

ALF: Annual Leadership Forum

Once a year, IDEO's internal teams gather to update each other on their respective project progress, share new learnings and best practices, and cultivate deep cross-office, cross-functional collaboration. This annual forum was held in San Francisco's Presidio, transformed into a series of small exhibits where each team could deliver its message while adhering to the overarching branding designed for this year's meeting.

IDEO

Title Production Design Lead

Key Responsibilities

Collaborated with the Art Director to design event branding, ensuring alignment with the overall creative vision and brand guidelines.

Worked closely with the Senior Designer to manage all aspects of conference production, including stage graphics, signage, and branded materials.

Led the end-to-end production process, from initial design approval to overseeing file preparation, mechanical builds, and hand-off to in-house production partners or external vendors.

Managed the timely and cost-effective delivery of large-scale graphics, working with a handful of external suppliers when in-house production was not feasible.

Monitored and **facilitated** event presentations on-site, making last-minute design adjustments to ensure smooth execution.

Directed post-event logistics, including tear-down and managing the safe return of materials to IDEO's San Francisco office for detailed documentation and report-back.



Fort Mason elevation for designing the Annual Leadership Forum to scale.



a. Podium Graphic Wrap #1



b. Podium Graphic Wrap #



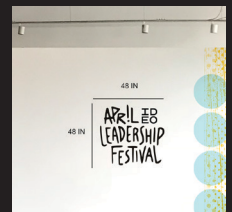
c. ALF Logo Tee



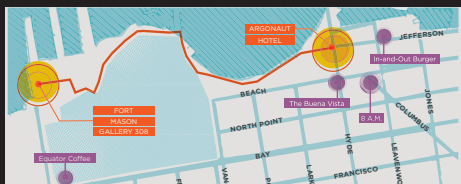
d. ALF Poster Design



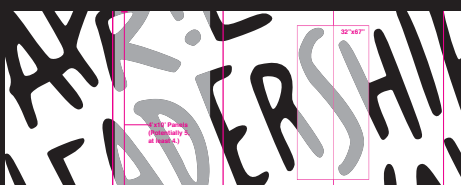
e. ALF Logo Treatment



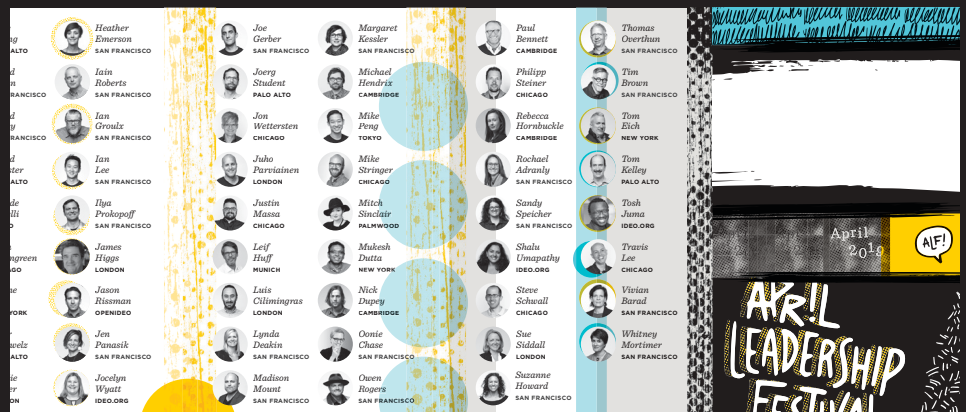
f. Graphic Wall Mock-up



g. Folding Welcome Badge, Map Section



h. Stage Super-graphic



i. Stage Folding Name badge, Front and Attendee Panels