

■ THOMAS D. PROCTOR

Experiential Graphic Designer/Program Manager
Certified Adobe Professional

DIGITAL AND STATIC SIGNAGE SYSTEMS



PORTFOLIO

Integrating environmental graphic design and signage systems to optimize spatial navigation, enhance user experience, promote safety, and ensure ADA-compliant accessibility in public spaces.

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Introduction



Sr. Experiential Graphic Designer

Thomas D. Proctor

Certified Adobe Professional

“Environmental graphic design turns public spaces into intuitive experiences—where every sign guides, informs, and connects people effortlessly.”

Experiential design in static and digital signage systems plays a vital role in shaping how people navigate and connect...

At the forefront of experiential design in the Nation's Capital is Thomas D. Proctor, whose leadership and vision have guided the design and implementation of major transformation projects across D.C., Maryland, and Virginia. Thomas excels at managing cross-functional teams—both within WMATA and through contracted partnerships, ensuring collaboration, consistency, and innovation at every stage.

Thomas' unwavering commitment to ADA policy, Fire & Life Safety code compliance reinforces his dedication to accessibility and public safety.

As both a skilled designer and strategic manager, Thomas brings a unique blend of creativity, technical expertise, and operational insight that strengthens his teams.

A background as a multimedia designer and marketing specialist further enhances Thomas' ability to craft compelling, functional, and user-focused communication systems that improve public spaces for all.

Design Philosophy

I believe the most effective design communicates clearly and intuitively removing unnecessary complexity to let form and function speak for themselves. By prioritizing simplicity, legibility, and purpose, visual solutions guide, inform, and engage without saying more than necessary.

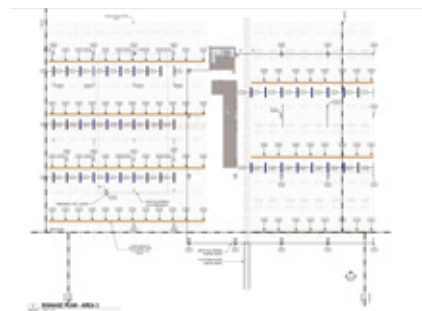
- Clarity Over Complexity
 - Purpose-Driven Design
 - Hierarchy and Legibility
 - User-Centered Thinking
-

Project 1

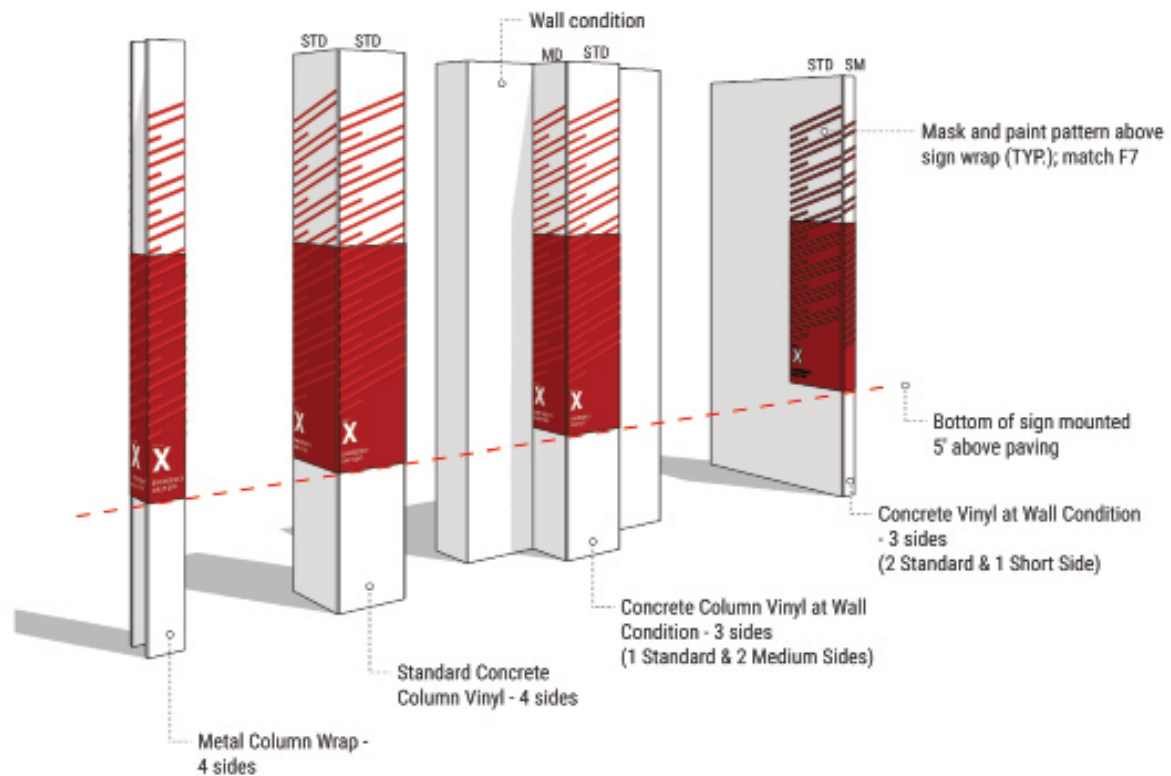
BLADENSBURG BUS

Bladensburg Bus Garage Rehabilitation Project

The WMATA Bladensburg Bus Garage project is a full reconstruction of a 1962 facility in Northeast Washington, D.C., aimed at supporting a modern, zero-emission bus fleet. The new LEED® Platinum-designed garage will house up to 300 buses, including infrastructure for electric charging and sustainability features like solar panels and rainwater harvesting. Construction is phased through 2028 to maintain continuous operations, starting with the maintenance facility and followed by employee parking and bus parking areas. WMATA is actively engaging the community throughout the process to ensure transparency and collaboration.



“Clear wayfinding signage in fleet and transit facilities is critical to ensuring safety, organization, and operational efficiency. In a culture grounded in safety, effective signage enables staff to navigate spaces confidently, perform tasks accurately, and maintain coordination across teams. This visual clarity reduces risk, streamlines workflows, and strengthens communication throughout the facility.”



01. Site Plan

Aided in the development of CAD drawings showing the project's plan view. Provided bridging documents with emphasis on signage placement.

02. Review of Design Submittal

Reviewed, edited and modified architectural drawings.

03. 3D Renders & Final Presentation Images

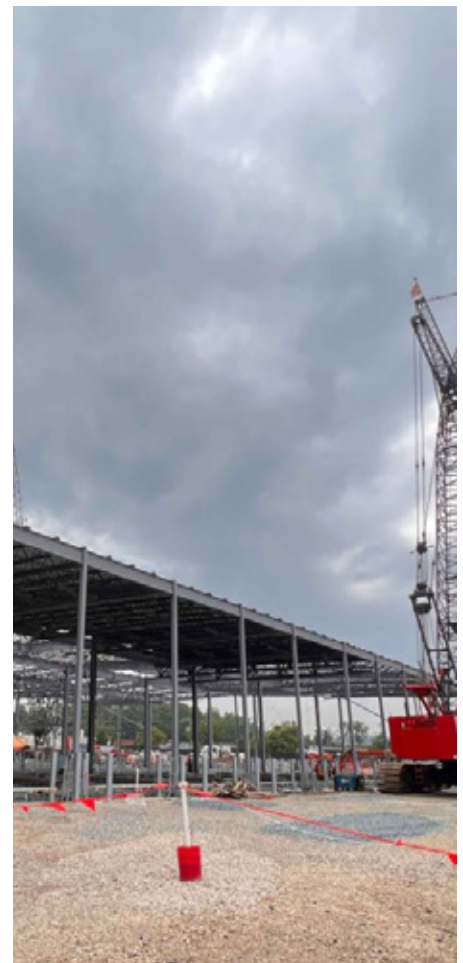
Directed the creation of 3D composite renderings and other media for presentations.

04. Design Process

Coordinated and communicated design guidelines. Participated in regular project development meetings and submittal reviews at 30%, 60%, and 90% design milestones.

05. Materials & Specifications

Communicated specifications and criteria for materials included in contract bridging documents and deliverables. Reviewed physical material samples and finishes.



Project 2

CRYSTAL CITY STATION

Crystal City Station: New Entrance

WMATA is building a new east entrance to the Crystal City Metrorail Station at 18th Street South and Crystal Drive to improve access, capacity, and connectivity in the National Landing area. The \$146 million project will include a new pavilion with elevators, stairs, and fare equipment, and is expected to be completed by 2027.



“The new Crystal City Metrorail entrance features modern design and digital signage that enhance the user experience at every touchpoint. Real-time displays and intuitive wayfinding guide passengers seamlessly from entry to platform, improving accessibility, clarity, and overall transit efficiency.”



01. Site Plan

Mapped the site plan for digital and static wayfinding signage. Identified and assisted with safety signage requirements.

02. Floor Plans & Sections

Reviewed, edited, and modified architectural drawings.

03. 3D Renders & Final Presentation Images

Directed the creation of 3D composite renderings.

04. Design Process

Communicated design guidelines. Coordinated and participated in regular project development meetings and submittal reviews at 30%, 60%, and 90% design milestones.

05. Materials & Specifications

Communicated specifications and criteria for materials included in contract bridging documents. Reviewed material and finish selections.



Project 3

BALLSTON STATION

Ballston Station: New Entrance

WMATA and Arlington County are developing a new west entrance to the Ballston-MU Metrorail Station to improve access, reduce congestion, and enhance emergency egress. The \$177 million project will include elevators, stairs, a mezzanine, and a new underground passage, with construction expected from 2026 to 2029.



“The Ballston new entrance project re-imagines traditional WMATA design elements with a fresh, modern approach. It blends classic Metro brown finishes with digital customer information displays to enhance both function and aesthetics. The glass and granite elevator headhouse adds a refined architectural presence to the surrounding landscape.”



01. Site Plan

Surveyed site and drafted signage placement plan. Identified modifications required for existing signage.

02. Floor Plans & Sections

Reviewed, edited and modified architectural drawings.

03. 3D Renders & Final Presentation Images

Directed the creation of 3D composite renderings. Retouched photographs taken by others for presentations.

04. Design Process

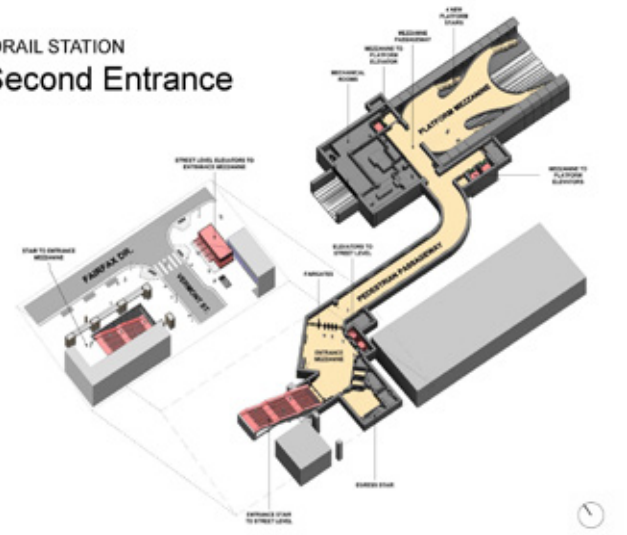
Communicated design guidelines. Coordinated and participated in regular project development meetings and submittal reviews at 30% and 60% design. Prepared comments prior to public comment sessions.

05. Materials & Specifications

Communicated specifications and criteria for materials included in contract bridging documents.



BALLSTON METRORAIL STATION
Proposed Second Entrance

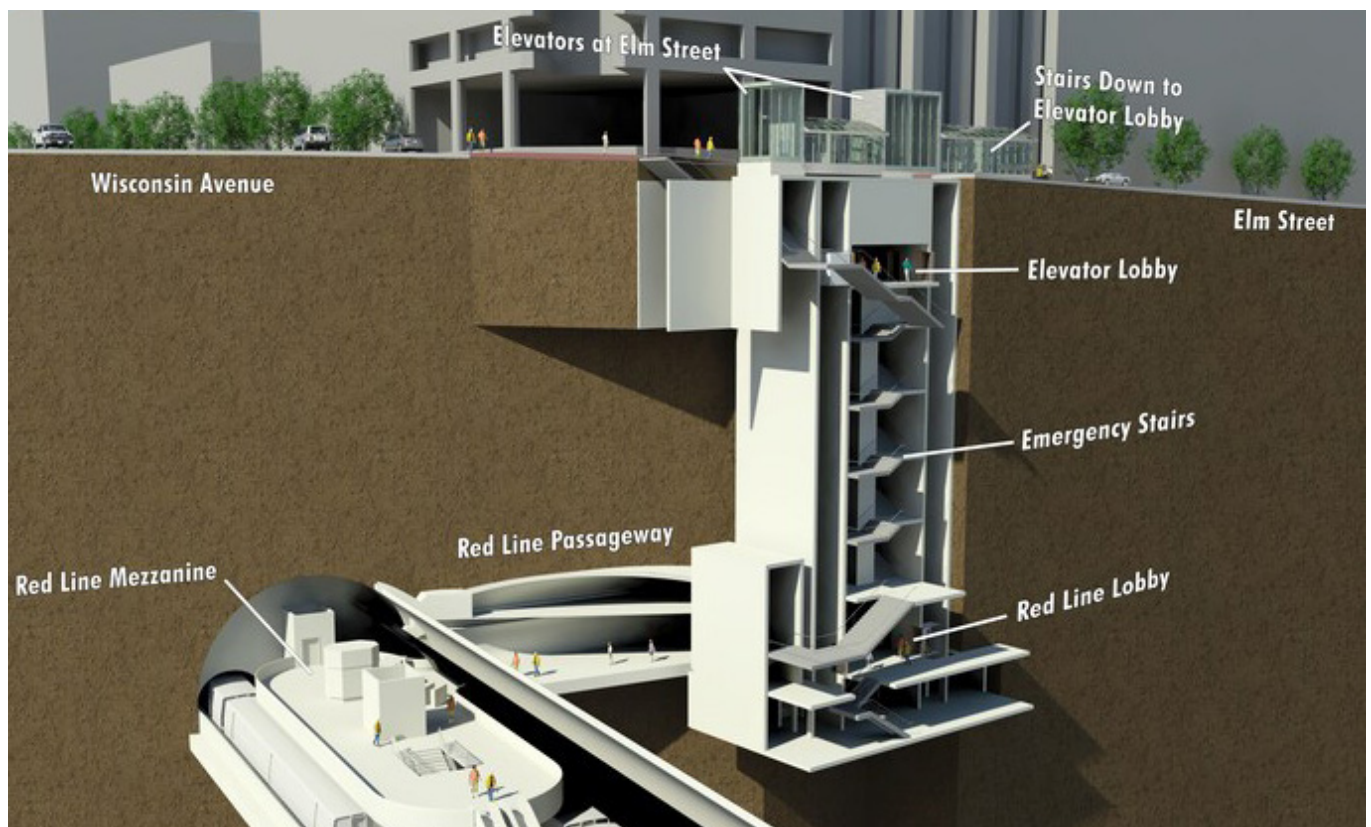


Project 4

BETHESDA STATION

Bethesda Station/MTA Purple Line

The WMATA Bethesda Station is being upgraded to improve accessibility, passenger flow, and connectivity with the MTA Purple Line, including a new south entrance at Elm Street with high-speed elevators and improved pedestrian access. This integration supports seamless transfers between heavy rail and the new light rail system.



"The new Bethesda Station mezzanine enhances connectivity and accessibility between the Red and Purple Lines with modern elevators and escalators. Updated digital and static signage offers real-time information and clear wayfinding, making navigation easier for passengers. Together, these improvements create a more efficient and user-friendly transit experience."

01. Site Plan

Reviewed contractor-developed project documents. Emphasis on sign placement. Reviewed for design consistency and compliance.

02. Floor Plans & Sections

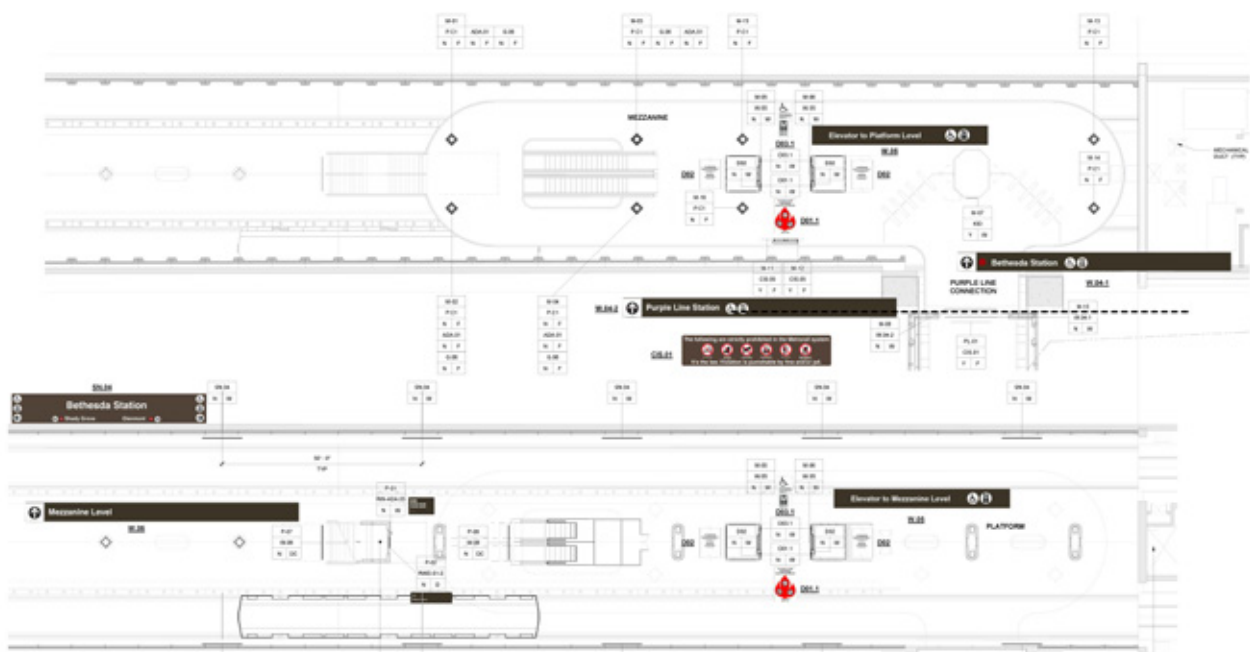
Provided oversight of digital signage implementation and static wayfinding intended to bridge the Red Line and Purple Line platforms.

03. Design Process

Maintained design guidelines. Participated in design review sessions.

04. Materials & Specifications

Consulted with contractors for branding guidelines and wayfinding design standards.



Project 5

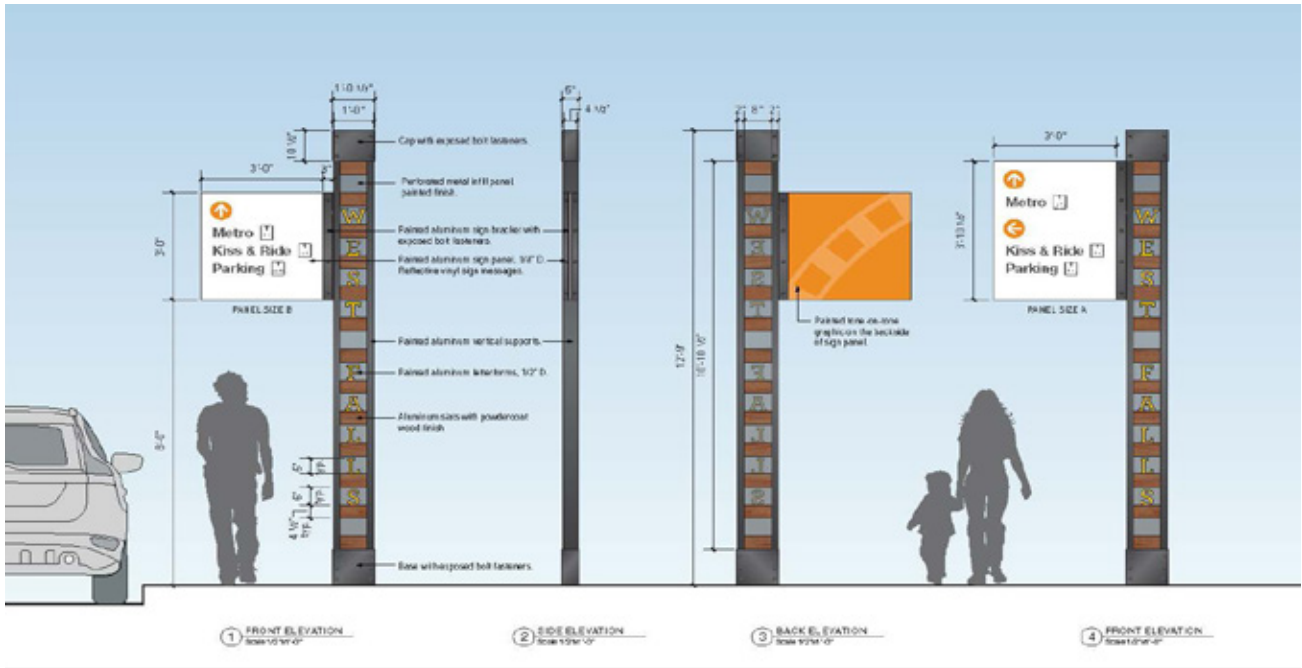
WEST FALLS CHURCH

West Falls Church Joint Development

WMATA's West Falls Church Joint Development project will transform land around the station into a walkable, mixed-use community with housing, offices, retail, and public spaces. The project supports sustainability, improves connectivity, and is expected to increase ridership and generate long-term revenue.



“The wayfinding signage at West Falls Church is clear, well-placed, and user-friendly, effectively guiding pedestrians, cyclists, and transit riders. Its mix of digital and static elements enhances navigation and supports smooth connections throughout the development.”



01. Site Plan

Aided in the development of CAD drawings showing the project's plan view. Emphasis on signage placement.

02. Floor Plans & Sections

Review, edit and modifications to architectural drawings.

03. 3D Renders & Final Presentation Images

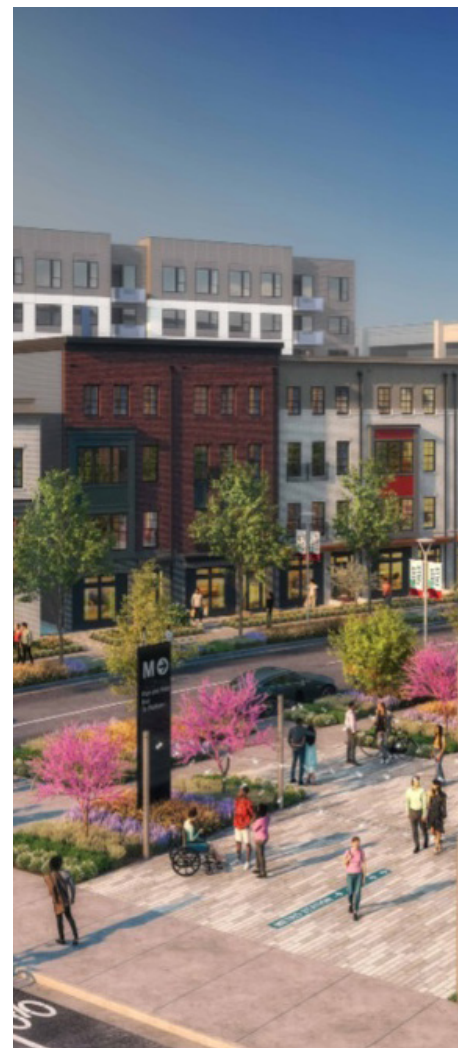
Directed the creation of 3D composite renderings and photographs prepared by others for presentation material.

04. Design Process

Communicated design guidelines. Participated in regular project development meetings and submittal reviews at 30%, 60%, and 90% design milestones.

05. Materials & Specifications

Communicated specifications and criteria for materials included in contract bridging documents.



Project 6

POTOMAC YARD STA

Potomac Yard Station

The Potomac Yard Metrorail Station, opened in May 2023, is WMATA's 98th station and a key infill project on the Blue and Yellow Lines. Developed with the City of Alexandria, the \$370 million station enhances regional connectivity and supports nearby developments like Virginia Tech's Innovation Campus and Amazon HQ2. Designed for LEED Gold certification, it features sustainable elements and improved pedestrian access. The station is expected to drive economic growth, supporting thousands of new jobs and residents over the coming decades.



“The signage at Potomac Yard Station is clear, modern, and well-integrated, effectively guiding passengers while complementing the station’s design. Its mix of static and digital elements enhances accessibility and reflects WMATA’s focus on user-friendly transit experiences”



01. Site Plan

Aided in the development of CAD drawings/Technical sketches and elevation plans. Emphasis on signage placement.

02. 3D Renders & Final Presentation Images

Directed the creation of 3D composite renderings for presentation material.

03. Design Process

Communicated design guidelines. Participated in regular project development meetings and submittal reviews at 30%, 60%, 90% and 100% design/construction milestones.

04. Materials & Specifications

Communicate specifications and criteria for materials included in contract bridging documents. Review of material samples and attachment details.

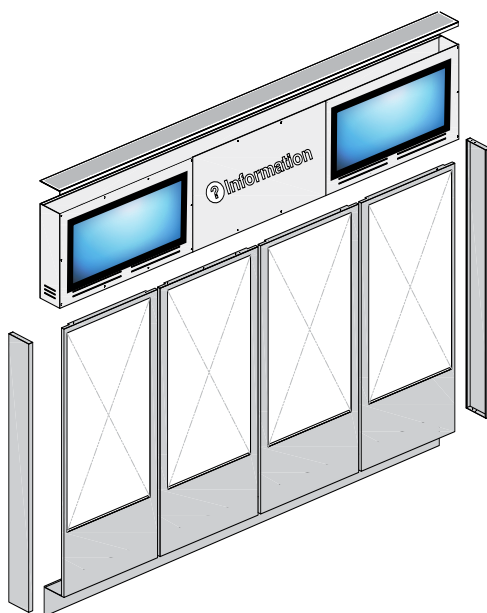
05. Project Closeout

Performed SCI site walks and developed punchlists. Verified compliance with design specifications, fire & life safety codes and ADA requirements. Participated in closeout negotiations and change order resolution.

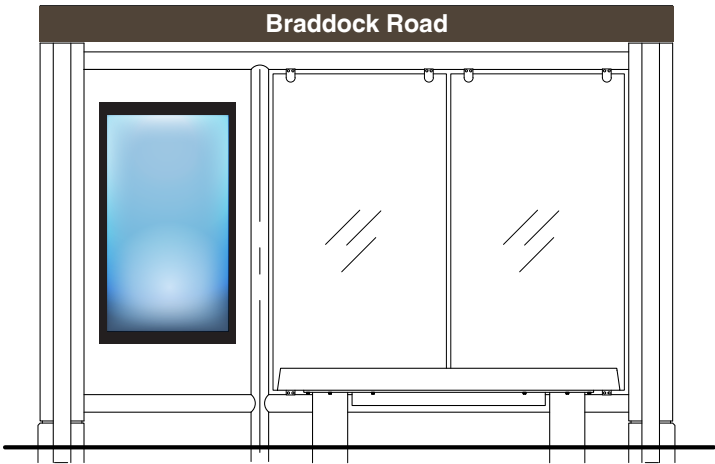
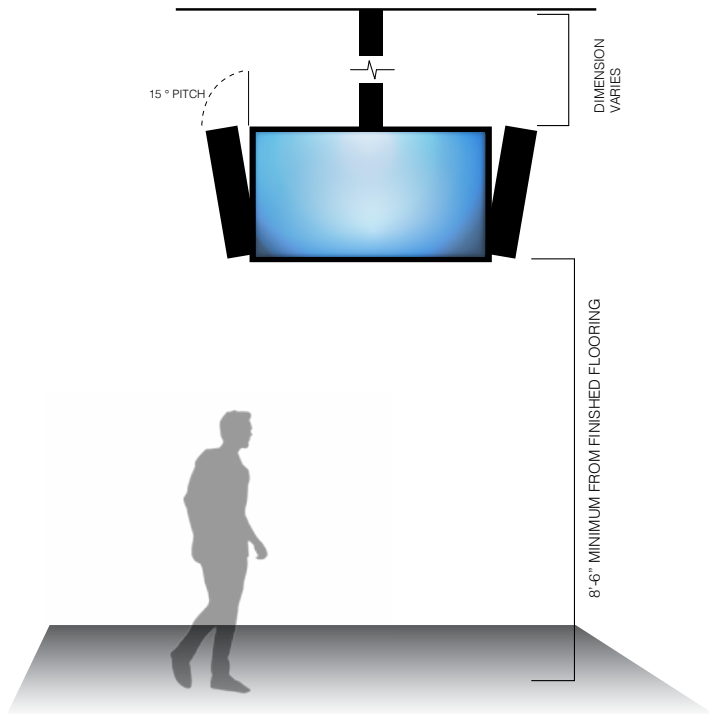


Additional Work

Digital Signage Systems

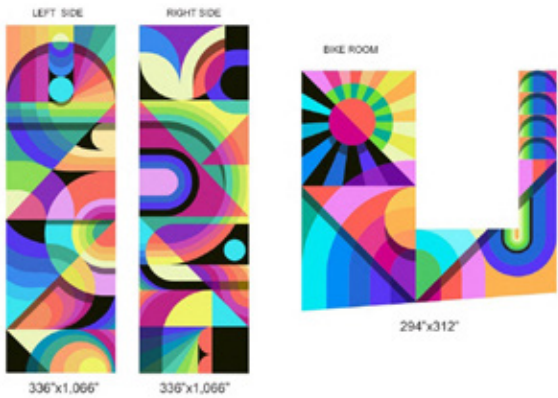


Digital Signage Systems -CONTINUED-



Architectural Signage

GARAGE GRAPHICS
Printed & Laminated Concrete Vinyl



Farragut West Station Farragut North Station

6" tall lettering (8" x 84.2" overall)

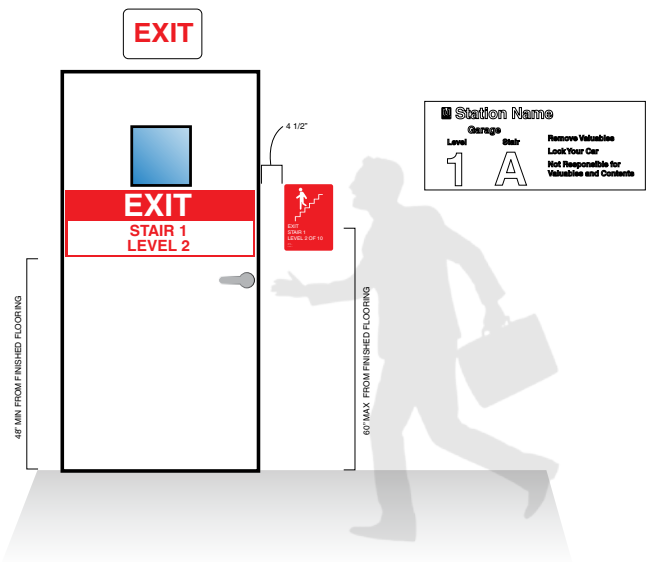
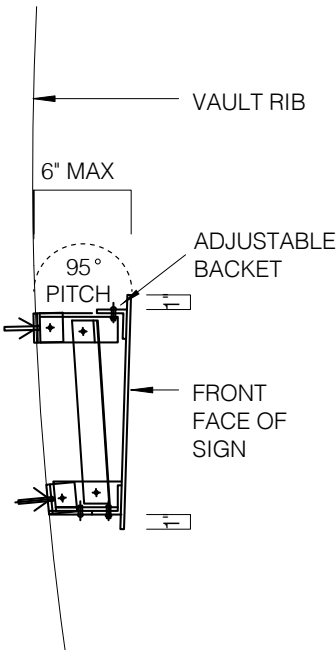
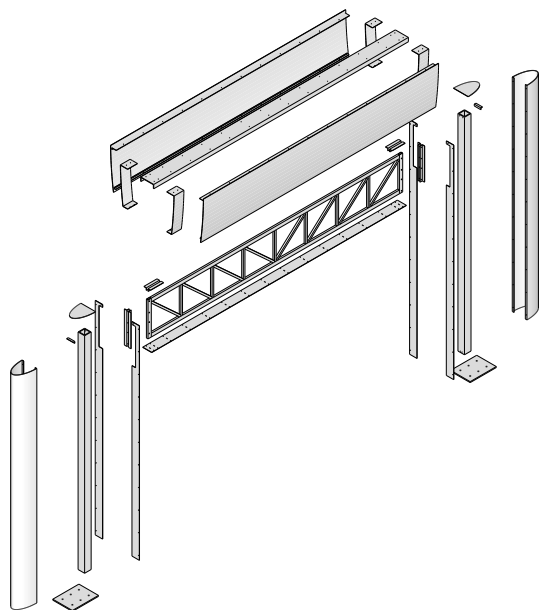
Bronze colored plaque



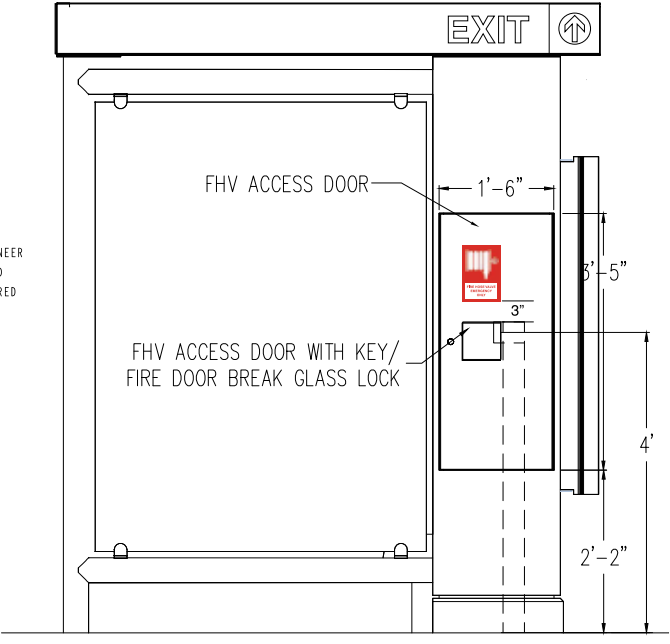
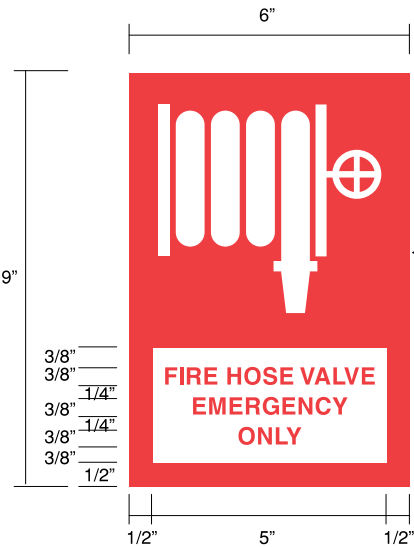
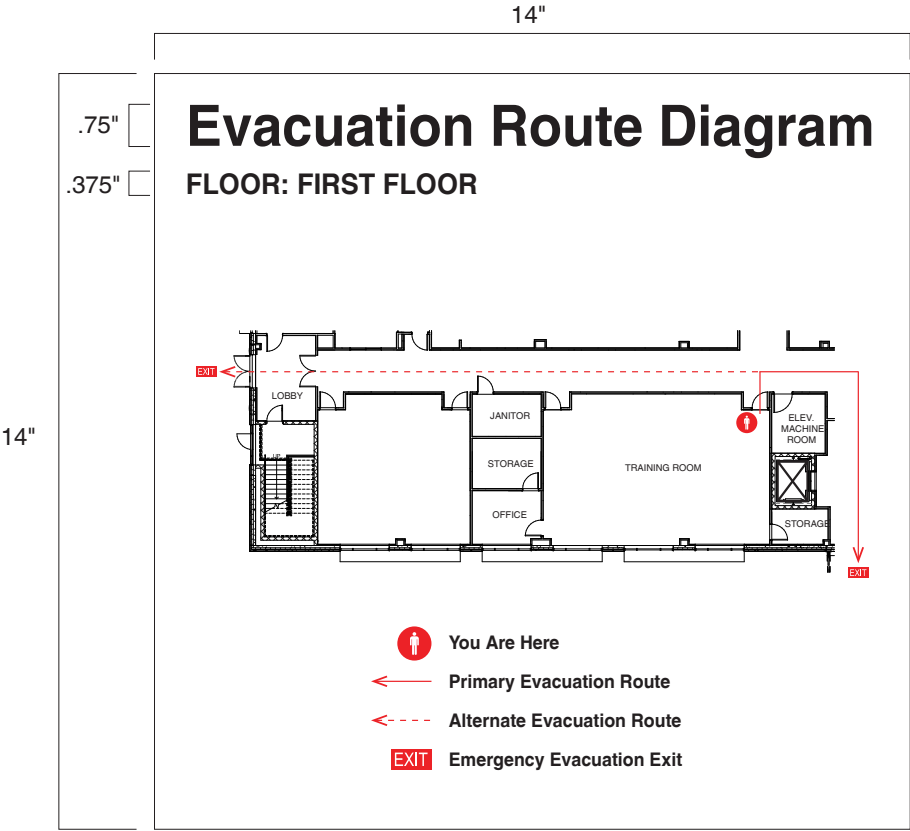
LED Flag Sign



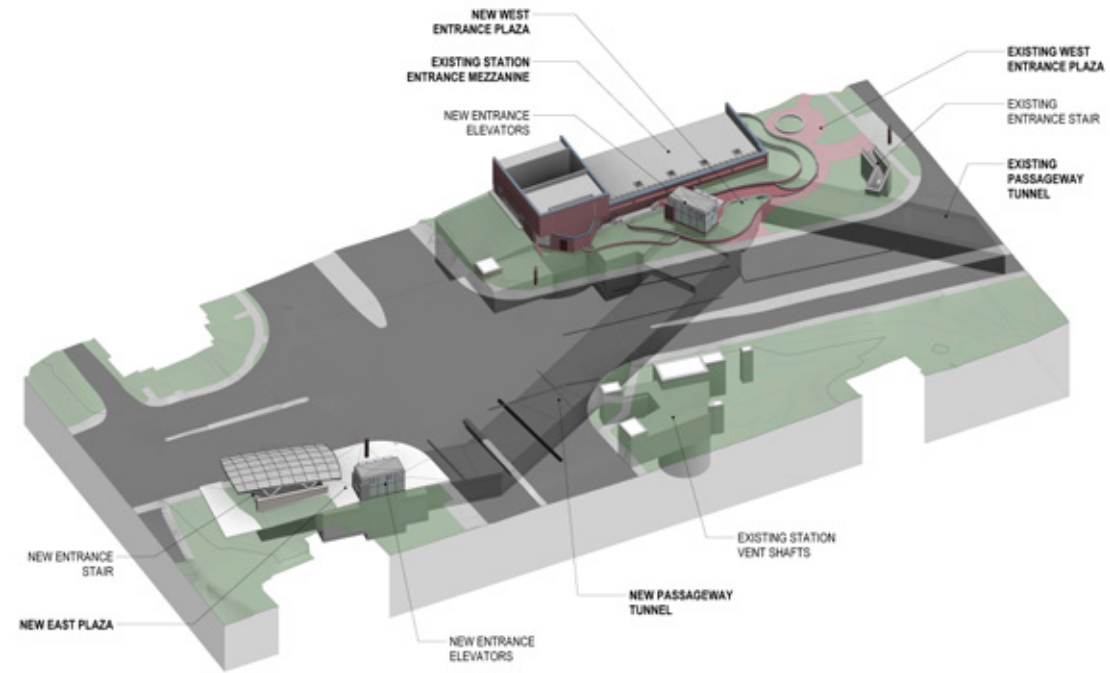
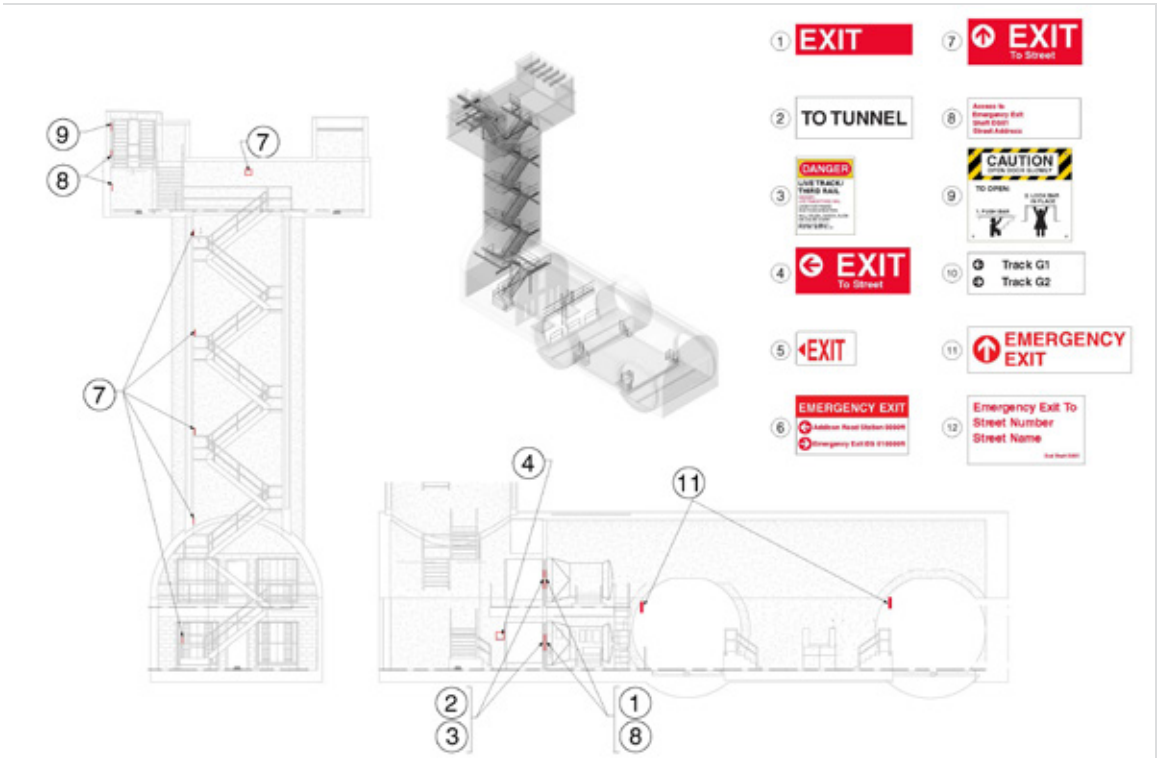
Technical Design Drawings



Fire & Life Safety

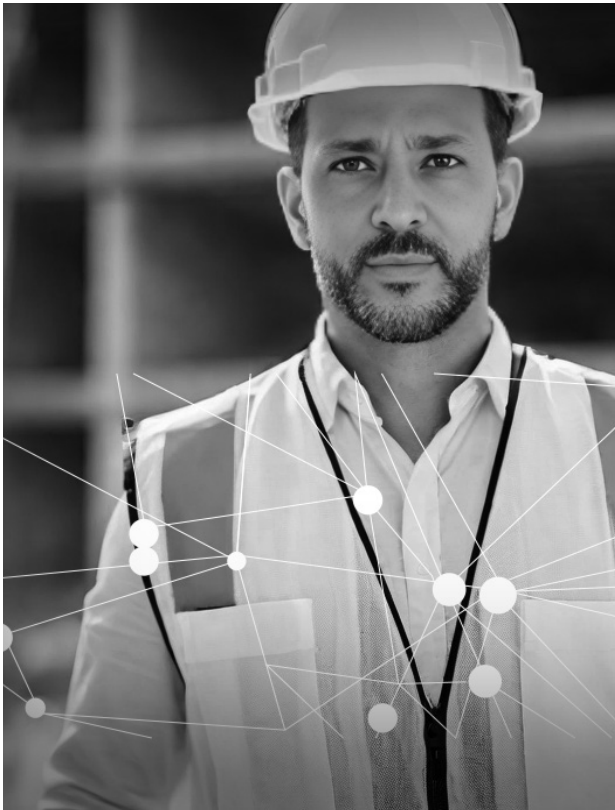


Site Plan Development



THOMAS D. PROCTOR

Experiential Graphic Designer/Program Manager
Certified Adobe Professional



Thank you for
Viewing.