

# Gregory Giordano, A.I.A.

gregory@gregorygiordano.com

FD2S; AUSTIN, TEXAS  
2003 TO PRESENT

**Associate and Engagement Director; Houston Office Director, 2003-04.**

Responsibilities include strategic and design engagement leadership, process definition and documentation, practice group leadership, marketing, and sales. Expertise includes translating client needs and objectives into actionable design problems, directing design teams, and exceptional presentation skills. Ongoing leadership role developing, defining, and selling fd2s' industry-leading wayfinding offering.

**M. D. Anderson Cancer Center:** Design, strategic, and management lead for a revolutionary multi-disciplinary integrated wayfinding system ([www.fd2s.com/access](http://www.fd2s.com/access)). Components include interior and exterior signage, printed maps, training strategy and materials, communication tools, wayfinding web site and touch screen kiosks, maintenance software, and maintenance business process design.

**Integrated Wayfinding Systems:** Ongoing leadership role developing, defining, and selling the industry-leading service package. Developed fundamental logic components of the Integrated Wayfinding System and generated original interaction models for Wayfinding Maintenance Software ([www.fd2s.com/software.php](http://www.fd2s.com/software.php)) and patent-pending touch screen kiosk and web site software.

**Other Clients:** Texas Medical Center, The Methodist Hospital, Memorial Hermann, Spectrum Health, UCSF Medical Center, Rush University Medical Center, University of Kansas Medical Center, Seton Family of Hospitals, Alegent Health, Central DuPage Hospital, UMass Memorial Medical Center, George Bush Intercontinental Airport.

**Sales:** Generated \$9MM in sales, won eight major new clients, 2003 to present.

GENSLER; HOUSTON, TEXAS  
1997 TO 2002

**Senior Associate.** Responsibilities included project design and project management on architecture, interior architecture, master planning, and environmental graphics projects.

**Retail and Entertainment Projects:** Acropolis Shopping Center, 1000 Main Retail Level, Bayou Place, Calhoun Square, Continental Airlines, Movie Gallery Prototype.

**Master Planning:** 1100 Louisiana Master Plan (Hines), Woodlands Town Center Village, Cap Cana, Houston Museum District Charette, DaMeisha Master Plan, Paseo Olímpico Master Plan.

**Corporate:** Hines, Enron, Exxon.

**Healthcare:** Belmont Village: created and implemented a branded prototype for a 100,000 square-foot assisted living building; design, management, and coordination for twelve locations nationally.

**Cultural:** Museum of African American Culture, Houston.

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## BRAND+ALLEN; HOUSTON, TEXAS 1995 TO 1997

Staff Architect with project management responsibilities on numerous retail projects: A/X Armani Exchange, Landry's Seafood Restaurant, Mikimoto, Via Spiga.

## PREVIOUS EXPERIENCE

**1993-5** Ray Bailey Architects; Houston, Texas.

**1993** Morris Architects; Houston, Texas.

**1992** Alamo Architects; San Antonio, Texas.

## EDUCATION

**2006** The University of Texas at Austin, Professional Development Center, Process Mapping course.

**2001** The University of Texas at Austin, Visiting Critic, Branding Studio.

**1992** The University of Texas at Austin, Bachelors of Architecture, High Honors.

## CONFERENCES

**2006** American Institute of Architects National Convention, Speaker, "Reinventing Wayfinding at M. D. Anderson Cancer Center".

**2005** Second International Conference on Patient- and Family-centered Care, Presenter.

**2004** Health Care Design 04, Panelist.

## AWARDS

**2005** SEGD Honor Award: Access wayfinding system, M. D. Anderson Cancer Center, Houston, Texas.

**2003** ASID Award: Retail for Acropolis, Santo Domingo, Dominican Republic.

**1999** ASID Award: First Place, Commercial for Belmont Village, West University.

## PROFESSIONAL AFFILIATIONS

American Institute of Architects

Society of Environmental Graphic Design

Rice Design Alliance

## OTHER

**2003** Stages Repertory Theater, Board of Directors.

## PORTFOLIO

A portfolio is available upon request or from [www.gregorygiordano.com](http://www.gregorygiordano.com).