



Greg Gibilisco is the director of visual design and senior designer at MAYA. Greg was born and raised in none other than Omaha, Nebraska! When he was twelve years old, he completely rebuilt the engine of his mini motorcycle. That created in him an affection for man-made systems and working with his hands. A.K.A. it created a spark to create human centered design. Greg ventured to Pittsburgh, Pennsylvania for school. He first went to La Roche College where he received a bachelor degree in graphic design. He then attended Duquesne University where he received a master's degree in communication and rhetorical studies. Greg worked for BNY Mellon as an associate creative director. There, he led a team of designers in creating the brand and identity system for the new company. The company was formed in 2007 and was a merge of Mellon and The Bank of New York. Greg now works for MAYA. Here, he is in charge of leading and growing a group of very talented designers. He encourages his

employees to make as a way of thinking. When faces with demanding design challenges, he asks them to take provocative, inspired approaches to find a solution. Alongside working for MAYA, Greg is also an instructor for LUMA institute. There, he teaches people how to improve innovation within their companies by using various methods of human centered design. Alongside the vast portfolio that he is apart of with MAYA, Greg also has a personal portfolio. These are things that he creates on his own in between his two jobs. It includes things like posters and exhibition layouts and designs. Greg also acts as the AIGA President for the Pittsburgh chapter. He has also won awards from the AIGA, one of which was for design excellence for a project through MAYA for StoryCorps. I searched long and hard to find a quote from Greg himself, I even searched his twitter for an awe inspiring tweet, but I couldn't find a thing. Finally, after deep digging, I found a quote from and

interview and article about one of the MAYA projects. It just so happened to be about the project that he won the AIGA award for. The quote reads, "The StoryCorps interview encourages meaningful conversations. We've found a way to use technology to preserve an experience that is extremely personal, without being obtrusive." If you remove the first sentence about StoryCorps, it turns to be a very useful quote because it is talking about none other than human centered design which the whole business and his work is centered around. Greg also posts on his about me page that a quote that inspires him is "The test of the machine is the satisfaction it gives you. There isn't any other test. If the machine produces tranquility it's right. If it disturbs you it's wrong until either the machine or your mind is changed." by Robert M. Pirsig. Greg has been a huge contributor in the world of human centered design. He has helped to create amazing pieces of new and innovative work that not