Design Philosophy

Be Good

Every project should benefit someone in some substantial way. Google's philosophy of "Don't be evil" really describes a sad mentality that as long as we're not harming someone, we can do whatever we want. I believe that we have more responsibility than that. Those of us with the skills and talents to implement change should do so. We owe it to those that we work for now, and those that come after us, to change things for the better. The projects that succeed at this idea are typically those that focus on the experience of the end user.

Work Hard

The early stages of design are easy. Identify a problem, and then solve it. The quality of the design is shown through the depth of consideration paid to a problem, and the effort made to ensure the proposed solution is the best course of action. This can mean anything from mechanical efficiency to social responsibility to cultural sensitivity. Laziness is exposed through homogenized solutions to similar, but not identical, problems.

Every detail of every project should be informed by the context that surrounds it. Empathetic responses towards clients create amazingly apt design solutions, often when the client can't fully explain their own needs. When no personal connection to a problem exists, research is essential to understanding the needs of those being served.

Be Aware

Aside from the International Space Station, spending $15,000 on a dining table is excessive. Renovating spaces frequently is wasteful. Responsible design is a mixture of functionality, durability, and timelessness; trends be damned. We must be aware of how our decisions have an impact on every scale of interaction, from a person in a space, to the planet as a whole.

Sustainability is a philosophy, not a buzzword. We cannot rely on salespeople to inform us about their "green" products, as the advertised information is not always inclusive of all available data.

Aesthetic Considerations

Nature

Drawing from nature, in form, function, concept, and intent, inspires me to try to find balance with artificially created aspects of design that are deemed necessary in contemporary society.

Editing

Simplicity balances complexity. Elegance lies in efficiency. High tech is not necessarily high function.