

Thomas P. McLaughlin

Signage & Wayfinding Design Consultant

SKILLS

VISUAL COMMUNICATION

3D Rendering
ADA Compliance
Analysis & Strategy
Branding
Color Theory
Concept Development
Creative Direction
Digital & Static Mapmaking
Digital Wayfinding
Environmental Graphic Design
Experience Design
Graphic Design
Ideation
Illustration
Information Graphics

Logo & Icon Design
Presentation Design
Production Art
Project Management
Prototyping
Research
Signage Design
Signage Manual Design
Signage Materials & Methods
Site Mapping
Sketching
Sustainable Materials
Typography
User Experience Design
Wayfinding

SOFTWARE

Adobe Acrobat
Adobe After Effects
Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Basic Autocad
Hotdoor CADtools
Jira
Keynote
Map Tiler
Mapbox
Merkaartor
Microsoft Office
SignAgent Pro
Vectoraster

EXPERIENCE

NYU LANGONE MEDICAL CENTER

05/2012 – Present

Signage & Wayfinding Design Consultant

Create wayfinding signage, exhibit graphics, information graphics and brand collateral as part of this nationally recognized academic medical center's multi-billion dollar campus transformation initiative. Create design packages, renderings and detailed intent drawings; specify materials and processes; conduct site surveys; coordinate with interoffice departments and senior leadership; liaise with fabricators, printers and consultants; review and approve shop drawings, prototypes and proofs; oversee installation; adhere to and edit brand and signage standard manuals.

PRATT INSTITUTE

02/2018 – Present

Visiting Instructor

Teach Digital Design and Typography courses to first year students. Topics include designer as entrepreneur, designing with the grid, drawing in scale, file management and set up, ideation, information design, presentation design, sketching and typographic hierarchy. Give weekly lecture on the history of graphic design including past and present firms, styles and movements, notable practitioners and introduction to typographic and stock resources. Also organize design studio tours.

GENSLER

05/2015 – 04/2017

Signage & Wayfinding Design Consultant

Created branded environments, digital experiences and environmental graphics for the brand design studio of this global integrated architecture, design, planning and consulting firm. Created and conceptualized design packages, produced detailed design intent drawings, coordinated with multidisciplinary internal teams and senior leadership, liaised with fabricators, printers and consultants, interfaced with client teams and leadership. Clients included ADP, Akamai, BNYMellon, CBRE/5 Penn Plaza, Citibank, Comcast, Deloitte, Eastern Millwork, ESRT/250 West 57th Street, Fidelity Investments, Ford Foundation, Forest City Ratner/Nassau Veterans Memorial Coliseum, Franklin Templeton Investments, Grind Workspaces, JPMorgan Chase, Mastercard, NYU Tandon School of Engineering, Orange Regional Medical Center, Rockefeller Group/1271 Avenue of the Americas, Samsonite and Verizon

W&CO

12/2010 – 10/2014

Principal, Digital Wayfinding & Information Systems

Conceptualized and designed award-winning mobile mapping applications for park systems, cities, resorts, universities, events and non profits. Created custom-illustrated, multiple zoom level, GPS-accurate, interactive touchscreen maps; illustrated and produced detailed renderings of landmarks and buildings; conducted GPS site surveys; organized client data; created user experience sitemaps and oversaw content management system; created custom navigational routing; coordinated with internal development and UI teams; interfaced with client teams and senior leadership. Clients included ALGA, Four Seasons, Gensler, Harvard University, Hines, Hualalai Resort, Lumina Foundation, Mercer County Park Commission. Self-initiated projects included Central Park and Peter Cooper Village/Stuyvesant Town

EXPERIENCE (CONTINUED)

TWO TWELVE

October 2007 – April 2011

Senior Environmental Graphic Designer

Carried out large-scale graphic design and wayfinding projects for a variety of public and private sector clients including hospitals, universities, cities and transportation agencies. Followed projects through from conceptualization to final design package, working both independently and collaboratively under deadline pressure. Coordinated with internal and external teams and clients. Prepared artwork for and communicated with vendors. Clients included the Alexandria Science Center, Apollo Theater Corporation, Beyer Blinder Belle, Boston Properties, City of Baltimore, Cornell University, Downtown Brooklyn Alliance, FX Fowle, Honolulu Authority for Rapid Transportation (HART), Mercer County Park Commission, Metrotech BID, MGM CityCenter, MTA (Metropolitan Transportation Authority), New Meadowlands Stadium, NJ Transit, NY State Theater, NYU Langone Medical Center, Parsons Brinckerhoff, Princeton University, Skidmore, Owings & Merrill, STV, Tishman Speyer, Union Station Neighborhood Company

EDUCATION

TEMPLE UNIVERSITY, TYLER SCHOOL OF ART Graphic Arts & Design

1995 – 1998

SCHOOL OF VISUAL ARTS

Typography

Continuing Education class with type design legend Ed Benguiat

Fall 2007

Adobe After Effects

Continuing Education motion graphics class

Spring 2017

Silkscreen Projects

Continuing Education printmaking class

Summer 2017

MANHATTAN GRAPHICS CENTER

Spring/Summer 2015

Intaglio Printmaking

Received scholarship to study Intaglio Printmaking

PUBLICATIONS

Work Featured in:

Bill Gardener & Catharine Fisher, *Logo Lounge 3* (Rockport Publishers, 2008), p. 162

Leslie Wolke, "Wayfinding in Your Pocket," *segdDESIGN Magazine*, 2010, p. 30

Alina Wheeler, *Designing Brand Identity* (John Wiley and Sons; 4 edition, 2012), p. 73

Wayne Hunt, "40 Great Moments in EGD," *EG Magazine*, 2013, p. 59

Communication Arts Interactive Annual 2013

Robin Landa, *Graphic Design Solutions, 5th Edition* (Wadsworth Publishing, 2013), p. 363

Chris Calori, *Signage and Wayfinding Design* (John Wiley and Sons, 2015), pp. 19-20

Robin Landa, *Graphic Design Solutions, 6th Edition* (Cengage Learning, 2018), p. 361

AWARDS

Apollo Theater Walk of Fame, GDUSA, American Graphic Design Award, 2011

Mercer County Park Digital Wayfinding App, NACo Award, 2013

LECTURES

Lectured and participated in a panel discussion on innovation and ADA for an SEG D (Society for Experiential Graphic Design) educational workshop held in Atlanta, GA in April of 2013

ORGANIZATIONS

AIGA (American Institute of Graphic Arts)

SEG D (Society for Experiential Graphic Design)

Type Director's Club

CONTACT

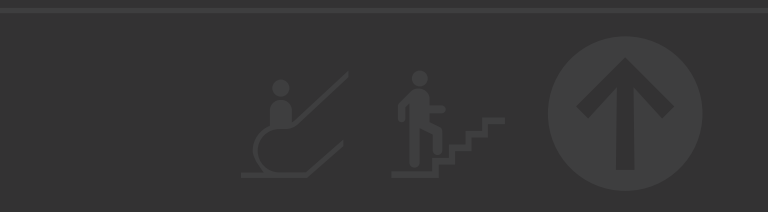
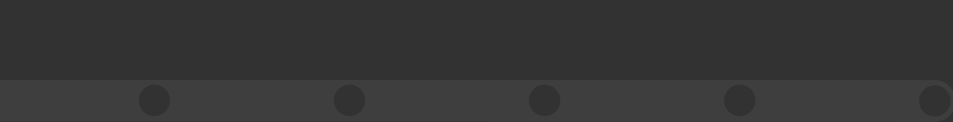
02

40 Woodward Avenue
Asheville, NC 28804

(917) 710-7437
tpmc27@hotmail.com

[Linkedin](#)

Thomas P. McLaughlin
Signage & Wayfinding Design Consultant
Work Samples



YOND THIS POINT



Projects

Apollo Theater Walk of Fame	1
Baltimore Pedestrian Wayfinding	2
Downtown Brooklyn Wayfinding	3
Hunter’s Point	4
AIGA Minneapolis	5
Easter Millwork	6
HHCTCP	7
Hoboken Ferry Terminal	8
Ford Foundation	9
Central Park	10
NYU Langone Health	11
Mercer County Park	12
Mercer Meadows Park	13
250 West 57th Street	14
5 Penn Plaza	15
7 Bryant Park	16
AIGA NY	17

Apollo Theater
Walk of Fame

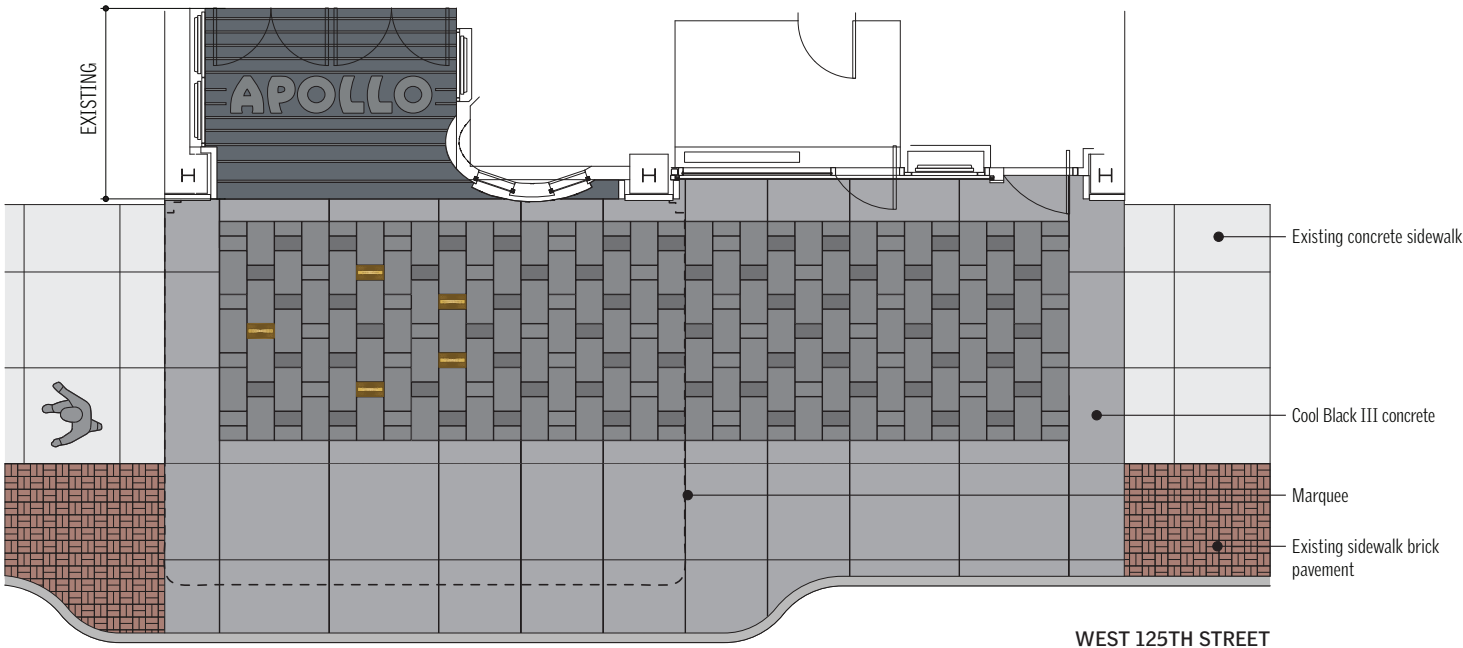
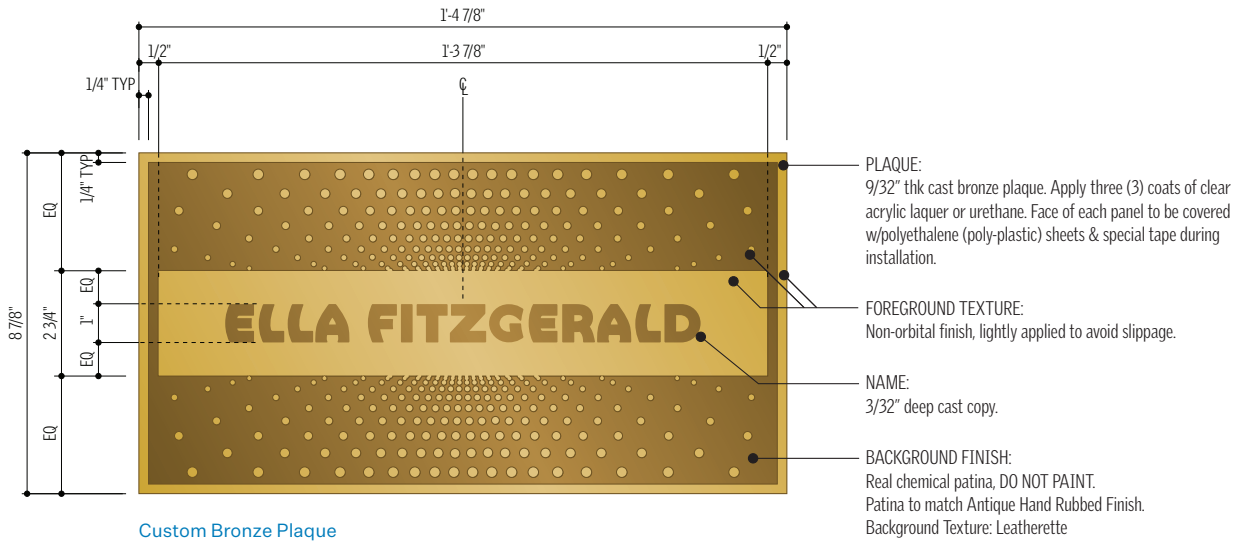
Created public art piece celebrating this historic Harlem theater's African American heritage and legendary performers.

Designed at
TwoTwelve

Role
Lead Designer

Client
Apollo Theater

Collaborators
Beyer Blinder Belle
Andrews LeFevre
Studios (Facilitator)



Custom Sidewalk Pattern Based On African Kente Cloth



Opening Day Press Event



Installed Bronze & Stone Plaques

City of Baltimore,
Fell's Point Wayfinding
Signage

Programmed, created
artwork and coordinated
production of wayfinding
signage for the historic
Baltimore neighborhood of
Fells Point as part of a
citywide program rollout.

Designed at
TwoTwelve

Client
City of Baltimore

Collaborators
Baltimore National
Heritage Area



Inaugural Event



Installed Signage



Sign Location Diagram



Elevation Drawings

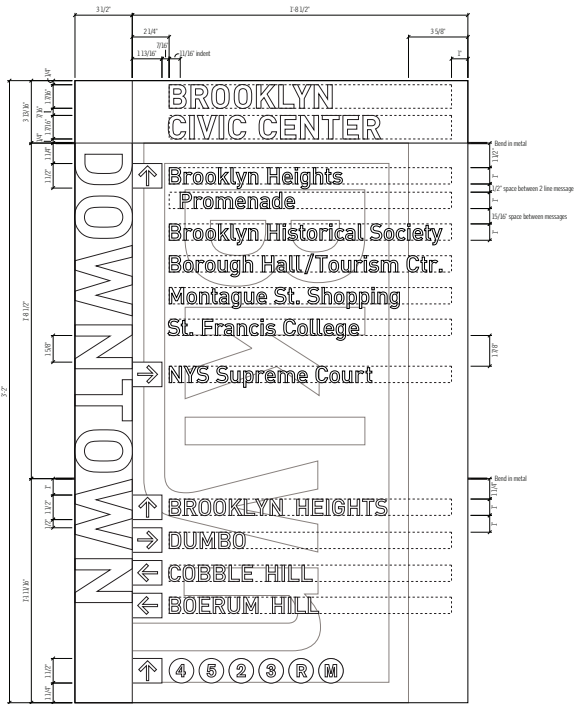
Downtown Brooklyn
Wayfinding Signage

Created artwork and coordinated production for this wayfinding signage program for historic downtown Brooklyn.

Designed at
TwoTwelve

Client
Downtown Brooklyn Alliance

Collaborators
Metrotech BID



Directional Sign - Graphic Production Layout



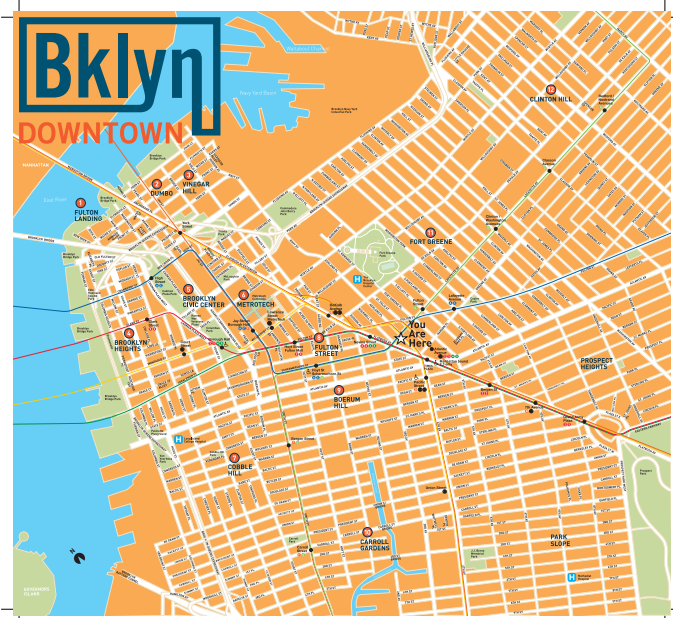
Directional Sign - Color Artwork



Installed Kiosk Sign



Installed Directional Sign



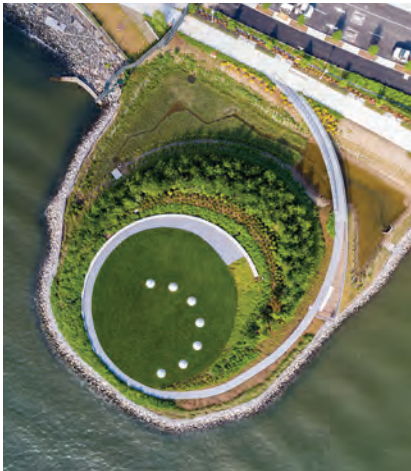
Map Artwork

Hunter's Point

Created wayfinding analysis and strategy documents for the revitalization of this abandoned industrial area in Long Island City into an 11-acre continuous waterfront park.

Designed at
Two Twelve

Client
ARUP



Pedestrian Circulation Diagram



Sign Types and Placement Recommendation Diagram

AIGA Minneapolis
Conference Digital Map

Created GPS accurate multi-zoom level map of downtown Minneapolis with custom landmark renderings for this conference iPad/iPhone app.

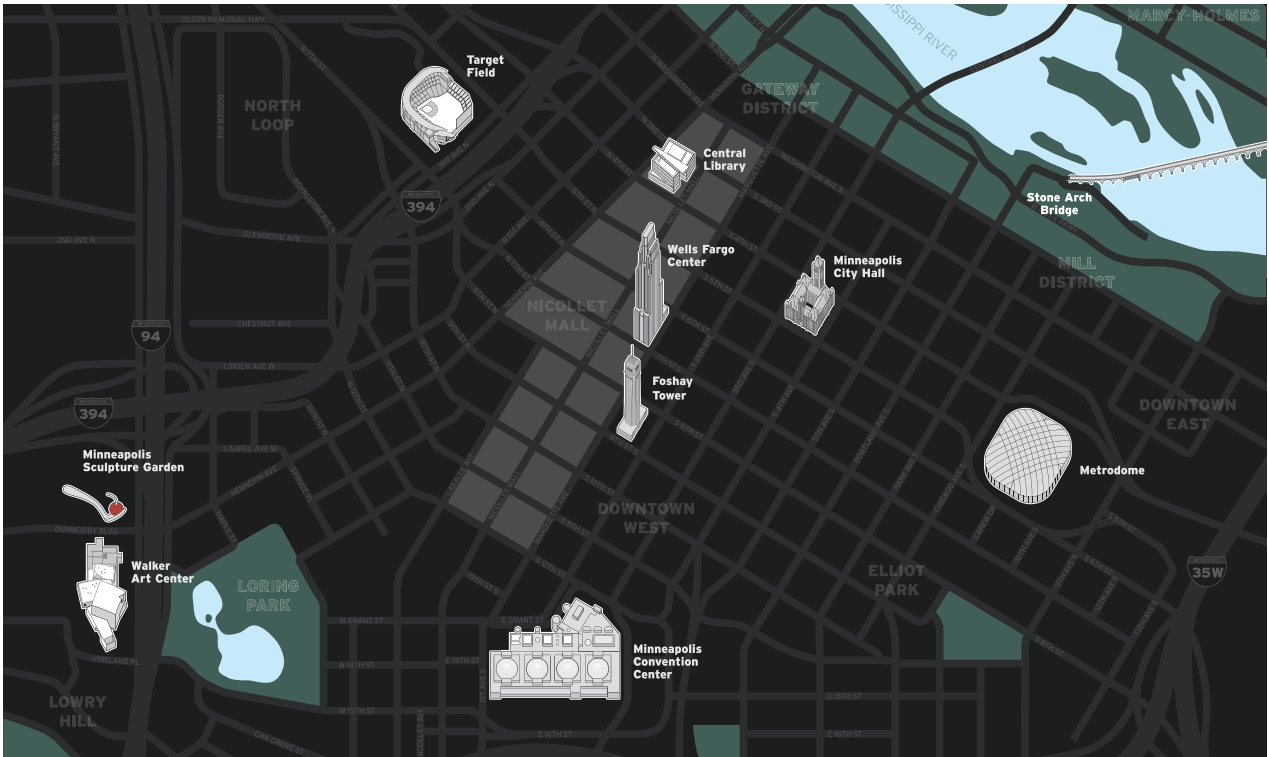
Designed at
W&Co

Role
Map Designer, Illustrator

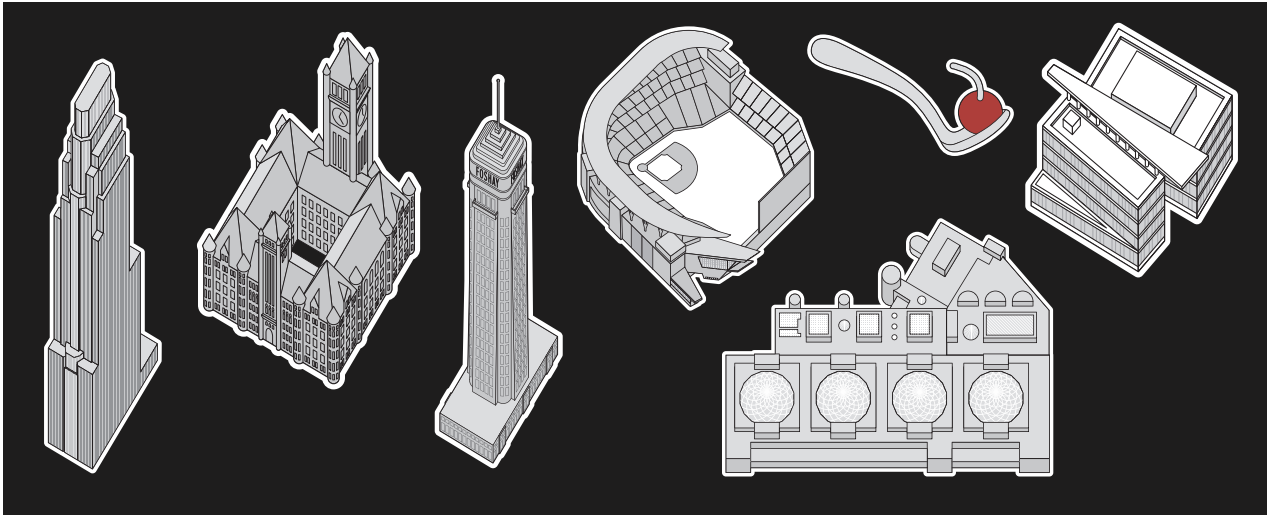
Client
AIGA (American Institute of Graphic Arts)



Interactive Touchscreen Map



Multi Zoom Level Map



Minneapolis Landmark Renderings

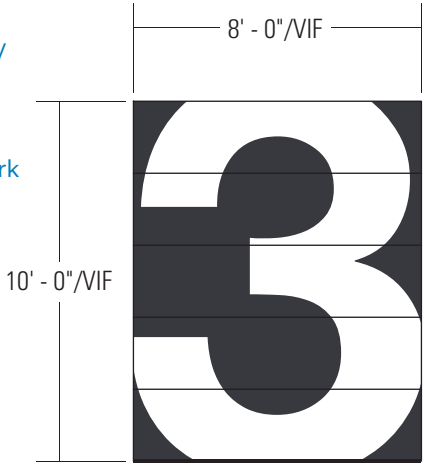
Eastern Millwork

Created environmental graphics program for the new manufacturing facility of this technologically progressive millworking company.

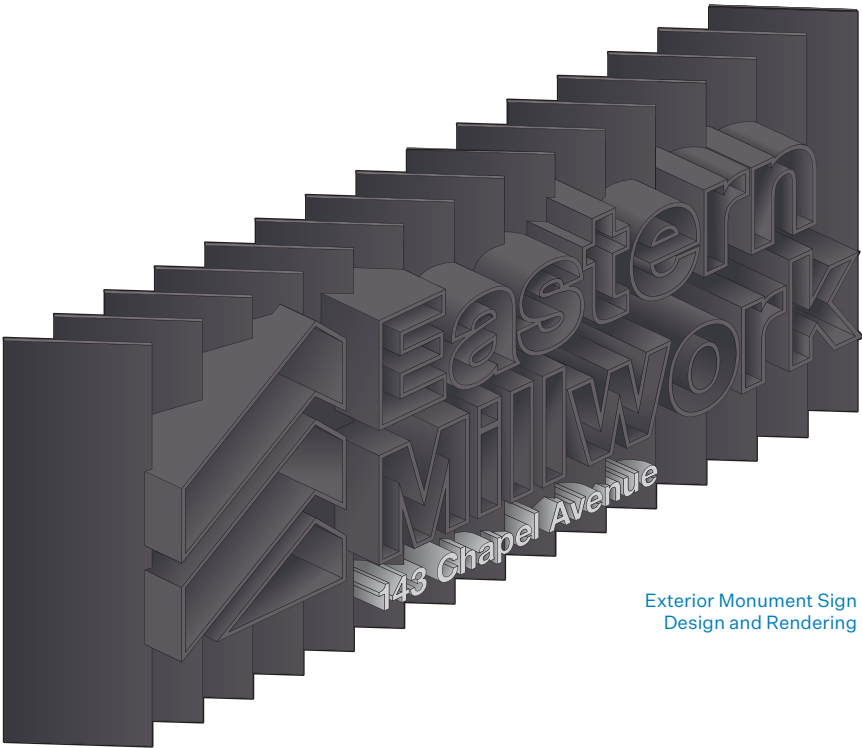
Designed at Gensler

Role
Lead Designer/
Consultant

Client
Eastern Millwork



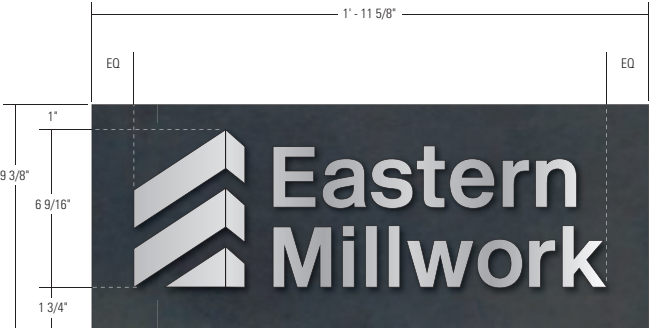
Dock ID Signage



Exterior Monument Sign
Design and Rendering

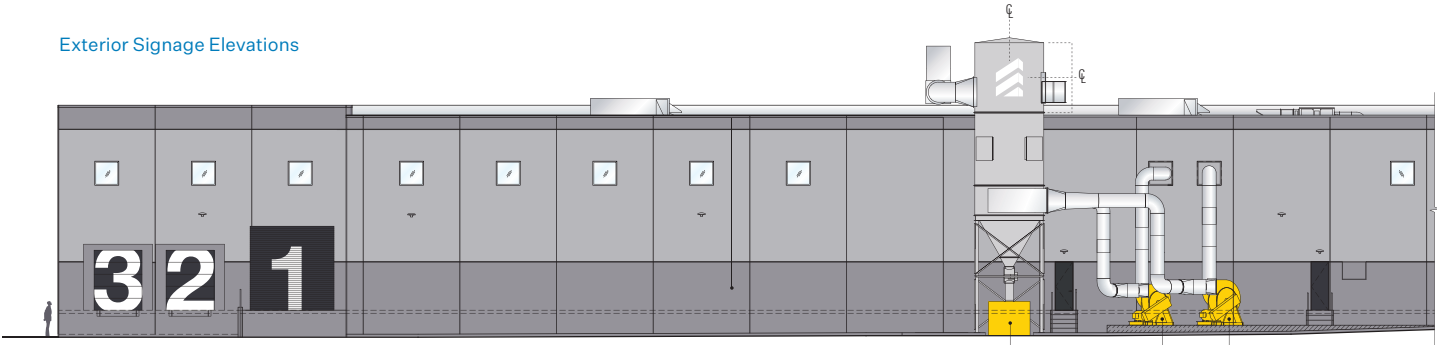


1
INSTALLATION ELEVATION - BUILDING FACADE ID
1/16" = 1'
SIGN TYPE A.1

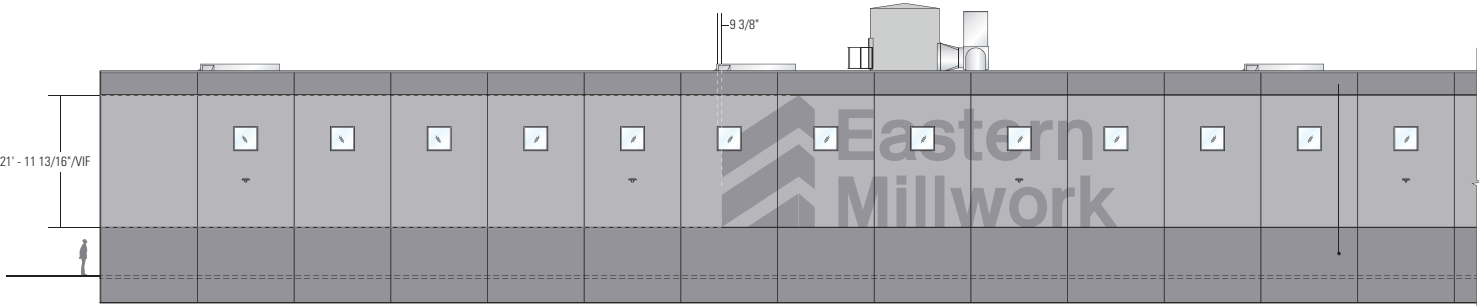


Entrance ID Signage

Exterior Signage Elevations



4
INSTALLATION ELEVATION - DOCK AND SOLO ID
1/16" = 1'
SIGN TYPES F & G



2
INSTALLATION ELEVATION - BUILDING ID
1/16" = 1'
SIGN TYPE A.2

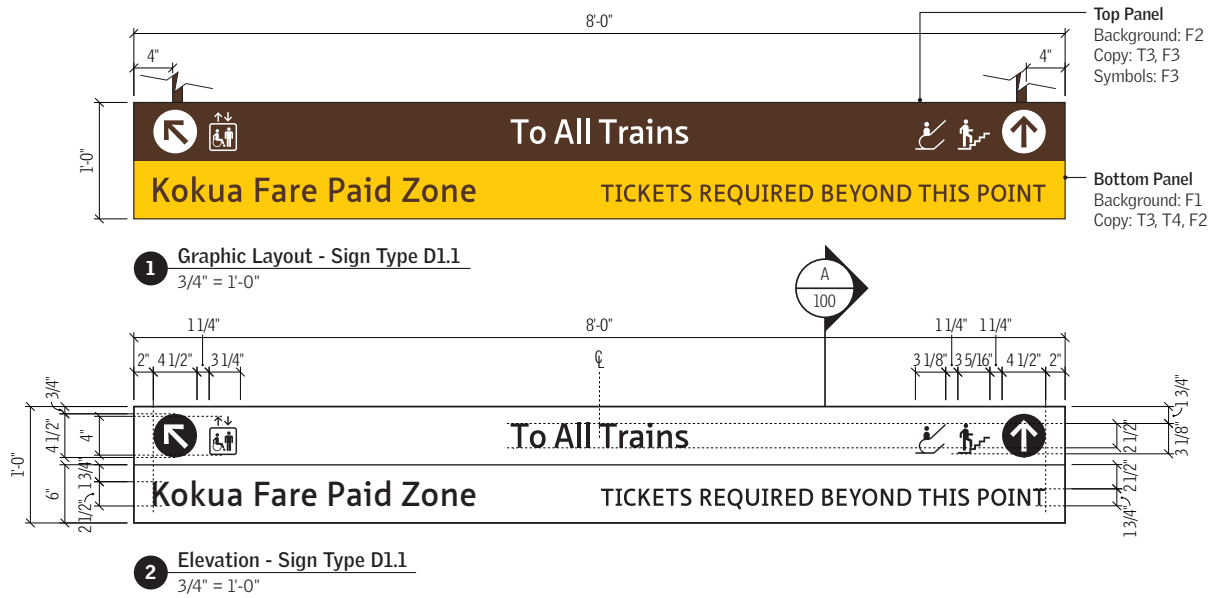
Worked on this wayfinding signage manual for Hawaii's first passenger rail system. Created custom signage, branded environments and detailed signage drawings for the manual. Coordinated sign type finishes, materials and processes.

Designed at
TwoTwelve

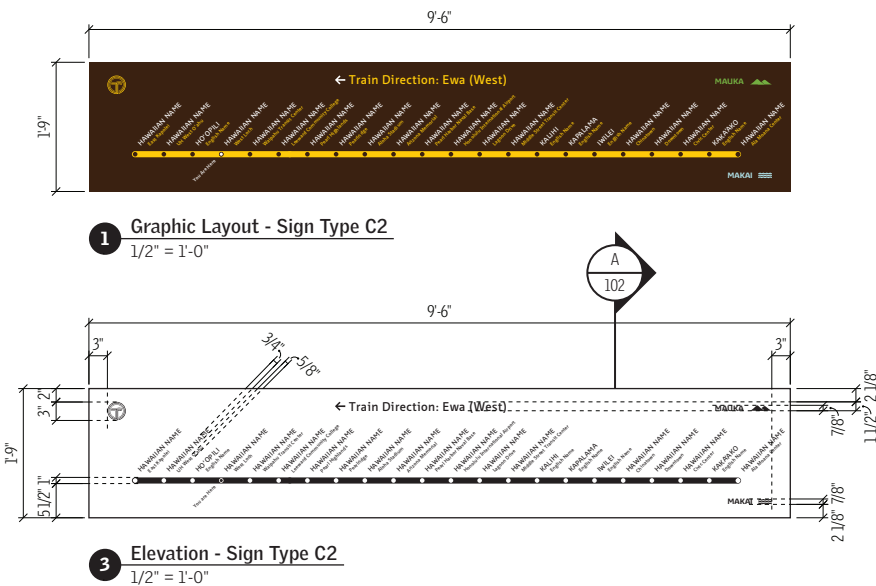
Role
Senior Designer

Client
Honolulu Authority for Rapid
Transportation (HART)

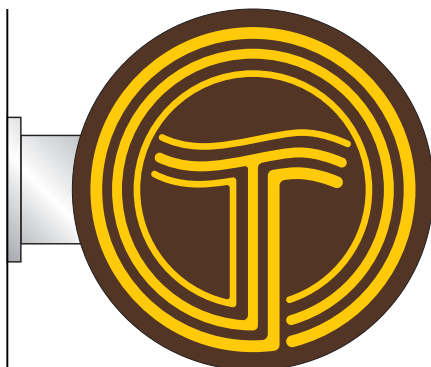
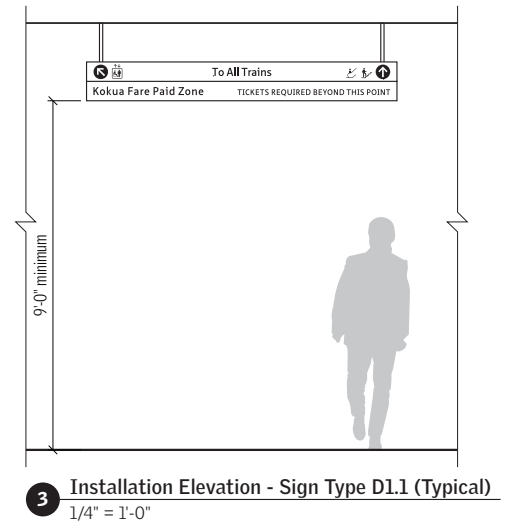
Collaborators
Parsons Brinckerhoff



Pedestrian Directional Signage



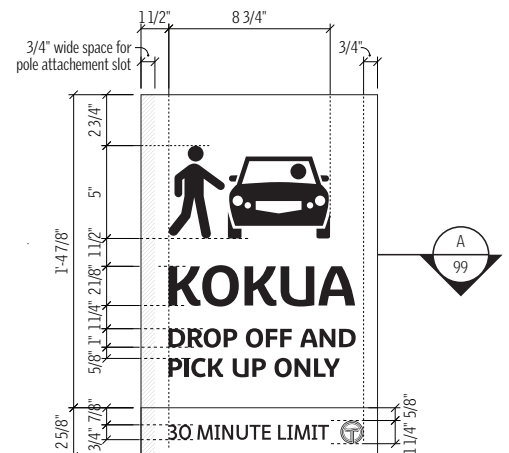
Platform System Map Signage



Blade Identification Signage



Regulatory Vehicular Signage



Hoboken Ferry Terminal

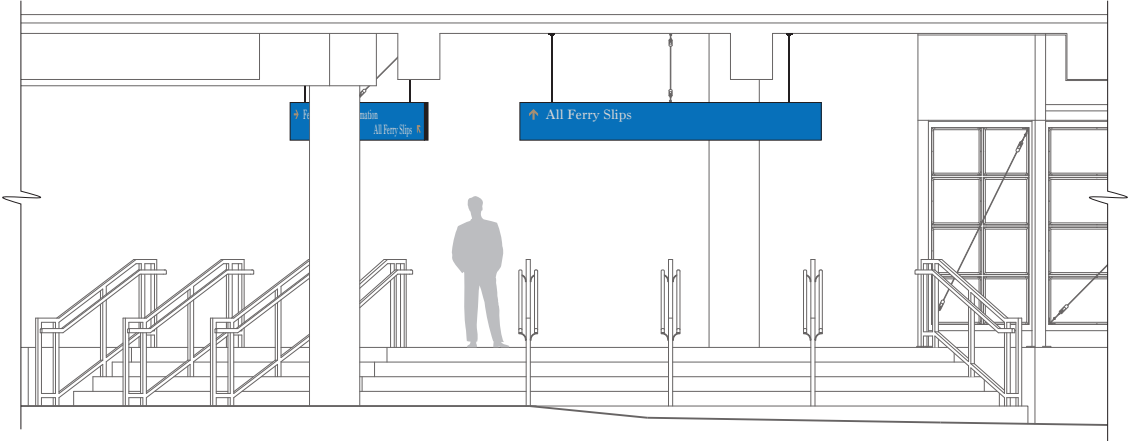
Created wayfinding signage for the award-winning renovation and restoration of this historic Beaux-Arts multi-modal transportation hub.

Designed at
TwoTwelve

Role
Lead Designer

Client
New Jersey Transit

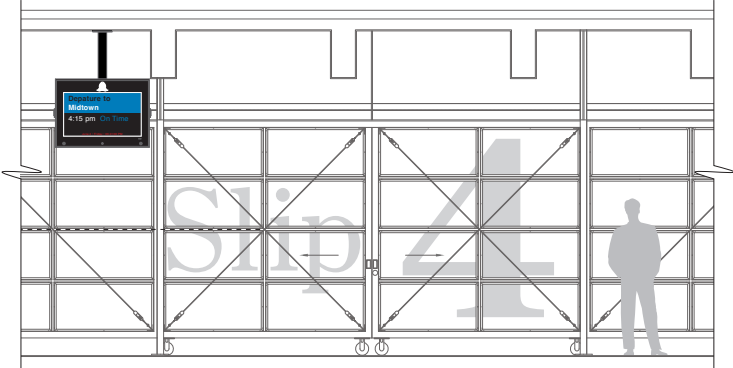
Collaborators
STV Incorporated
Beyer Blinder Belle



Directional Signage



Main Entrance Identification Signage



Slip Identification and Digital Signage



Waiting Hall Identification, Rules & Regulations and Digital Signage



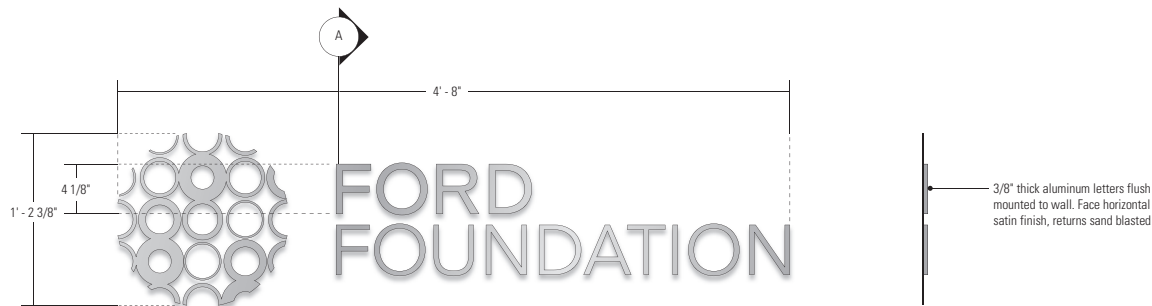
Ford Foundation

Created wayfinding signage for the temporary New York City headquarters for this globally oriented private foundation with the mission of advancing human welfare.

Designed at Gensler

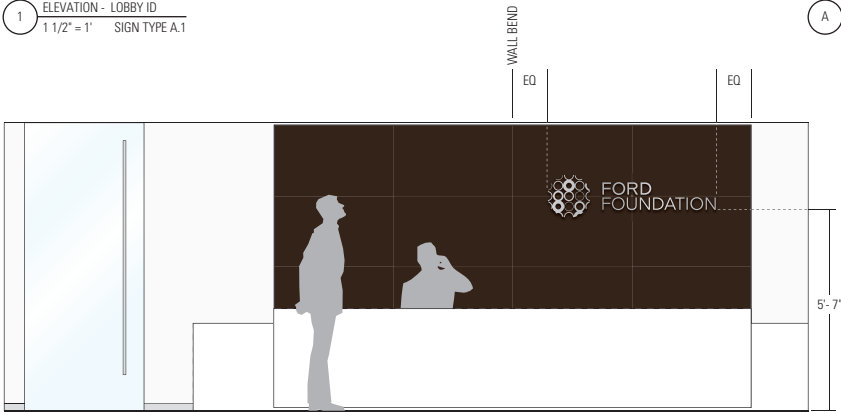
Role
Lead Designer/Consultant

Client
Ford Foundation



1 ELEVATION - LOBBY ID
1 1/2" = 1' SIGN TYPE A.1

A SECTION - LOBBY ID
1 1/2" = 1' SIGN TYPE A.1



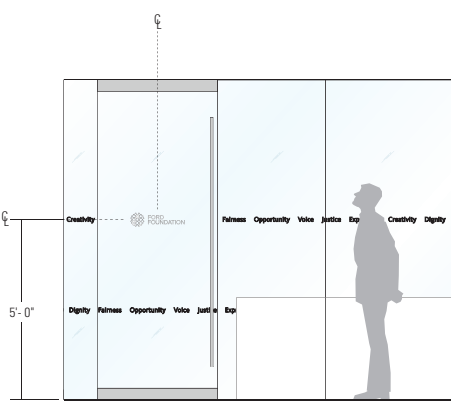
2 INSTALLATION ELEVATION - LOBBY ID
3/8" = 1' SIGN TYPE A.1

Lobby ID Signage



1 INSTALLATION ELEVATION - EVENT SPACE ID
3/8" = 1' SIGN TYPE A.3

Event Space ID Signage



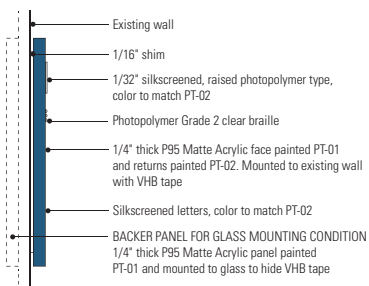
3 19TH FLOOR INSTALLATION ELEVATION - SMALL ENTRANCE ID
3/8" = 1' SIGN TYPE A.2

Glass Distraction Marking Signage

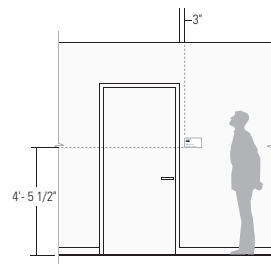


1 ELEVATION - TYPICAL ROOM ID - DOUBLE LINE
HALF SIZE SIGN TYPE H.1

Room ID Signage



A SECTION - TYPICAL ROOM ID
HALF SIZE SIGN TYPE H.1



3 INSTALLATION ELEVATION - TYPICAL ROOM ID
1/4" = 1' SIGN TYPE H.1

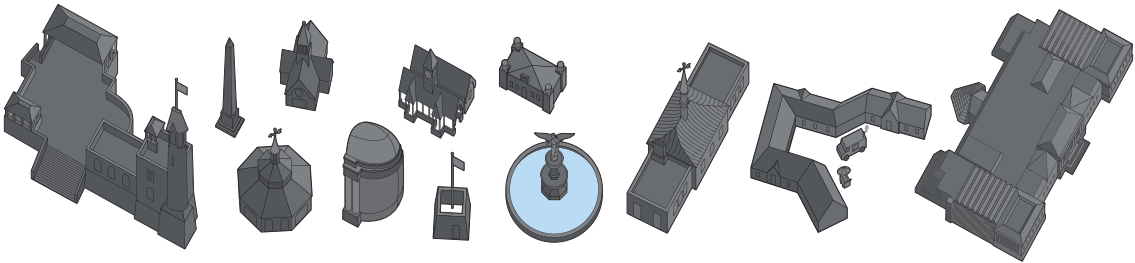
Central Park

Created digital wayfinding iPhone & iPad application for this historic park featuring custom multi-zoom level maps, GPS enabled touch screen map, subway information integration, routing pathways and an events database.

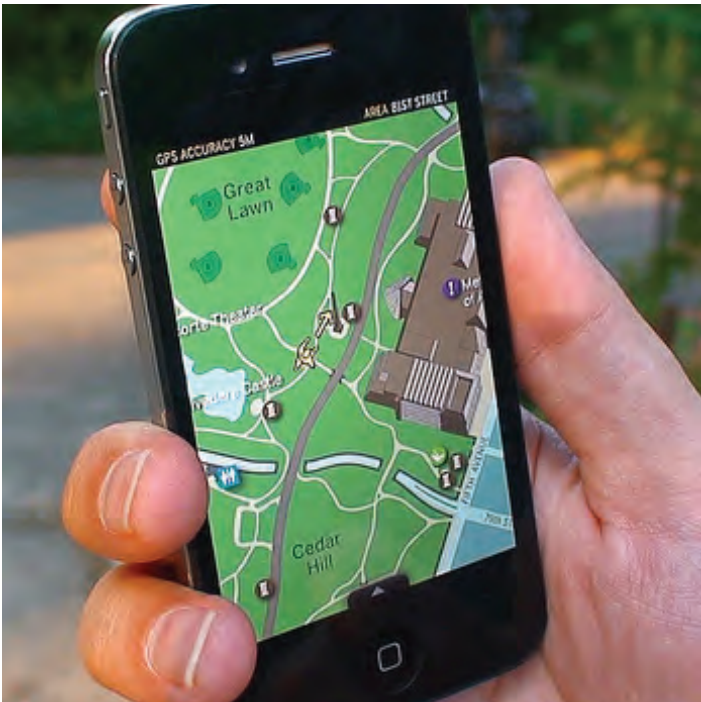
Designed at
W&Co

Role
Map Designer, Digital Map
Asset and Content Manager,
Photographer, Illustrator

Client
Self initiated



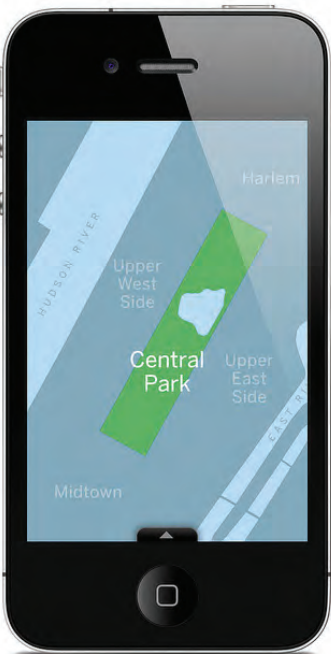
Custom Landmark Renderings



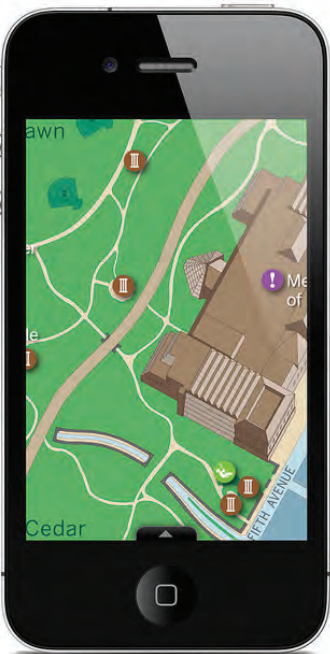
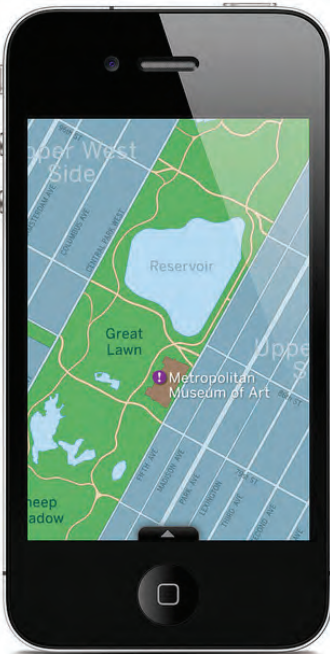
Custom GPS Enabled Touch Screen Map



MTA Subway Integration



Multi Zoom Level Map



Touch Screen Destination Pop Up

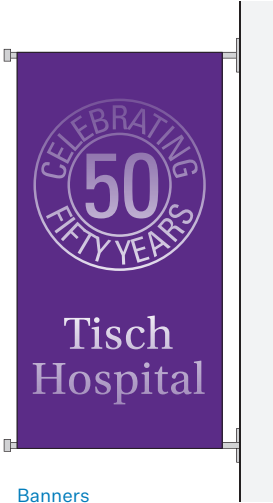
NYU Langone Health

Create environmental graphics, exhibit design and branding work for one of the nation's premier centers for excellence in clinical care, biomedical research and medical education.

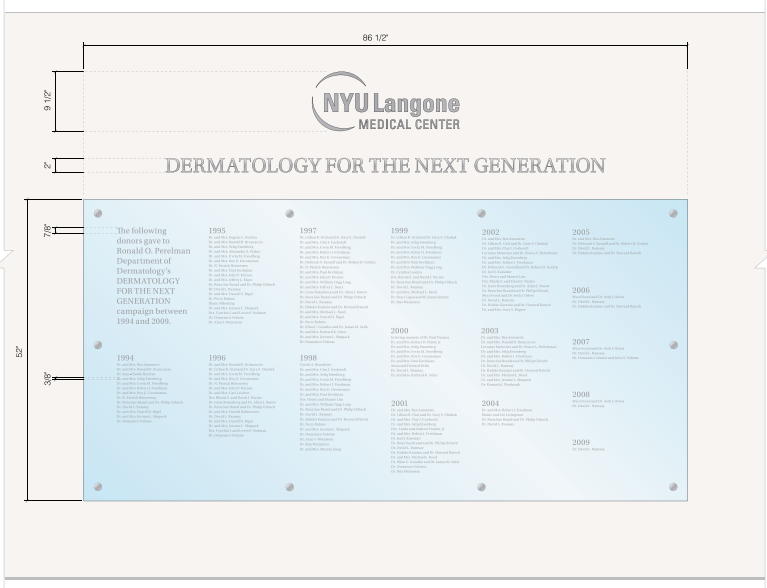
Designed at
Self Employed Design
Consultant

Role
Lead Designer, Illustrator

Client
NYU Langone Health



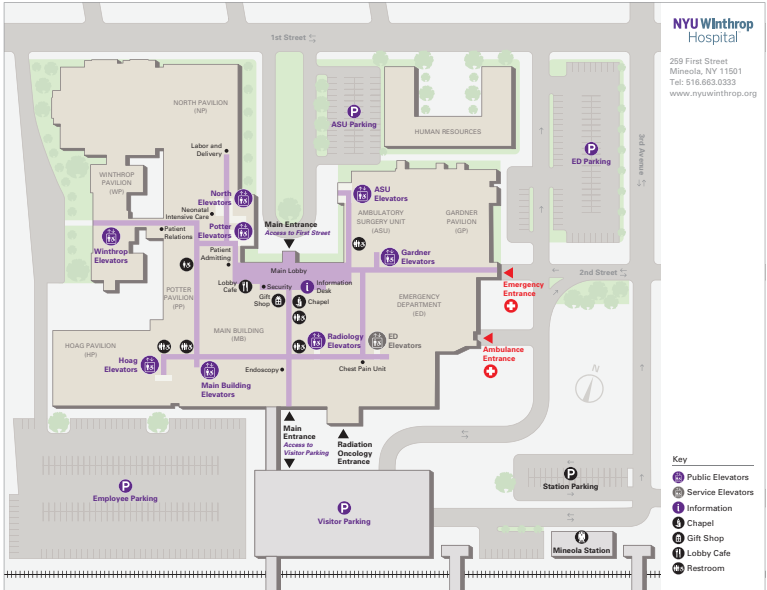
Banners



Donor Signage



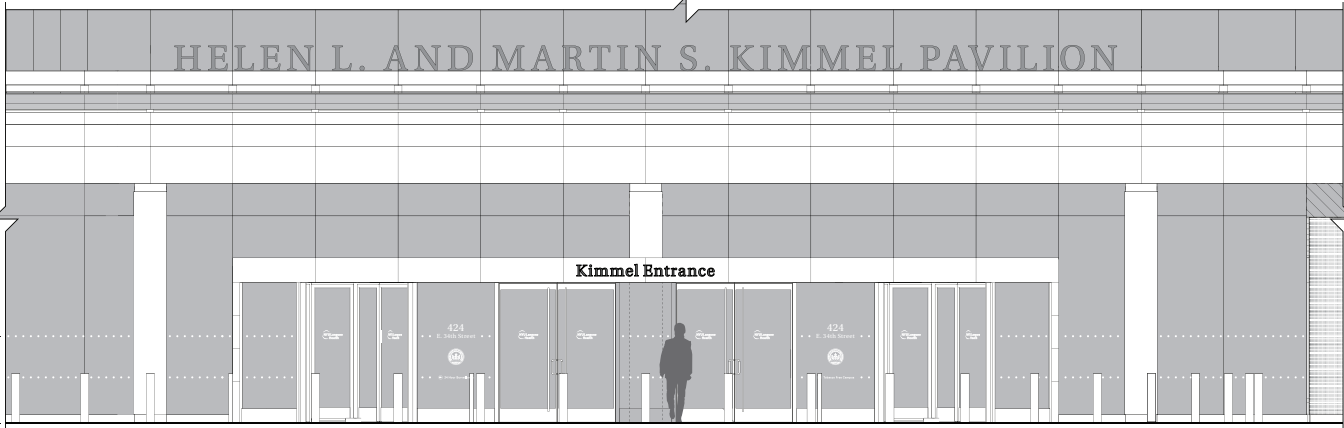
Custom Illustrations



Campus Map



Employee ID



Entrance Signage

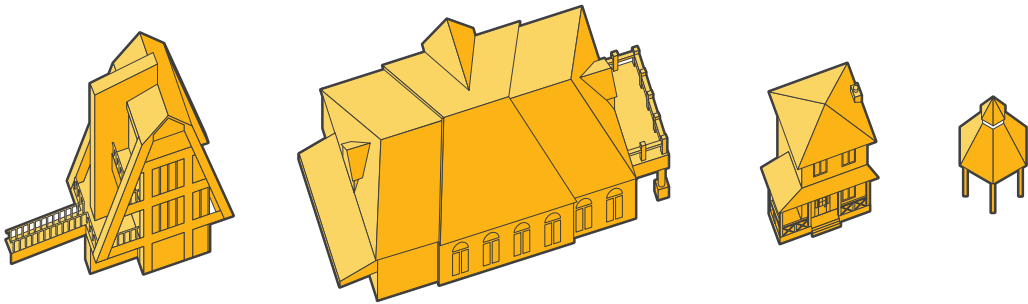
Mercer County Park Commission

Created award winning digital handheld mapping application.

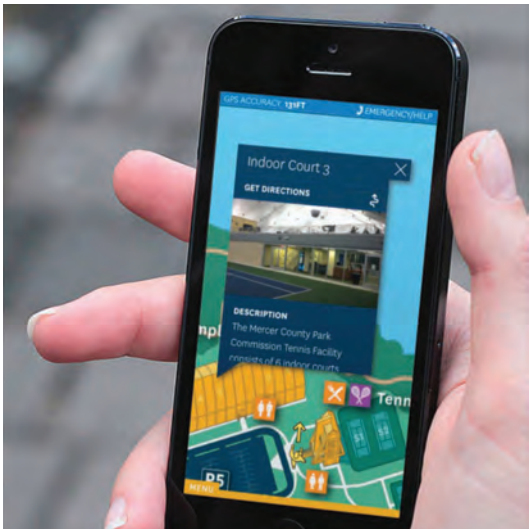
Designed at
W&Co.

Role
Map Designer, Digital Map Asset and Content Manager, Illustrator

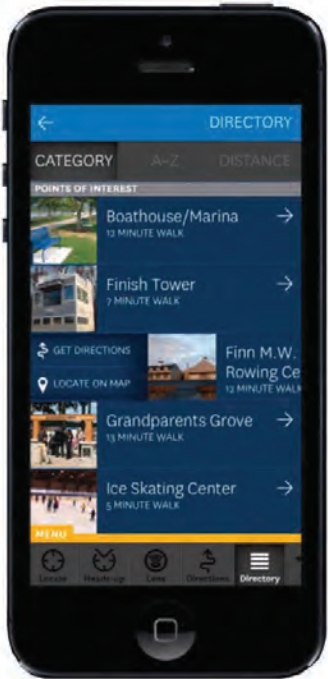
Client
Mercer County Park Commission



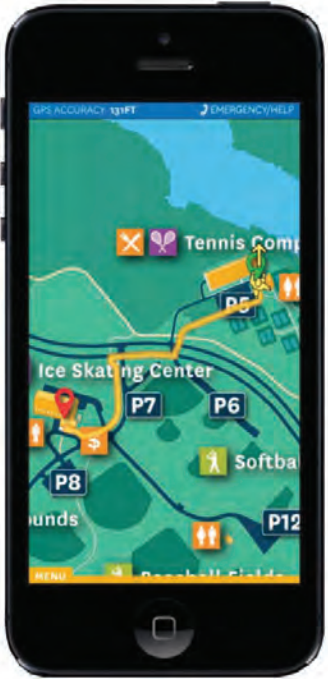
Custom Landmark Renderings



Interactive Touchscreen Map



Comprehensive Directory



Real-time Directional Routing



Custom GPS Accurate Multi Zoom Level Map

Mercer Meadows

Created wayfinding strategy, programming and signage for this historic New Jersey park.

Designed at
Two Twelve

Role
Senior Designer

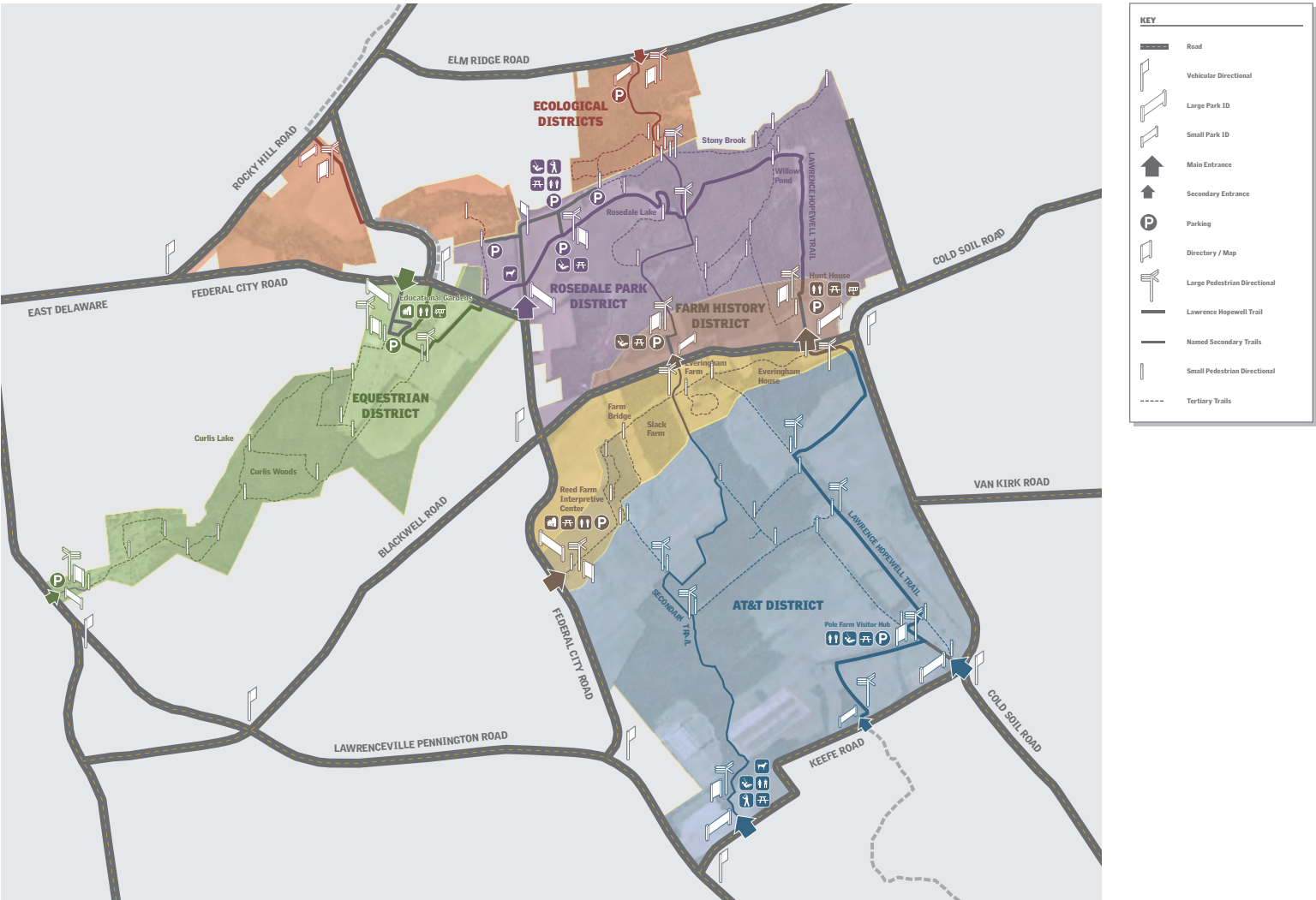
Client
Mercer County Parks
ETM Associates



Large Park ID Sign



Large Pedestrian Directional Sign



District Zoning and Signage Placement Wayfinding Study

Retail Signage Standards

Created retail signage rules and guidelines for this mixed use building located in New York City.

Designed at
Gensler

Role
Lead Designer/Consultant

Client
Empire State Realty Trust
250 West 57th Street



Retail Signage Logo Sizing Guidelines



Retail Signage Materials, Methods and Installation Guidelines

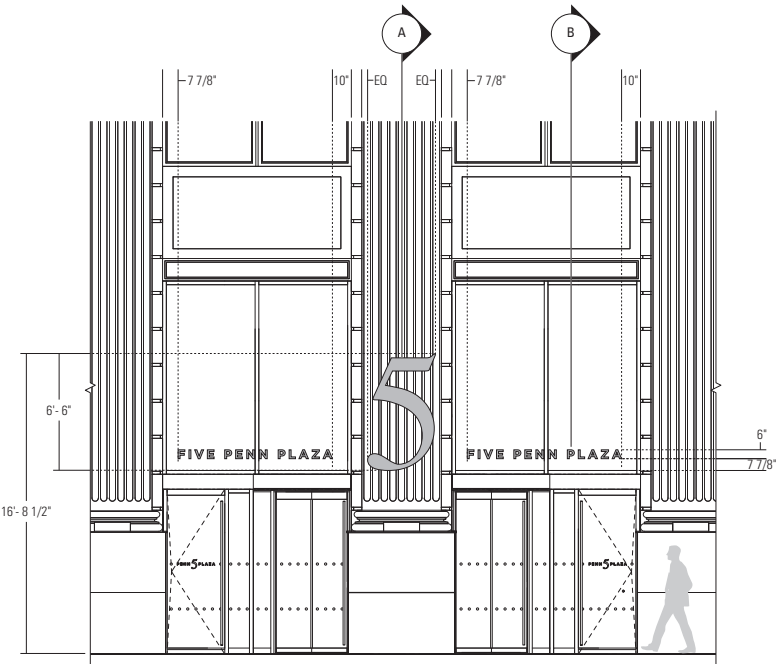
5 Penn Plaza

Created environmental graphics for the newly renovated entrance and lobby of this historic New York City landmark building.

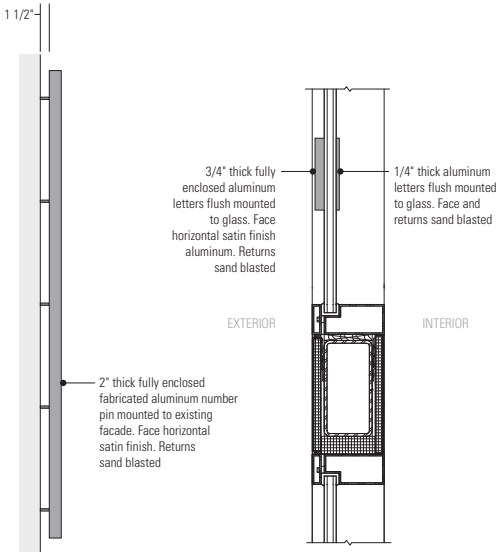
Designed at Gensler

Role Lead Designer/Consultant

Client CBRE



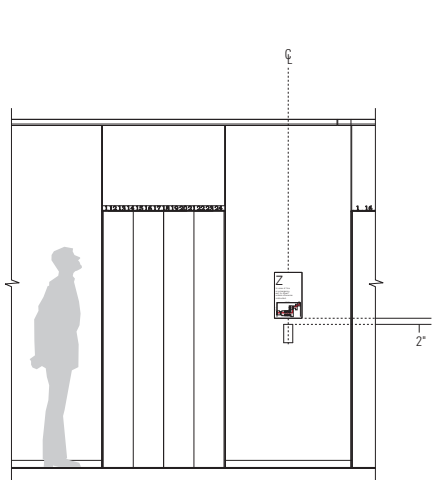
1 INSTALLATION ELEVATION - EXTERIOR BUILDING ID
3/16" = 1"
SIGN TYPES A & B



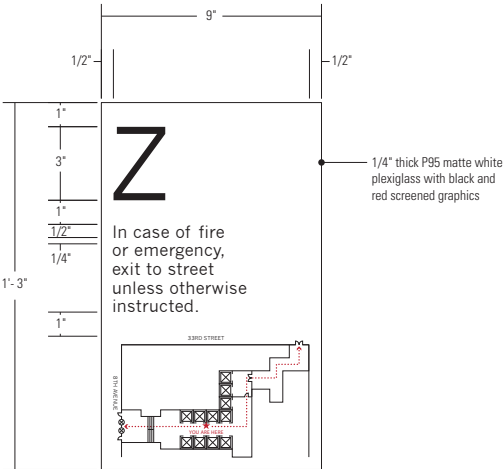
A SECTION - EXTERIOR BUILDING ID
3/4" = 1"
SIGN TYPE B

B SECTION - EXTERIOR BUILDING ID
1 1/2" = 1"
SIGN TYPE A

Main Entrance Signage Design Intent Drawings



1 INSTALLATION ELEVATION - ELEVATOR ID
3/8" = 1"
SIGN TYPE D



2 ELEVATION - ELEVATOR ID - LOCATION 1
3" = 1"
SIGN TYPE D

7 Bryant Park

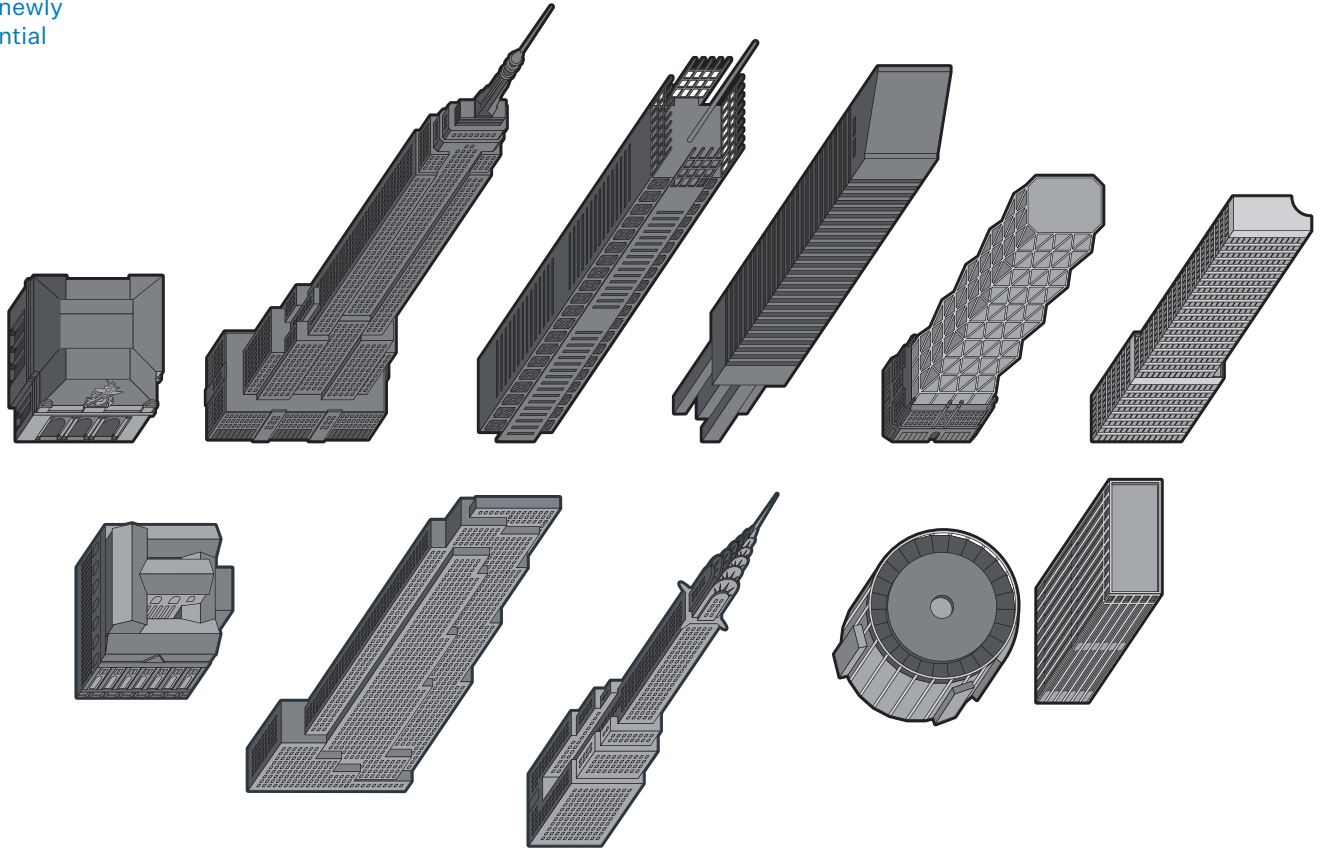
Created interactive neighborhood map with custom landmark building renderings for this newly constructed residential building.

Designed at
W&Co.

Role
Map Designer,
Illustrator

Client
Hines

Collaborators
Gensler



Custom Landmark Renderings



Custom Interactive Neighborhood Map

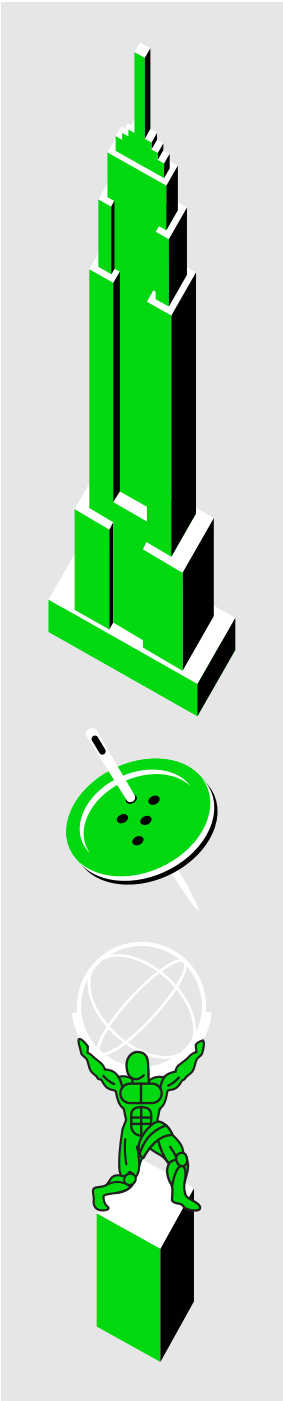
AIGA New York
Conference Digital Map

Created GPS accurate
multi-zoom level map of
midtown New York with
custom landmark renderings
for this conference app.

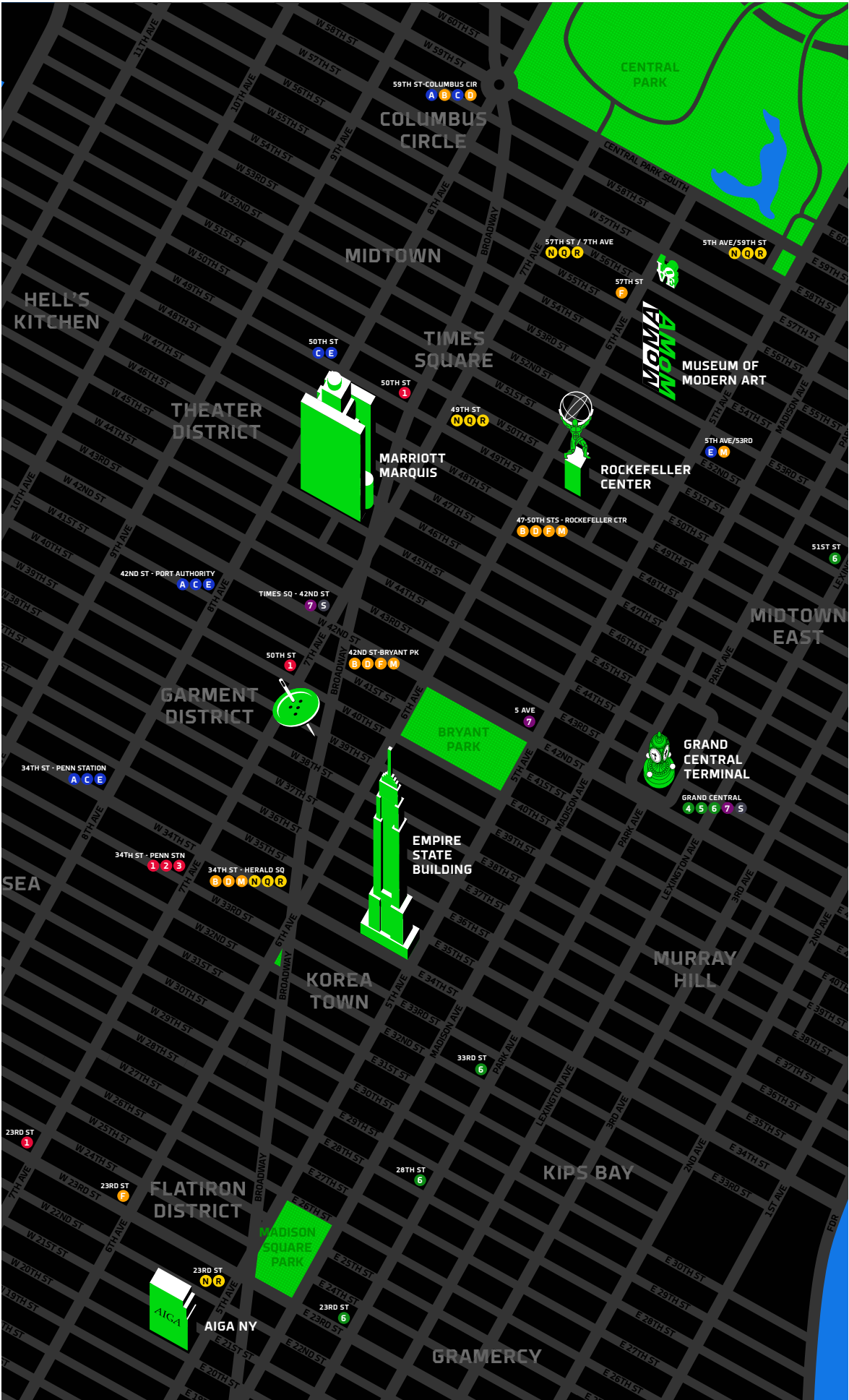
Designed at
W&Co

Role
Map Designer, Illustrator

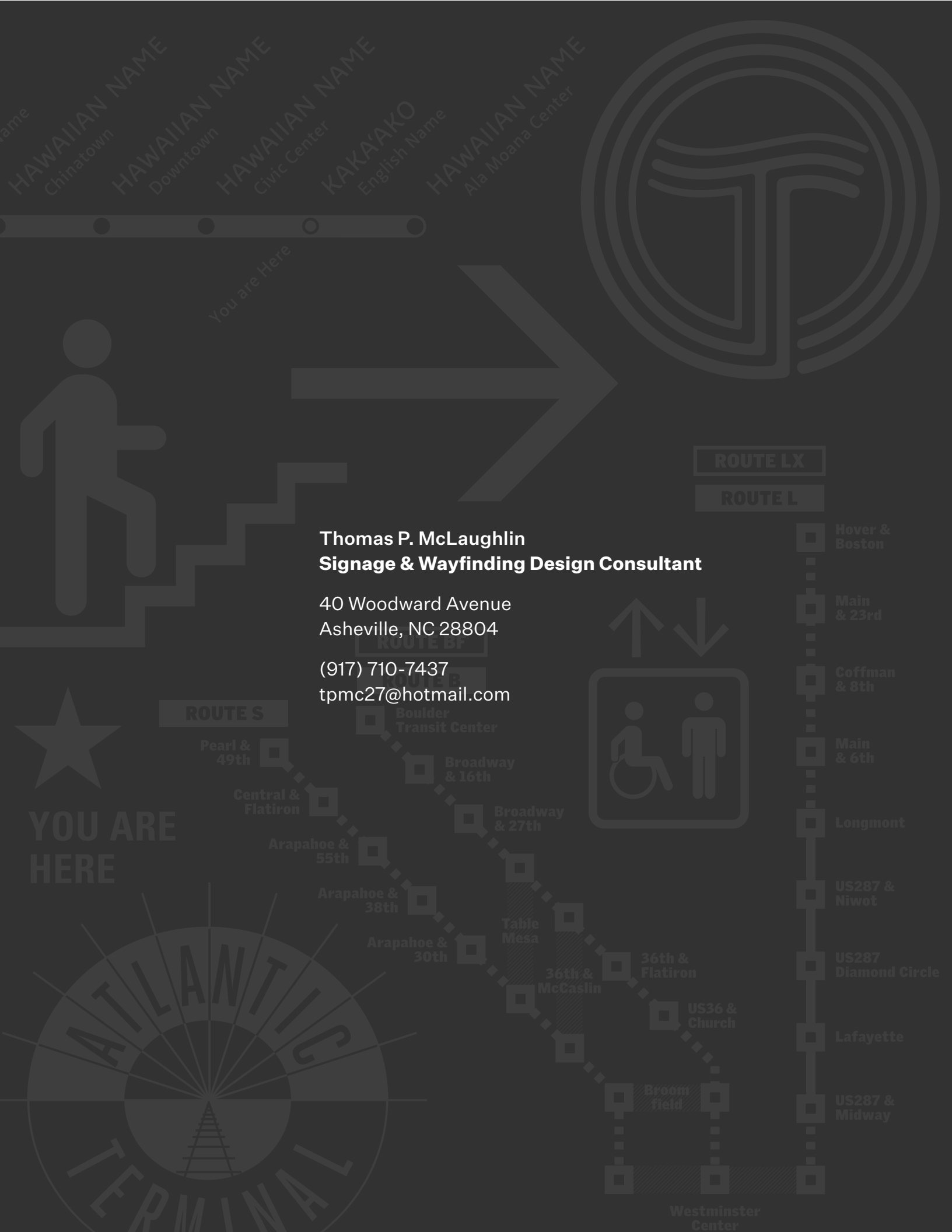
Client
AIGA (American Institute
of Graphic Arts)



Landmark Renderings



Multi Zoom Level Map



Thomas P. McLaughlin
Signage & Wayfinding Design Consultant

40 Woodward Avenue
Asheville, NC 28804
(917) 710-7437
tpmc27@hotmail.com

ROUTE LX
ROUTE L

- Hover & Boston
- Main & 23rd
- Coffman & 8th
- Main & 6th
- Longmont
- US287 & Niwot
- US287 Diamond Circle
- Lafayette
- US287 & Midway



ROUTE S

- Pearl & 49th
- Central & Flatiron
- Arapahoe & 55th
- Arapahoe & 38th
- Arapahoe & 30th
- Boulder Transit Center
- Broadway & 16th
- Broadway & 27th
- Table Mesa
- 36th & McCaslin
- 36th & Flatiron
- US36 & Church
- Broomfield
- Westminster Center

**YOU ARE
HERE**

