A Model of Brands &
Brand Experience Workshop

Tuesday, April 8
7:00 to 9:30 p.m.
http://www.baychi.org/program/
7:00 to 7:30:
Tea, Coffee, Socializing, Joining BayCHI, ...
7:30 to 9:30:
A Model of Brand: History and Reactions Hugh Dubberly of Dubberly Design
&
Brand Experience Workshop: Nathan Shedroff of IVREA Design Institute and Davis Masten of Cheskin
PARC’s George E. Pake Auditorium
3333 Coyote Hill Road
Palo Alto, CA 94304
BayCHI program meetings are free and open to the public. BayCHI program meetings are not audio- or videotaped, and recording by attendees is not permitted.

A Model of Brand: History and Reactions
Hugh Dubberly of Dubberly Design

Hugh Dubberly is a design planner and teacher. At Apple Computer in the late ’80s and early ’90s, Hugh managed cross-functional design teams and later managed creative services for the entire company. While at Apple, he co-created a technology-forecast film called “Knowledge Navigator,” that presaged the appearance of the internet in a portable digital device.

While at Apple, he served at Art Center College of Design in Pasadena as the first and founding chairman of the computer graphics department. Intrigued by what the publishing industry would look like on the internet, he next became director of interface design for Times Mirror. This led him to Netscape, where he became vice president of design and managed groups responsible for the design, engineering, and production of Netscape’s web portal.

Hugh graduated from Rhode Island School of Design with a BFA in Graphic Design and earned an MFA in Graphic Design from Yale.

Brand Experience Workshop: Nathan Shedroff of IVREA Design Institute and Davis Masten of Cheskin

Davis Masten and Nathan Shedroff will be leading a visual journey of their travels, relating important observations that relate to the future of branding.

Davis Masten is a marketing and brand expert with over 20 years of direct experience with large and small brands in real markets. Davis is catalyst and cofounder of Cheskin, an innovative thinker, and a great speaker.

Nathan Shedroff has been an experience designer for over twelve years. He focuses on developing experience and brand strategies for a variety of companies in print, digital, and on-line media, and through product design. He is a leader in experience design and several related disciplines, including information and interaction design.

Nathan cofounded Vivid Studios, a decade-old pioneering company in interactive media, and worked with Richard Saul Wurman at TheUnderstandingBusiness. He earned a BS in Industrial Design with emphasis in Automobile Design from Art Center College of Design in Pasadena, California. Nominated for a Chrysler Innovation in Design Award in 1994 and 1999 and a National Design Award in 2001, he is currently a member of the AIGA Experience Design Group and the AIGA Brand Design Board.

Directions: www.baychi.org