

**Clear, fun, and durable —  
without feeling out of place  
in a wooded setting.**



**CLIENT** -*Girl Scouts of America*

**LOCATION** -*Conroe, TX*

**ROLE** -*Creative & Production Lead*

**SCOPE** -*Concept, Design, Fabrication, Installation*

**DATE** -*2022*



*Site visit, during construction phase.*

## CHALLENGE

Ideate and design a unique dimensional sign that would stand out in the natural environment and withstand the elements.

*It had to be clear, fun, and durable — without feeling out of place in a wooded setting.*

## GOAL

Create an immersive, place-making element that was visually engaging, durable, and brand-aligned with the camp's identity.

Anchor the “Adventure Park” zone within the wooded setting

Evoke adventure and approachability

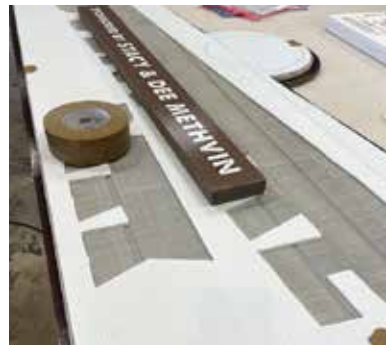
Balance longevity with aesthetics.

## PROCESS

I approached this project through a human-centered lens, starting with an on-site visit to understand sightlines, approach angles, and environment.

Starting with concept sketches, I developed a layered design inspired by badge shapes and vintage park signage.

**Bold typography and earthy tones felt playful yet grounded.**



Fabrication took place in-studio, with a focus on clean edge finishing and long-lasting materials.

*The letters were precision cut, hand-finished, and mounted to a seamed woodgrain panel for a tactile, dimensional look.*



*Approved Mock-Up*

# MATERIALS

I lead and worked on the production team to oversee the translation of the approved concept to a scaled, installable sign.

- 3/4" MDO Panel
- Custom Stand-Off Posts
- Aluminum Composite Panel
- 5" Treated Wood Fence Posts
- Eye-bolt and Hooks for rider

## EQUIPMENT

- HP FB500 Flatbed Printer
- HP Latex 360 Printer
- CNC Router
- Power Tools
- Auger

# SOLUTION

The final sign blends seamlessly into the park's surroundings while drawing attention with its vibrant lettering and camp-inspired icon. It's an example of how intentional design can enhance user experience—even in rugged, outdoor environments.



The sign now functions both as a wayfinding anchor and photo moment, drawing visitors in and elevating the park's identity.

