect their leadership stories to the businessCoach sponsors’ performances	<ul style="list-style-type: none">15 days in person, delivered in region	<ul style="list-style-type: none">15-hour sessions, scheduled by region	<ul style="list-style-type: none">Review synthesis of program surveys and resultsDiscuss business insights that emerged from each CohortConsider how to continue to leverage ELI as a context to engage and inspire leaders	
SIZZLE REEL			LEADERSHIP BUSINESS	ELI ALUMNI PODCAST	

DIRECT MANAGER AND PARTICIPANT PRE/POST SURVEYS + MEASUREMENT AND REPORTING IMPACT + INSIGHTS AND ENHANCEMENTS

DIRECT MANAGER ENGAGEMENT SESSION 1	INSPIRATION + PRACTICE THROUGHOUT	TIP: DIRECT MANAGER ENGAGEMENT SESSION 2
<ul style="list-style-type: none">Engage managers in leveraging ELI to grow their leaders in upcoming CohortReview use of Pre/Post program surveys in coachingActivate setting development goals + identifying stretch opportunities for current Cohort	<p>Between all sessions, leaders complete asynchronous assignments that reinforce learning, prepare for next sessions, and connect program content with their stakeholder relationships.</p> <p>COMMS TO SUPPORT DIRECT MANAGER ACCOUNTABILITY</p> <ul style="list-style-type: none">Support direct managers to complete and make use of Pre/Post program surveysReminders/tips for discussing development goals, and stretch opportunitiesManager Discussion Guide supports greater intention in coaching around ELI practices	<ul style="list-style-type: none">Review program results and business insightsDiscuss stretch opportunities and strategies for ongoing coachingPractice coaching scenarios using Manager Discussion Guide

CLIENT REDACTED 

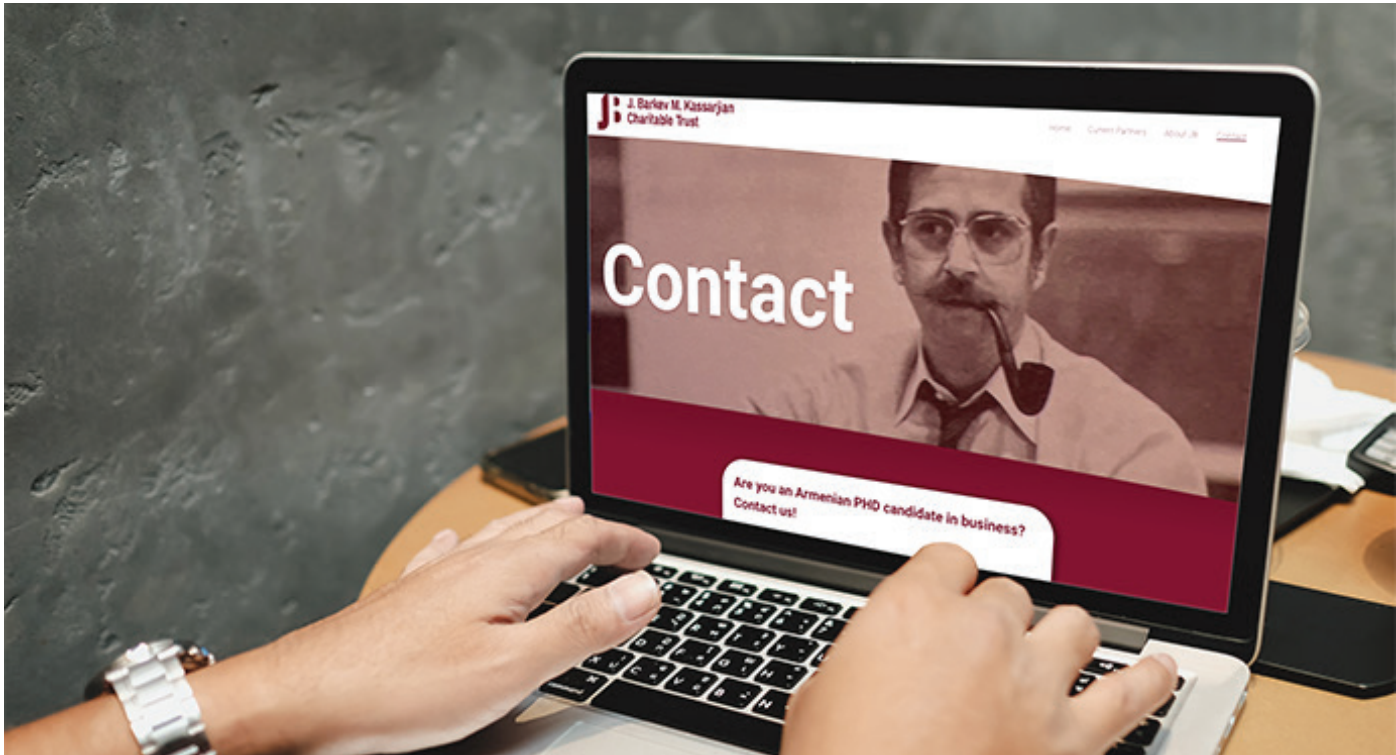
TRUST THE PROCESS

The J. Barkev M. Kassarian Charitable Trust honors its namesake by expanding upon the legacy of his career, and by deepening the reservoir of Armenian entrepreneurial talent and original thinking. Based on the direction of the trustees, I conceptualized the trust's brand: an identity to honor JB's professorial spirit and heritage.

The logomark of the trust consists of a graphic representation of the letters J and B, with the B revealing itself in the whitespace and the J acting as a shadow, as if the letters are angled towards a bright future. When viewed sideways, the image pays homage to JB's likeness through an abstraction of glasses and a graduation cap. The deep red color alludes to an Armenian symbol: the pomegranate.

I met the challenge of incorporating the trust's full name into the logo by leveraging Pragati Narow's compact letterforms and placing them beside or under the logomark. The trust's full name is also contained in the brand's circular seal.

Additionally, I created a full branding package with complete guidelines around color, typography, use cases, visual elements, and overall implementation of the identity — hopefully something JB would be proud of.



J. Barkev M. Kassarian Charitable Trust

J. Barkev M. Kassarian Charitable Trust



Unused Options:

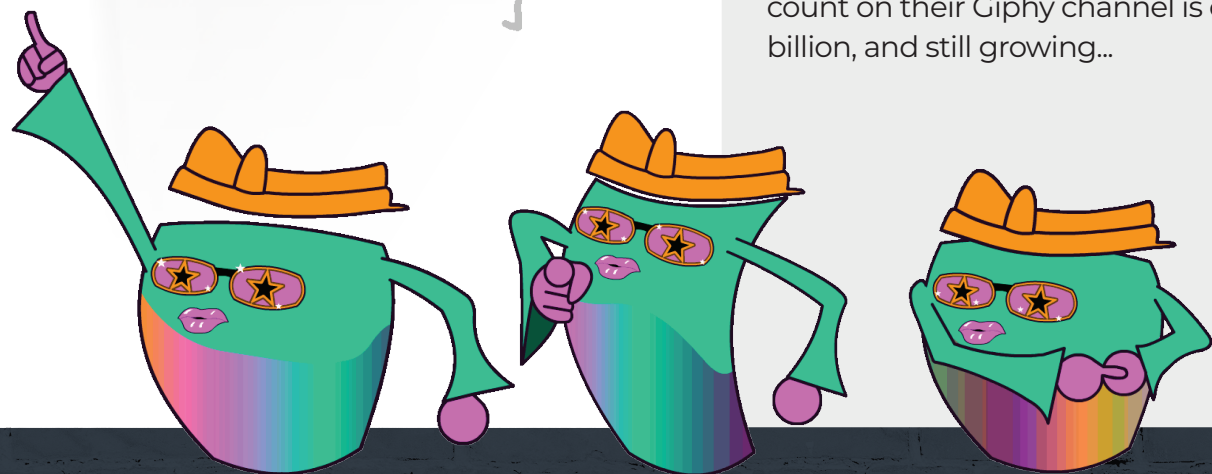
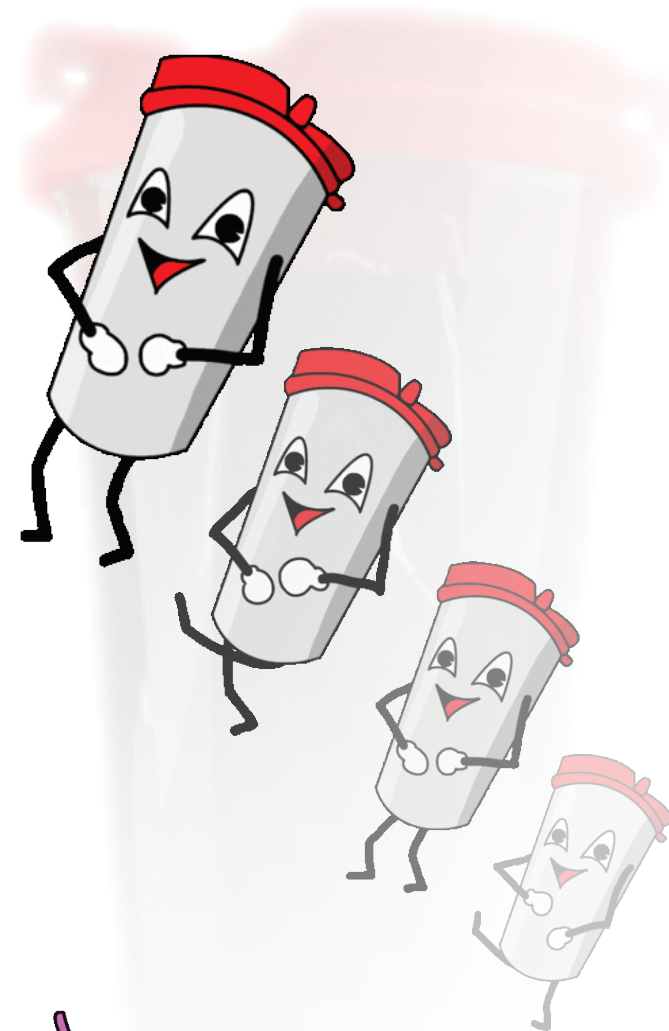


Top: Armenian mountains Greater and Lesser Ararat as graduation caps

Bottom: A scholar in the white space between the J and B



SIPPY CUP GIPHY STUFF



Sweet Hospitality Group is a Broadway Concessions Company that wanted to build its social media presence and brand visibility.

As a multimedia designer for the company, I developed their **Giphy** channel from the ground up by creating looping animations for (nearly) every occasion. Many of these animations feature anthropomorphic sippy cups, as the reusable show-themed cups are a hallmark of the company. Other animations are seasonal or theatre-centric. Some feature on-brand messaging (e.g. "Make it a double!") or portray one of the company's myriad offerings, like their "Intermission" chocolate bars.

The bespoke animated stickers and GIFs enhanced Sweet Hospitality's social media presence, and the staff loved using them internally as well. The current view count on their Giphy channel is over half a billion, and still growing...



SERVING EXCELLENCE

Sweet Hospitality Group's mission of "enhancing the experience" applies not only to their patrons, but their staff. The media management team sought to extend this ethos into the employee onboarding and training process by creating a series of training videos — and even a video game — to facilitate team development.

In "Patron De-Escalation," the employee is transported into a three-dimensional replica of the lobby of the Todd Haimes Theatre, where a pixelated ghost guide steers them through tricky customer interactions.

In "SLERP Tour," a talking sippy cup guides the viewer through the interface of the company's proprietary POS system, explaining the layout, navigation, and process from the start of the shift to the end.

The bar setup video game was created in Godot Game Engine, and it walks the player through the process at the beginning of a theatre bartending shift. The player interacts with items on the screen and instructions from the manager in order to prep their virtual bar before the curtain goes up. Notably, I am not a programmer, but I was able to learn Godot's proprietary code through their documentation and online tutorials.

In each of these cases, a lecture is repackaged as short-form entertainment, enabling the company to train employees while continuing to maintain their usual fun work environment.

A "sweet" company mustn't have dry teaching materials, only dry wines. Cheers!



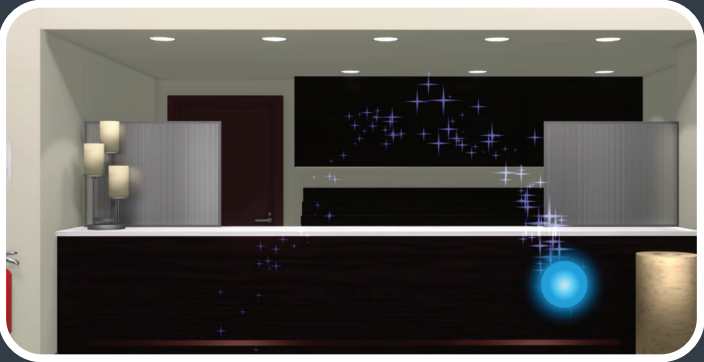
DENIM DAN

Hey! How much is a chocolate chip cookie and a vodka tonic?



TRISH

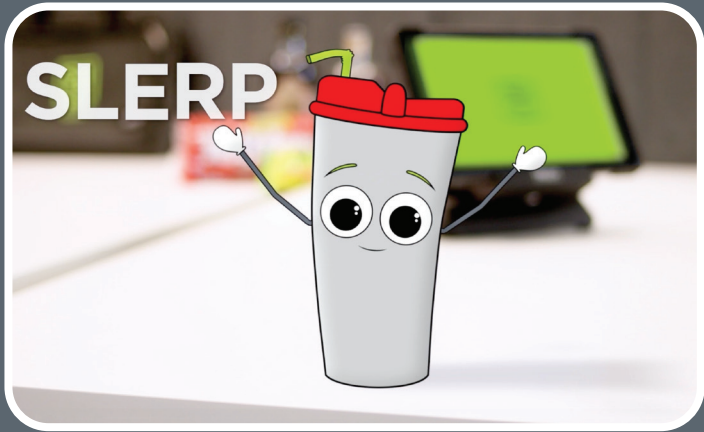
Don't worry, though, we're starting off slow here on level 1. I know you're gonna be great!



I modeled and textured the backgrounds using 3D software to match the specs of the Todd Haimes Theatre.



I recreated the interface of Sweet Hospitality's POS using Adobe After Effects. "Cuppet" was created in Character Animator.



I learned GDScript in order to code the components of the bar setup game.



