

Past work**RESEARCH**

Data gathering/organization
Function-related user research
Communication strategy and planning
Information architecture

DESIGN

Charts, diagrams and maps
Environmental graphics, wayfinding
Building sign systems
Explanatory infographics
Presentations
Data visualization
Brochures
Annual reports
Copywriting
Illustration

COMMUNICATE

Master planning studies
Design documentation
Specification guides
Analysis reports
Identity manuals
Asset management plans

William Bardel, Principal

William Bardel has designed a wide range of projects involving communication design, wayfinding, and systems architecture for print, web, and the urban environment. As an information designer with 8+ years of experience in design, writing and editing, he applies cognitive science (such as visual perception, cognition, and psychology) with design to create work that balances utility with aesthetics. The result of this approach is design that not only looks good, but also functions effectively to make complex ideas and spaces simple and accessible through better organization and structure.

Bardel has worked as a design consultant at several companies and institutions, including Joel Katz Design Associates in Philadelphia, Resort Technology Partners in Colorado, Concrete Media in New York, The Hillier Group Architects, and The Metropolitan Museum of Art. He holds a Masters of Design in communication planning and information design from Carnegie Mellon University (2001), a BA in English from Kenyon College (1997), and has studied information design at the Rhode Island School of Design (1999).

Bardel has written and lectured about visual perception, data visualization and urban wayfinding at Carnegie Mellon University: "Depth cues for information design" (2001) "Dynamic ski map: data visualization" (2001), "Developing a pedestrian wayfinding strategy for the urban landscape" (2004). His writing on visual perception was included as a chapter in the book "Mind Hacks", by the O'Reilly Press (2004). His diagram work was featured in "Best Informational Diagrams II" by, PIE Books in Japan (2004).

Bardel will be teaching a course on idea/concept visualization and sketching at the Computer Human Interaction (CHI) conference in San Jose in April, 2007.

Professional affiliations

SEGD (Society of Environmental Graphic Designers)
AIGA (American Institute of Graphic Arts)

William Bardel, Principal**Work history**

- Sept 06–Present **LUMINANT DESIGN**, Cochranville, PA
- Mar 03–Jul 06 **JOEL KATZ DESIGN ASSOCIATES**, Philadelphia, PA
Designer/Project manager
- Mar 02–Aug 02 **RESORT TECHNOLOGY PARTNERS, LLC**, Vail, CO
Information design contractor
- Jun 01–Feb 02 **PARTY RESOURCES, LLC**, Kent, CT
Technical consultant/administrative assistant
- Jul–Aug 00 **CONCRETE MEDIA**, New York, NY
User interface architect intern
- Oct 97–May 99 **THE HILLIER GROUP**, Princeton, NJ
Architect intern (Sci-Tech buildings studio)
Web content coordinator/marketing associate
- Jul–Aug 95–97 **THE LAWRENCEVILLE SCHOOL**, Lawrenceville, NJ
Assistant coordinator for outdoor education programs
- Jul 93–Aug 93 **THE METROPOLITAN MUSEUM OF ART**, New York, NY
Design department intern

Education

- Grad. 2001 **CARNEGIE MELLON UNIVERSITY, SCHOOL OF DESIGN**, Pittsburgh, PA
Masters of Design: Communication planning and information design
- Jun–Jul 98 **RHODE ISLAND SCHOOL OF DESIGN**, Providence, RI
SIGDS program in information design and typography
- Grad. 1997 **KENYON COLLEGE**, Gambier, OH
B.A. English