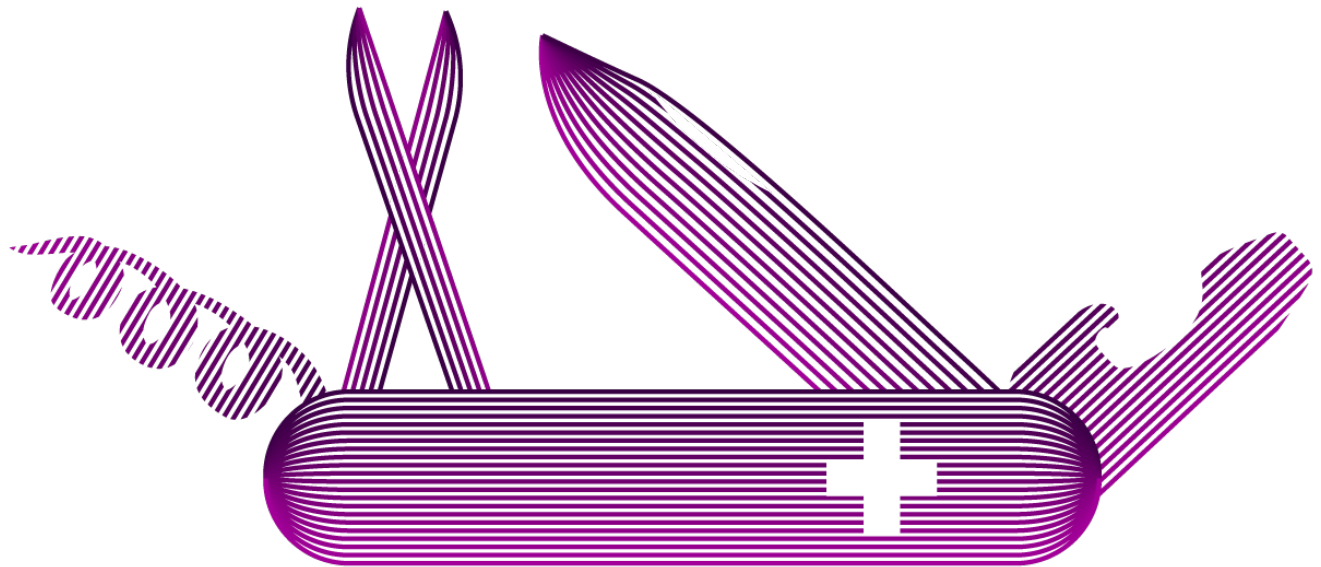


P O R T F O L I O



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

TABLE OF CONTENTS:

A Note About Generative AI	3
Logo Refresh: Performance of a Lifetime	4–5
Brand Design: J. Barkev M. Kassarjian Charitable Trust	6–7
Social Media Content: Sweet Hospitality Group	8–9
Digital Training Materials: Sweet Hospitality Group	10–11



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:



PERFORMANCE
OF A
LIFETIME



AFTER:



PERFORMANCE
OF A
LIFETIME



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.*, *Wired*, *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.



PROGRAM ENHANCEMENTS + NEW PROGRAM OPTION

STRENGTHENING ROI

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"> 1:1 prep with Exec Sponsor Exec Sponsor engages leadership team in evening ELI and expanded business impact POAL reviews program journey and updates POAL 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, 8:30pm EDT) 	<ul style="list-style-type: none"> Coach sponsors to share stage Connect their leadership stories to the business Coach sponsors' performances 	<ul style="list-style-type: none"> 1.5 days in person, delivered in English 	<ul style="list-style-type: none"> 1.5-hour sessions, scheduled by region 	<ul style="list-style-type: none"> Review synthesis of program surveys and results Discuss business insights that emerged from each cohort Consider how to continue to leverage ELI as a context to engage and inspire leaders

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

INSPIRATION + PRACTICE THROUGHOUT
Between all sessions, leaders complete asynchronous assignments that reinforce learning, prepare for next sessions, and connect program content with their stakeholder relationships.

COMES TO SUPPORT DIRECT MANAGER ACCOUNTABILITY
Support direct managers to complete and model use of their first program surveys
Reminders/tips for discussing development goals, and stretch opportunities
Manager Discussion Guide supports greater intention in coaching around ELI practices

THE DIRECT MANAGER ENGAGEMENT SESSION 2

- Review program results and business insights
- Discuss stretch opportunities and strategies for ongoing coaching
- Practice coaching scenarios using Manager Discussion Guide



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 Narrow'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:

J. BARKEV M. KASSARIAN
CHARITABLE TRUST

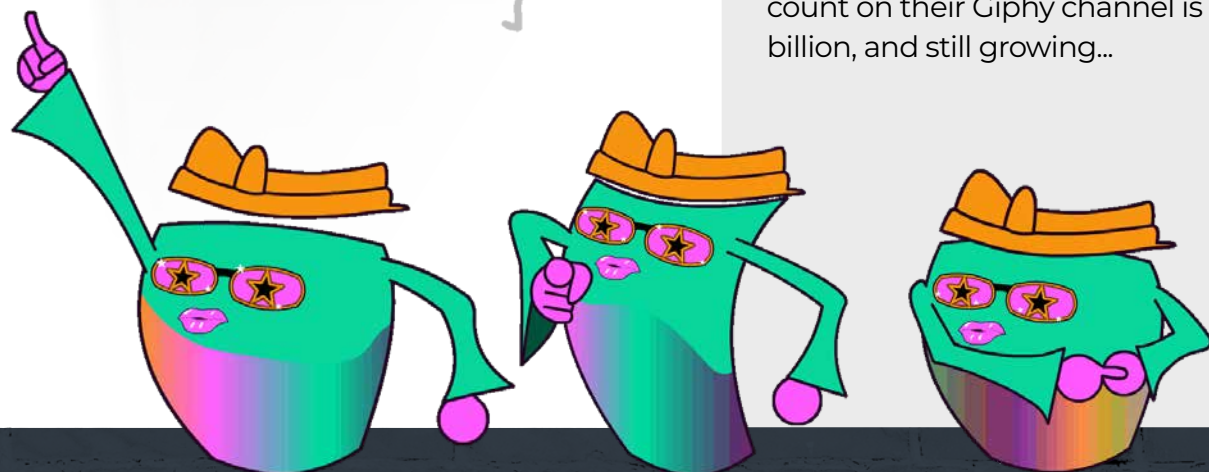
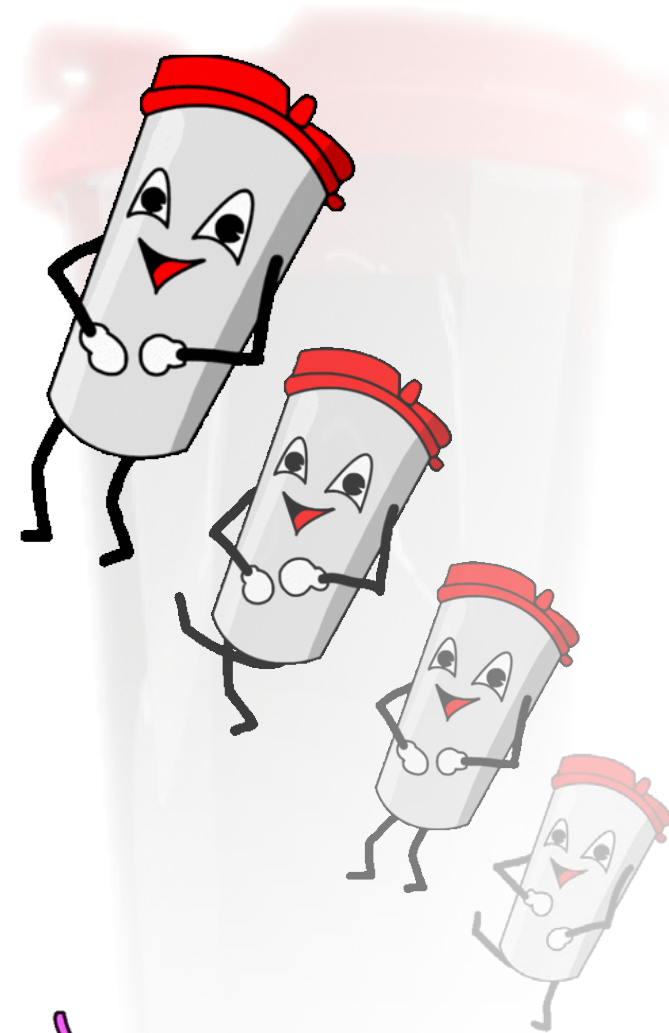
J. Barkev M. Kassarian
Charitable Trust

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.

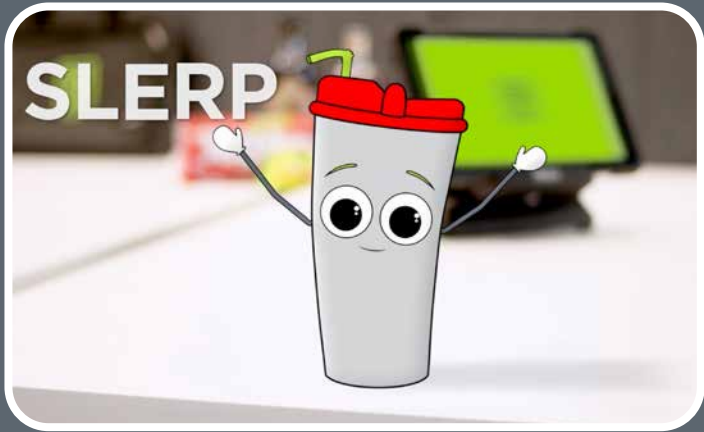
A "sweet" company mustn't have dry teaching materials, only dry wines. Cheers!



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.



