



Joseph Carter-Brown

President, AIGA Baltimore and
Serial Entrepreneur

Work Experience

Front-End Developer, Unleashed
Technologies

Co-Founder & Owner, Rogue Squirrel
Apparel

Instructor, The Creative Circus

Awards/Affiliations

Virginia Press Association Award
Winner

Advanced Achiever Award Winner
(Full Sail University)

Educational Background

B.S. Graphic Design, Full Sail
University

Design Thinking Fellow,
IBM Design Leadership F.ACT Summit

Presents

THE RAYMOND V. HAYSBERT, SR. ENTREPRENEURSHIP LECTURE SERIES

It's Just F(ric)king Design

Design is a broad specification with many disciplines, and naturally, with such an expansive set of tools, practices and thought processes, it can feel seemingly impossible to define. As a result, some have sought to create tightly controlled representations of what design actually is. However, this line of thinking can be to our detriment in the ever evolving design landscape; leaving design out of some rather important and influential conversations, when it could (should) have a bigger role in general. Why? Because design plays a role in pretty much everything we do.

In this talk Joe will discuss the importance of designers embracing their role as empathy dealers, and the core areas in which designers need to engage, be it as sales people, business leaders, or technologists...because in the end, it's all just "fricking design".

Monday, October 16, 2017

Noon - 1 p.m.

University Center 310

The Raymond V. Haysbert, Sr. Entrepreneurship Lecture Series provides a platform for successful entrepreneurs to candidly share their experiences and insights with UMBC students, faculty, alumni and the Baltimore business community. The series highlights experiences, lessons learned and unique issues and challenges faced by entrepreneurs in the creation of a new enterprise.