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BAC-7048

Contact Information

Contact Name	George Lim	Home Address	2001 Lincoln St. Unit 1210
Preferred Phone	303 408 6957	Home City	Denver
Preferred Email	george@tangramdesignllc.com	Home State	CO
Other Phone		Home Zip	80202
Other Email		County	Denver
DOB	[REDACTED]	Hispanic or Latino origin or Descent?	No
SSN	[REDACTED]	Race/Ethnicity	Asian
Gender	Male	Other Ethnicity	
Other Gender		Salutation	Mr.

Board Information

Board Name	Santa Fe Business Improvement District Board of Directors	Other boards or commissions served	
Status	New	Resigned	
Term Start Date			
Term End Date			

Work Information

Employer	Tangram Design LLC	Work Address	878 Santa Fe Dr. Unit 1
Position	Owner	Work City	Denver
Business Phone #	303 777 8878	Work State	CO
Work Email	george@tangramdesignllc.com	Work Zip	80204

Additional Information

Are you a registered voter?	Yes	Objection to appointment?	No
If so, what county?	Denver	Special Information	
Denver City Council District No	9		

Education and General Qualifications

Name of High School	Lakes High School	Name of Graduate School	Tyler School of Art / Temple University
Location of High School	Lakewood, WA	Location of Graduate School	Philadelphia, PA
# of Years Attended High school	3	# of Years Attended Graduate School	2
Did you Graduate	Yes	Did you Graduate	Yes

High School

Graduate Major MFA Graphic Design / Digital Media

Name of College University of Denver
 Location of College Denver, CO
 # of Years Attended College 4
 Did you Graduate College Yes
 Undergrad Major BFA Graphic Design

Reference Details

Reference Name #1 Rusty Brown Reference Email #1 rbrown@semplebrown.com
 Reference Phone #1 303 571 4137 Reference Address #1 1160 Santa Fe Dr. Denver, Co 80204

Reference Name #2 Angela Serravo Reference Email #2 angela@tangramdesignllc.com
 Reference Phone #2 720 270 1215 Reference Address #2 4832 South Delaware Street Englewood CO 80110

Reference Name #3 Matthew DeLade Reference Email #3 matthew@tangramdesignllc.com
 Reference Phone #3 484 896 0056 Reference Address #3 1607 East 23rd Ave Denver CO 80205

Agree to a background check

Owner Romsine Pacheco

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Notes & Attachments

G_Resume.pdf

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 Description
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YEARS OF EXPERIENCE 35

EDUCATION

BFA, 1988 University of Denver
Denver, Colorado

MFA 1995 Tyler School of Art
Philadelphia, Pennsylvania

TEACHING

University of Colorado School
of Environmental Design
Boulder, CO
Guest Lecturer

Kent State University Summer
Workshop, Kent, OH
Guest Instructor

ORGANIZATIONS

Art District of Santa Fe
Past Board Member

Society for Experiential
Graphic Design
*Past Board Member
Past Denver Chapter Chair*

American Institute of
Graphic Design
Past Board Member

Art Directors Club of Denver
Past President and Chairman

SPEAKING ENGAGEMENTS

Sign Research Foundation
Community Engagement
Zoom
March 2020

WAASLA Regional Conference,
Art of Recognition
Tacoma, Washington
September 2019

SEGD Annual Conference,
Young Designers Summit
Austin, Texas
June 2019

SEGD Annual Conference,
Young Designers Summit
Minneapolis, Minnesota
June 2018

SEGD Annual Conference
Academic Summit and Young
Designers Summit
Miami, Florida
June 2017

The Art of Mentorship
Denver, CO
July 2016

George Lim

Founding Partner / Tangram Design LLC

INTRODUCTION

With a master's degree from the Tyler School of Art in Philadelphia, Pennsylvania, a bachelor's degree from the University of Denver in Denver, Colorado, and over 30 years of professional experience, George has established himself as a national leader in the practice of environmental graphic design. George is an authority in the design of branded environments for culturally sensitive, municipal and private projects. His experience includes designing and implementing branded wayfinding signage systems and programming for municipalities, airports, universities, parks, retail environments, and transit stations.

As a guest lecturer at the University of Colorado, George commits his desire and passion to teach to all his projects. He delivers creative guidance, inspiration, and leadership to facilitate design solutions from conception to completion. He aims to communicate the specific mission and values of a project and create a positive and memorable experience which connects with people and engages their sensibilities.

With his broad range of knowledge and experience, George is equipped to create effective design solutions and ensure all project expectations and requirements are met or exceeded. He efficiently manages tasks, resources, costs, and responses to meet project needs. Additionally, his engaging character and practicality builds effective collaboration among team members and creates consensus among project stakeholders.

FIRM DESCRIPTION

Tangram Design is a creative firm whose success is driven by our people. We are committed to execute with excellence and apply innovative strategies and design

solutions to improve the social, economical and environmental well being of the communities we serve. Intertwining our passion for design and our desire to enhance our local and global communities, we use our design talent to create environments that communicate and increase the quality of the human experience.

Our design focus is the practice of environmental graphic design (EGD) — a discipline that encompasses the planning and design of signage and wayfinding systems, branded environments, exhibit design, and placemaking.

Our design team consists of an eclectic mix of designers whose backgrounds include graphic, architectural, and industrial design capabilities. From brand to structural design, integration with environment, and other project aspects, the diversity of our team ensures that every project is holistically explored and designed. Collectively, the unique make-up of our team provides our clients with a creative resource that effectively delivers high-quality, detailed, and context-sensitive design solutions.

DESIGN METHODOLOGY

Tangram uses design to solve problems, evoke emotions, build communities, and create environments that communicate and increase the quality of the human experience. Balancing form, function, visual communication, and technology with project goals, we adapt and tailor design solutions to meet the specific needs of the project, community, and the environment. We ensure that every project is holistically explored, designed, and professionally managed.

Professional Experience



MUNICIPALITY

City of Bethlehem, PA

Citywide Wayfinding Signage Program – Managed and leading the design team in the development of a branded vehicular and pedestrian wayfinding system for the city. Responsible for client relations and facilitating community engagement efforts.

Town of Bayfield, CO

Town Wayfinding Signage Program – Managed and led the design team in the development of a branded vehicular and pedestrian wayfinding system. Responsible for client relations and facilitating community engagement efforts. Providing construction administration services for fabrication of monument sign

Morgan County, CO

Tourism Wayfinding Signage Program – Managed and lead the design team in the development of a branded vehicular and pedestrian wayfinding system for the county. Responsible for client relations and facilitating community engagement efforts.

City of Port Angeles, WA

City Wayfinding Signage Program – Managed and lead the design team in the development of a branded vehicular and pedestrian wayfinding system for the city. Responsible for client relations and facilitating community engagement efforts.

Weber County, UT

Ogden Valley Wayfinding Signage Program – Managed and lead the design team in the development of a branded vehicular and pedestrian wayfinding system for the Ogden Valley that connects to trails and recreational assets. Responsible for client relations and facilitating community engagement efforts.

COLLEGE / UNIVERSITY

Laramie County Community College, Cheyenne, WY

Exterior/Interior Wayfinding System Master Plan
Led the creative team in developing the design of a modular exterior/interior wayfinding signage program. Directed project relations. Provided construction administrative services for the first phase of implementation of the exterior signage system. Continue to provide on-call services for the implementation of the interior signage program and other signage needs.

Central Washington University, Ellensburg, WA

Exterior Wayfinding Signage Plan

Managed the project and led the creative team in the design of an exterior signage program that used only green or sustainable materials or fabrication processes. Directed the project and client relations.

College of Southern Nevada, Las Vegas, NV

Exterior and Interior Wayfinding Signage Program

Led the creative team in developing the design of an exterior/interior wayfinding signage program. Worked with client to create consensus and establish design direction for the project among the steering committee. Worked with the design team to set the signage design and wayfinding standards. Oversaw the fabrication and quality control of the final product, during the construction administration phases of the project.

TRANSPORTATION

Metropolitan Transportation Commission, San Rafael, CA

San Rafael Hub Signage Program

Organized and coordinated with MTC and project stakeholders to gain participation in the Hub Signage Program. Directed and assisted the design team in creating comprehensive reports for the each of the transit hubs around the Bay Area. Led the design team in developing the graphic standards for the signage system.

Phoenix Sky Harbor International Airport, Phoenix, AZ

Signage and Wayfinding Master Plans for Roadway, Curbside, Interior and Public Parking

Directed the design team in developing the signage design and graphic standards for the airport's roadway, curbside and interior wayfinding signage master plan. Led the team in defining the signage and wayfinding master plan for entire public parking system which included both parking garages and surface lots.

Mineta San José International Airport, San José, CA

Airport Exterior/Interior Signage Program and Guidelines

Directed the design team in the development of the graphic standards and created the wayfinding and signage guidelines for the exterior and interior signage systems. Directed the design of the directory maps that are used throughout the airport.

Additional project experience and references available upon request.



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BAC-6939

Contact Information

Contact Name	Russell (Rusty) Brown	Home Address	450 Race St.
Preferred Phone	3032634412	Home City	Denver
Preferred Email	rbrown@semplebrown.com	Home State	CO
Other Phone		Home Zip	80206
Other Email	rbrown@semplebrown.com	County	Denver
DOB	[REDACTED]	Hispanic or Latino origin or Descent?	No
SSN	[REDACTED]	Race/Ethnicity	Caucasian
Gender	Male	Other Ethnicity	
Other Gender		Salutation	

Board Information

Board Name	Santa Fe Business Improvement District Board of Directors	Other boards or commissions served	Maintenance District 05 Santa Fe Drive Pedestrian Mall B
Status	New	Resigned	
Term Start Date			
Term End Date			

Work Information

Employer	Semple Brown Design, PC	Work Address	1160 Santa Fe Dr.
Position	President	Work City	DENVER
Business Phone #	3032634412	Work State	CO
Work Email	rbrown@semplebrown.com	Work Zip	80204

Additional Information

Are you a registered voter?	Yes	Objection to appointment?	No
If so, what county?	Denver	Special Information	
Denver City Council District No	10		

Education and General Qualifications

Name of High School	Casady School	Name of Graduate School	
Location of High School	Oklahoma City	Location of Graduate School	
# of Years Attended High school	4	# of Years Attended Graduate School	
Did you Graduate	Yes	Did you Graduate	

High School

Graduate Major

Name of College University of Oklahoma
 Location of College Norman, OK
 # of Years Attended College 5
 Did you Graduate College Yes
 Undergrad Major BSED; B. Architecture

Reference Details

Reference Name #1 Andrea Barela
 Reference Phone #1 3035348342x110

Reference Email #1 abarela@newsed.org
 Reference Address #1 2120 W. 7th Ave.; Denver, CO 80204

Reference Name #2 Jackie Bouvier
 Reference Phone #2 720/838-8299

Reference Email #2 director@santafebid.org
 Reference Address #2 725 Santa Fe Dr.; Denver CO 80204

Reference Name #3 Lindi Sinton
 Reference Phone #3 720/284-3300

Reference Email #3 lsinton@voacolorado.org
 Reference Address #3 2660 Larimer St.; Denver CO 80205

Agree to a background check

Owner Romaine Pacheco

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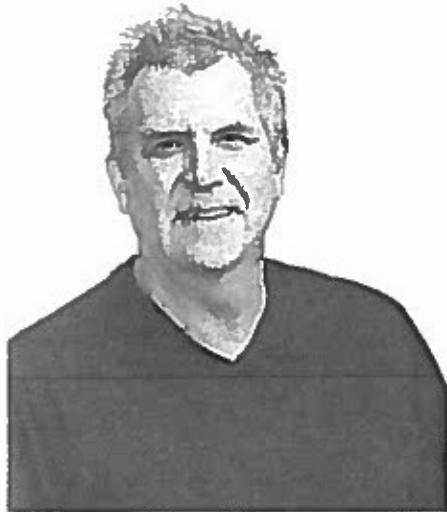
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Notes & Attachments

Sample Brown_Rusty Brown resume.pdf

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PROJECT ROLE:
CORC & SHELL DESIGN PRINCIPAL



RUSTY BROWN

AIA, NCARB | PRINCIPAL

BIO

As President of Semples Brown Design, Rusty Brown oversees the overall management operations of the firm. Rusty is a skilled administrator of large, complex projects with more than 35 years of experience in design, management, production, and construction administration. His specialty lies in adaptive-reuse and new construction within historic districts. His work encompasses a number of Denver's most beloved urban spaces including: The Ellie Caulkins Opera House, Temple Buell Theatre, and Larimer Square Master Plan and Revitalization.

RELEVANT EXPERIENCE

- Block A Mixed Use Project
- Denver Union Station Historic Terminal Assessment
- Larimer Square Revitalization Improvements
- Ellie Caulkins Opera House at the Quigg Newton Theatre
- Lowenstein Retail Center & Parking Garage
- King Performing Arts Center Program and Design



BLOCK A MIXED-USE PROJECT

EDUCATION

- Bachelor of Architecture, University of Oklahoma, 1978
- Bachelor of Science in Environmental Design, University of Oklahoma, 1977



LOWENSTEIN RETAIL CENTER & PARKING GARAGE

PROFESSIONAL AFFILIATIONS

- Denver Country Club Neighborhood Committee Member, Chair, and Design Review Board
- Santa Fe B.I.D. Chairman
- Licensed Architect