

FRED DUST

“When you’re building a new space, the client has to own it. So we are at our best when we’re teaching our clients how to be their own design advocates.”



ABOUT

Fred Dust is a partner and a practice lead at IDEO.

As a partner at IDEO, Fred Dust works with leaders and change agents to help reach the potential of innovation in networks of business, government, and society. He Currently serves on IDEO.org's Board of Directors, the Board of Governors at Parsons, The New School, and the Advisory Board for Aspen Institute's Business and Society Program. Fred is a speaker, advisor, and lecturer and lectures on various topics including design methodology. Fred holds a bachelor's degree in art history from Reed College and a master's in architecture from the School of Environmental Design at UC Berkely. He has helped The American Red Cross redesign the donation experience and the Transportation Security Administration evolve airport security, as well as work with Nike executives, patients and staff for Mayo Clinic and Kaiser Permanente.

IDEO

IDEO IS A GLOBAL COMPANY THAT
CREATES IMPACT THROUGH DESIGN

IDEO is a global company founded by David Kelly, that creates impact through design. IDEO takes a human-centered, design based approach to helping organizations in the public and private sectors to innovate and grow. IDEO helps build creative culture and the internal systems required to create and sustain innovation. IDEO is made up of 550 individuals, and is located 5 different areas in the U.S. including Boston, Chicago, and New York as well as abroad.

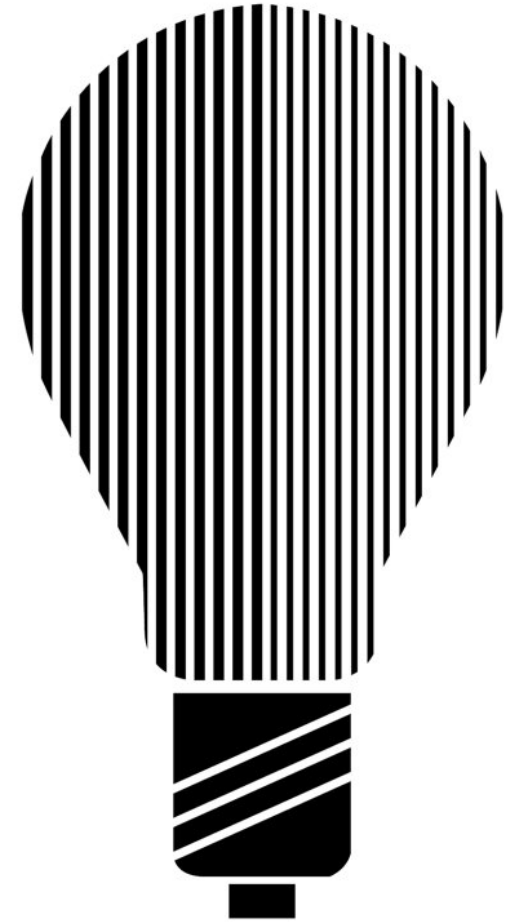


DESIGN THINKING

DESIGN THINKING IS A PROCESS, CREATIVE NEW AND INNOVATIVE IDEAS TO SOLVING PROBLEMS

“Design thinking is a human-centered approach to innovation that draws from the designer’s toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success.”

—Tim Brown, president and CEO



HELVETICA

HELVETICA IS A WIDELY USED SANS-SERIF TYPEFACE DEVELOPED IN 1957

Helvetica was developed by a Swiss typeface designer Max Miedinger with the help of Eduard Hoffmann. Max Miedinger was born in Zurich in 1910. Max became an apprentice typesetter at a book printing office and later enrolled in the School of Arts & Crafts. He worked for an advertising studio called Globe, where he worked as a typographer. He then was a designer at the Haas Foundry in Switzerland, where he was commissioned to produce a typeface that was a more modern version of the typeface Akzidenz-Grotesk, and as a result he created the most widely used sans serif typeface of the 20th century, Helvetica.



BEBAS NEUE

BEBAS NEUE IS A SANS SERIF FONT FAMILY BASED ON THE ORIGINAL

Ryoichi was born in 1978 in Nagoya, Japan. He has had an interest in Graphic Design and art since a very young age. It was when he was studying graduate school of Architecture, that he decided to devote his time to typefaces. He started his own foundry in 2005 and has released over 15 fonts including Bebas Neue. He currently works in Tokyo as an architect and graphic designer.

