DESIGN IN PUBLIC.
a strategic initiative of AIA Seattle

2019 Design Blog Interview Questions

Please share:

1. **Photograph of yourself** (headshot, candid, or portrait, etc.) @ 72dpi, JPG, GIF, or PNG, 1200px on short side. No more than 2mb.
2. **3-5 images of your design work and/or you in action** @ 72dpi, JPG, GIF, or PNG, 1200px on short side. No more than 2mb. *(If you have video, please share Youtube or Vimeo link.)*
3. **100-200 word bio.**
   Design Goggles is a podcast centering on the evolution of the world around us through the lens of design. Architecture, interior design, graphic design, fashion, art, tech, UX and more — no corner of the design world is off-limits as we invite guests to share with us how design informs their work, life, and the spaces they inhabit. Hosts Charles Fadem and Rachel Simrell Scott are both recovering architects. Charles now focuses on commercial interiors, and Rachel on marketing and branding.

<u>**What is your:**</u>

Name as you would like it to appear in print - Rachel Simrell Scott
Pronoun Preference – he/she/they - she
City or cities in which you are based - Seattle
Affiliation (company, organization, etc.) - Board & Vellum, Emerald Seven
Job title or role - Director of Visual Design at Board & Vellum, Principal & Owner at Emerald Seven
Design field(s) - Brand Identity, Content Strategy, Visual Design
Website URL (optional) - https://www.boardandvellum.com/podcasts/design-goggles/
@Twitter (optional) - @designgoggles
@Instagram (optional) - @designgogglespodcast
Facebook Page (optional) - https://www.facebook.com/designgogglespodcast/
Email address for readers to contact you (optional) - rachel@boardandvellum.com

Please answer questions 1 & 2 below, then select _at least 3_ additional questions. (You can include as many responses as you'd like.)

1. **What does BALANCE mean to you when you think about design?**
   I'm hard pressed to think of an example of great design (in any field) that didn't consider balance, and I don't mean only in an aesthetic or a functional sense, either.
   You can't achieve or maintain balance with a short-term mindset. True balance requires a long view and a _growth_ mindset. We might all aspire to be a part of something that lasts — but you don't do that by solving a problem with the quickest, cheapest approach. Design success comes from balancing what you know _now_ with what you _think_ might be the case in the future.

2. **What design/social trends (past or present) inspire your practice?**
   Resiliency, adaptability, longevity, and quality are my design philosophy anchors.

3. How do you explain what you do for a living?
   I use design to solve problems. Sometimes it manifests in physical objects you can touch, sometimes it manifests in digital spaces you experience, and sometimes it manifests in the structural processes of an organization.

4. What are your go-tos for when you're seeking inspiration?
   Art, science, nature, visual culture, history… Nothing like going down an interdisciplinary rabbit hole to find that exciting link that sparks your next idea.

5. Tell us about a project that you worked on that you are most proud of.
   I've found it very fulfilling to collaborate across my roles at two companies: Board & Vellum, where I am lucky to spend my time in both design and strategy, and Emerald Seven, a company I co-founded with my partner Blake Scott, where we design and build human-centered digital products. So often, in fields designing and building digital or physical spaces, a project ends with a "launch" or a "move in" and that's it, the job is done. But, of course, the world is not static! When you forge long-lasting professional partnerships, it allows projects to not simply end with a "launch," but rather to evolve as companies and conditions change. My current favorite example of this in my own professional life is the Board & Vellum website, which, through my work at both companies, has become a "living" project: growing and evolving through concept, design, and production, with numerous integrative iterations over several years. It's that constant and continual iteration of design and development that really excites me.

6. If you were to give a [TED talk](), what would it be about? What's your "idea worth spreading"?
   No one is an expert in _everything_. Most people aren't an expert in _anything_. And those that _are_ experts at something often have incredibly huge blind spots. Be amazing at _something,_ but don't succumb to tunnel vision, and don't be fooled by people who already have. Seek collaboration and integrative design processes wherever you can, because none of us exist alone, and the complex, messy problems we face in this world aren't going to be solved by one person working in a vacuum.

7. My favorite thing about my city is...

I've been a Seattleite since I was two and I can count on one hand other cities I've visited that tick all the boxes Seattle does: great food, great views, great culture, great neighborhoods, great people, great weather (yes, even the rain). I love that I get to call it home.

8. If you could sum up your outlook on life in a bumper sticker, what would it say?

My outlook on life doesn't fit on this sticker.

9. Why do you do what you do? What do you want to leave behind for future generations?

I can't *not* do what I do — problem-solving through design makes my day a little better, and I hope, other people's day, too. We will always face new challenges, many of which will be ones we couldn't even imagine today. My hope is that those of us learning how to solve today's challenges (large and small) will pass on not only the progress we've made, but the design and problem-solving skills we've honed along the way.

10. What is your super power?

I see details most people miss. It's a super power, but — I suppose like all super powers — it's also a curse.