



*I lead design that connects
people, brands, and spaces.*



Working Philosophy

All design is ultimately done by humans, for humans.

Over time I've learned that design is a team sport. We're coming together as a group of creators bringing something into the world meant to be seen, used, and experienced. I tend to think about the work through four connected practices:

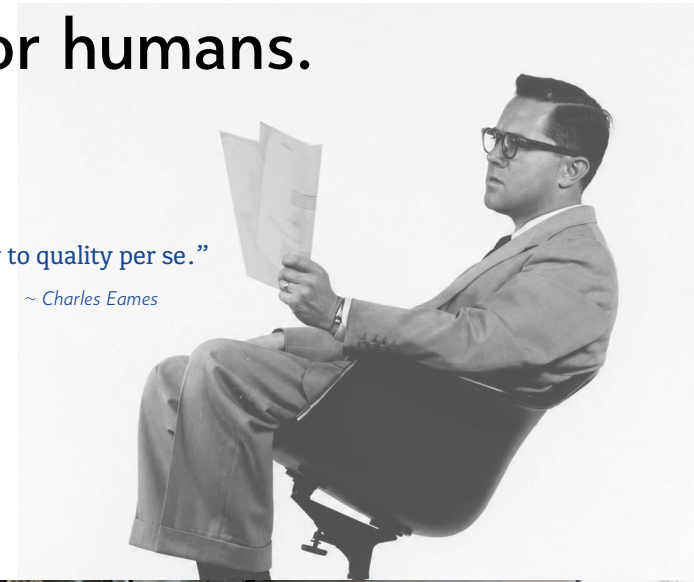
looking closely, **understanding** what matters, **collaborating** with the people involved, and **making** ideas tangible. We move back and forth between them as the work develops.

"Eventually everything connects...

people, ideas, objects...

...the quality of the connections is the key to quality per se."

~ Charles Eames



LOOKING

Pay attention.
Ask questions.
Listen more than you talk.
The useful stuff is often hiding in plain sight.



UNDERSTANDING

Now, what does all of this actually mean?
Find the patterns, question the assumptions.
Figure out what really matters.



COLLABORATING

Good ideas get better when the right people are in the room. Share early, listen well, challenge respectfully, and build on each other's thinking.



MAKING

Get it out of your head and into the world.
Sketch it. Mock it up. Build it. See what happens. Then make it better.



See clearly. Think deeply. Work together. Make it real.



Carnegie Mellon University

Pittsburgh, PA

Signage + Wayfinding + Environmental Graphics





Children's Museum of Pittsburgh

Pittsburgh, PA

Environmental Graphics + Experiential



Woodlawn Lofts / Trek Development

Pittsburgh, PA

Brand Identity + Environmental Graphics



09

COLLATERALS

Collateral & Implementation

Flexibility for future use.

These materials extend the Woodlawn Lofts brand into everyday touchpoints. Use them consistently to create a cohesive, welcoming experience for residents, guests, leasing teams, and the surrounding community.

FONT LICENSING NOTE

Canela Regular requires proper licensing for production and digital use. Vendors are responsible for obtaining appropriate licenses for any new materials they produce.

01 WELCOME GUIDE



02 STATIONERY



03 ENVELOPE / PACKET



04 TOTE BAG



05 MAILER



06 IMPRINTED MUG



BRAND ASSETS PROVIDED

LOGO FILES: .AI, .EPS, .SVG, .PDF, .PNG, .JPG

PATTERN FILES: .AI, .EPS, .SVG, .PDF, .PNG, .JPG

COLOR SPECIFICATIONS: HEX, RGB, CMYK

TYPOGRAPHY: Canela Regular (headlines)
Humanist 777 BT Roman (body copy / UI text)

BRAND GUIDE: (this document) PDF format

VENDOR IMPLEMENTATION NOTE

Vendors may adapt layouts and production techniques to suit specific formats, materials, and applications, provided the approved logo, color palette, typography, pattern, and overall visual character remain consistent with this brand system.

USAGE NOTE

These tools support daily operations and marketing efforts. Use them consistently, and always with restraint. The goal is a cohesive experience that feels warm, refined, and connected.

For questions about usage or access to brand assets, contact the brand steward or property management team.

IMPLEMENTATION PRINCIPLES

PROTECT THE BRAND

Use approved assets and preserve logo integrity.

STAY CONSISTENT

Use the established palette, typography, and pattern system.

KEEP IT SIMPLE

Avoid unnecessary effects, clutter, or over-decoration.

THINK RESIDENT-FIRST

Materials should feel useful, welcoming, and easy to understand.



Carnegie Science Center - RoboWorld

Pittsburgh, PA

Environmental Graphics + Experiential



Enso Village / The Kendal Corporation

Pittsburgh, PA

Brand Identity + Environmental Graphics





Pittsburgh Zoo + PPG Aquarium

Pittsburgh, PA

Environmental Graphics + Experiential





Phipps Conservatory and Botanical Gardens

Pittsburgh, PA

Environmental Graphics + Experiential



RESUME

EXPERIENCE

Metaform Design Group / Founder / 2015 - Present

Pittsburgh, PA

Independent design practice focused on environmental graphics, wayfinding, brand development, architectural signage, and built experiences. Lead business development, client relationships, multidisciplinary teams, and projects from early strategy and design direction through documentation, fabrication coordination, and implementation.

Scott AG / Design Studio Manager / 2022 - 2025

Santa Rosa, CA

Led the in-house environmental graphics design studio serving developers, architects, and civic clients. Directed design development, client presentations, team performance, production coordination, and design-to-build workflow across large-scale projects.

Studio A.M. / Creative Agency Director / 2021 - 2022

Pittsburgh, PA

Directed creative strategy and daily operations for a multidisciplinary art and design studio, leading a 15-person team across production, marketing, events, sales, and client work.

Sign Pro Architectural / VP of Operations / 2015 - 2021

Renfrew, PA

Led operations, strategic planning, team development, financial planning, and workflow across design, sales, production, and project delivery for an architectural signage company.

Sign Innovation / Vice President / 2003 - 2015

Harmony, PA

Led design, client relationships, project execution, and business development for complex wayfinding, architectural signage, and branded-environment programs. Helped grow annual revenue from \$1.8M to \$3.2M while improving profitability.

FastSigns / Operations / Corporate Trainer / 1997 - 2003

Pittsburgh, PA

Developed the Gatekeeper System of Production Management, adopted across more than 400 franchise locations. Trained owners, managers, and production teams in workflow, accountability, and operational performance.

EDUCATION + TRAINING

LUMA Institute - Human-Centered Design / Facilitation

SEGD - Environmental Graphic Design & Wayfinding

Southern Methodist University - Computer Science

United States Navy Class "A" Technical School - Avionics

SELECTED IMPACT

Design Leadership

Led designers and multidisciplinary teams across branding, signage, wayfinding, environmental graphics, documentation, fabrication, and installation.

Client Leadership

Primary client-facing leader with developers, architects, ownership groups, and civic agencies, leading client relationships, presentations, proposals, and project teams from early concept through implementation.

Process & Team Development

Built workflow, scheduling, communication, mentoring, and handoff systems that improved clarity, accountability, and design-to-production coordination.

Design-Build Fluency

Practical knowledge of materials, fabrication, installation, code, field conditions, budgeting, and production realities informs the creative process.

James "JJ" Potasiewicz

CREATIVE DIRECTOR

DESIGN LEADER

DESIGN-BUILD STRATEGIST

Pittsburgh, PA

jjpotasiewicz.com

jj@metaformdg.com

412.400.0047

*I do my best work where design,
people, business and the realities of
making things all come together.*

