issue two

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JAMES

Lily Pearson: What is your involvement with the internship program at SAXX?

Chris Athans: I like the term 'intern wrangler'. I help assign projects (along with the Creative Director, Kathleen McNally), breakdown and explain our design and approval process, and guide the interns workflow. Depending on the time of the season that can fluctuate from mainly design oriented work to more production related.

L: What does your internship program look like? How is it structured?

C: For the time being we aren't offering internships (hopefully that will change!). But the structure was previously guided by the needs of the Product Design team and the individual talents of the intern.

L: How long are your programs? Are they paid?

C: Internships are paid, and the program length is set by our company HQ in Vancouver, BC. Typically 3 months.

L: When looking for interns do you have people who come to you, or do you actively go out and look for interns outside?

C: We have been very lucky, all interns have come by referral.

L: When you are looking for interns what are some attributes that you are looking for?

C: Having started my career as a production artist, I look for technical ability and a passion to grow and learn. Knowing the tools of the trade is the foundation for any job. And this sounds obvious, but someone who will show up on time and do the best they can. Talent is innate but hard work and dedication is invaluable, especially on a small team.

L: What do you like about hosting an intern? What are aspects of the program that you really enjoy, things you have learned, things you would like to do differently in the future?

C: Being a student you are learning, designing and understanding the world in a way that is unique in life. SAXX is a very open environment for ideas. All viewpoints are heard if you want to give them, and it's always valuable to have fresh eyes on your design process. It's also dependent on the individual and what they bring to the table. There are things that have to be done, necessary to the job, and others that are fluid depending on skill and aptitude.

Having to explain and educate someone on your job makes you better at it! That's been one of the eye openers for me. Also just being able to pass on any kind of technical, design or 'don't do what I did' lessons are incredibly gratifying.





Lily Pearson: What's your name and where did you work as an intern?

Danny Soriano: My name is Daniel Soriano, but everyone knows me as Danny. I was an intern at SAXX Underwear Co. during the summer of 2019.

L: How did you find out about the internship? Is it paid?

D: When I applied for the internship, I didn't know much about SAXX. A close person to my heart was an intern in 2018 and her time was coming to an end, so she told me about SAXX and did an introduction via email. The internship was paid, and I was thankful for that. It helped me pay for school.

L: Previous to this internship were you actively applying for others? What was the interview process like?

D: I was not applying for other internships during the time. I told myself that before graduating from the Graphic Design Program at Portland State University, I would work towards an internship but I felt my work and portfolio weren't ready.

The interview process took a while. I reached out late January showing interest in their internship program, but they were slow in the office. We were emailing back and forth early March through mid-April. I was in the process of finishing the Winter term and going into Spring break. I officially started working at the end of April. Chris and Kathleen were so friendly and understanding of my schedule.

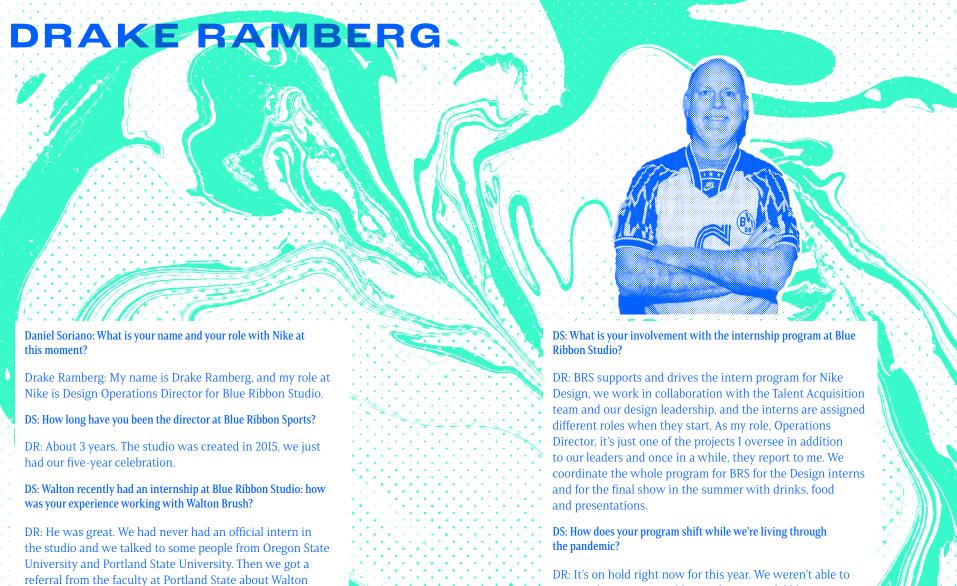
L: Did you bring your portfolio with you to the interview? Did you have a website?

D: I did bring my portfolio to the interview. Prior to going in for the interview, I had sent a small pdf of my latest work and a short bio about myself. On the day of the interview I shared the same portfolio but was able to speak more about my work in person to Kathleen (Creative Director), Chris (Apparel Graphic Print Designer), and Martha (Print Designer). At the time of my interview, I was finishing my junior year, and did not have a website. It helps to have one from the very beginning but it didn't stop me.

L: What aspect of your portfolio were they most interested in?

D: Exploration. They really enjoyed how I had experimented with colors, type choices, and paper choices. They are a company that focuses heavily on patterns, I was nervous my portfolio might not be what they were looking for but I think they noticed that I was up for any challenge.





and he came in, interviewed, and showed some of his work

and samples. We thought he was a great fit for Blue Ribbon

Studio. He went above and beyond and he's just the person

who gets things done and is not just sitting around at his

computer. He was also a great connector and supporter to

the other Design interns. He was really good at that, helping

getting everything organized for the major show in the summer.

others be successful, communicating to them, rallying, and

put out the program and have it be successful like it was in the past because so much of the program is hands-on learning, being embedded in the category, and collaborating. There were hundreds of interns and there are a lot of benefits put on by the corporate intern program. Soccer matches, Hillsboro Hops baseball games, barbecues and trips to Eugene to see where things started at Nike. And because of COVID-19, there was not much we could have done for the program and it was not viable for the designers and for the teams.

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DS: How is your internship program structured?

DR: Interns start the program at the end of May, early June and it goes through August. There's an orientation phase, meet and greet as well as campus tours. There are briefings from their category teams on what the interns should work on and their assignments for the summer. There's also an opportunity for them to determine what projects they want to create for the end of the year in the summer show. They get some hands-on experience and work on what's important to them and they are able to showcase their work.

DS: When looking for interns do you have people who come to you, or do you actively go out and look for interns for a specific task?

DR: It's specifically not me, it's our Talent Acquisition team (recruiters). Their role is to stay connected with schools and programs and usually the faculty in the school will nominate potential students. Then from there, we try to get one from each of the major schools and it's hard to narrow down the list. I think they probably looked at a lot of portfolios online and review the work to try to match it up with Nike.

DS: When you are looking for interns what are the attributes that you are looking for?

DR: There's quite an array of design interns we have. Some are focused on Nike Brand, and maybe more involved in communications, or social media, or digital design work. We have some that are focused on products, that can be graphics, it could be color design, could be materials designers, apparel designers footwear designers. So we have quite a variety of design disciplines within Nike. Recruiters for each area are looking for someone to take a role in their organization.

DS: Do you have any advice for other people looking for internships?

DR: I mean obviously a lot of it is talent and the work in their portfolio, the kind of work they do already. Part of it's the hustle and connectivity. Letting your advisors, your faculty or professors know that you have an interest. Put your name out there because then they are not going to know it's an interest. I always felt like whether it's an intern or you're trying to hire somebody for Nike, you'd love to see a portfolio that has some kind of elements of sport, it shows that you have a passion or an interest there for Nike.

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DS: Thank you so much for your time Drake.

DR: Thank you.

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W: Did you have a personal project like the other interns did?

WB: No, I didn't. What I showed was a bunch of different smaller projects instead of one big project.

W: What was your favorite project that you worked on while you were there personally and for the internship specifically?

WB: Oh man, this is such a hard question because there were so many fun things. I think one was a scent making class. Dealing with scent was just so different from graphic design, but it felt like there were so many connections. I also did the event promos for the final event intern showcase which was challenging. I wanted to embrace the BRS ethos and make something that was crafty, but also have it feel polished like Nike. That pushed my aesthetic and my ideas on how I could create an image.

W: Was there anything that anyone said or did while you were there that helped you or that you thought was really influential?

WB: The most amazing resource at Nike were the 1,000 other talented creatives who work there. It was informative to get feedback from amazing designers who would all have a different opinion. It really reinforced that there is no one correct solution in design. Jeremy Pettis always had the same great advice. He always wanted things made crazier, more personal, and more unapologetic. It was nice after showing him a few projects I knew what his advice would be and could implement his feedback from the start.

W: Were the other design interns at Nike from Portland or were they from all over?

WB: One other intern was from Portland. A large majority were from CalArts and others were mostly from Parsons, Central Saint Martins, and University of Oregon. When they started showing their work it was very apparent why they had gotten the internships and been chosen. They were all so talented it was crazy.

W: Did you see any difference between the work you saw while at PSU and the work you saw from the other interns?

WB: Off topic but, it makes sense why they got the internships, their work looked very Nike. I remember thinking "of course you're all here." They were incredibly driven, had an incredible work ethic, and their work was super polished. PSU fosters community in it's students which was something many of them didn't have. They were competitive where we have a willingness to help others succeed and share what we know. PSU brings that in spades, and I think it creates designers who are fun to work with which is very important.

W: Was there anything that you felt was missing from your Nike internship experience?

WB: No, I think it was exactly what it needed to be. I was on a unique team that didn't give me a design team experience, but I'm getting that now at OMFGCO where I'm working with and for other designers. Nike felt more like school where I would get a brief, have creative control while periodically checking in to get feedback.

It was informative to get feedback from amazing designers who would all have a different opinion. It really reinforced that there is no one correct solution in design.

W: This is a good way for us to segue into your OMFGCO internship. I'm going to go back to the top of the list of questions here. How did you find out about this internship and what did the application process look like?

WB: Again, I had a teacher recommend that I apply for the internship, but OMFGCO publicizes their internships on social media and I believe on their website as well. The application was actually easy which I really appreciated. Instead of asking for a cover letter which always feels a little forced to write, they ask for a haiku and a PDF portfolio. I feel like a haiku says a lot more about someone than a cover letter would.

W: Do you have your haiku handy?

WB: The theme was "on what watering my plants means to me."

more often as mist a ritual reminder you take care of me.

W: So you sent in your haiku and portfolio, what next?

WB: I had again a phone interview, an in person interview, then I got an exciting phone call!

W: Who in particular hired you at this internship?

WB: The phone call came from Jeremy Pelley who's one of the founders, but I am on Kim Sutherlands team and both of them were at my meeting.

W: What does it mean that you are on Kim Sutherlands team?

WB: OMFGCO has twenty employees and they are a graphic and interior design studio that does a lot of work in the F&B and hospitality industries. They have three teams each with four people. One of them is an interior design team and the other two are graphic design teams. One of the million OMFGCO mottos is "it's brand all the way down" which means your brand is more than your logo: it's every single decision that makes up your brand, from the door knobs to the brand voice. I think they are doing something unique by having the studio that designs the interior of the hotel also design the logo.

W: When you say writing are you referencing things like "copy."

and research before they show them any visual design at

exactly who they are.

than seeing how they work?

WB: I said this already, but their process is the number one biggest thing to me because I feel like my previous process was fiddling with a design until it looks nice. Seeing how buttoned up their process is and how it makes design that much more efficient and thoughtful. If you make sure you truly understand where your client is coming from and their needs, it's hard to make work that isn't thoughtful. Jeremy questions everything. He thinks if you can poke a hole in an idea, then don't go with it. That stance of being honestly critical of your own work is really important. Everything they do is held to that high standard and that's really apparent in the work they produce. Now I have started questioning my work to that level and it has been really insightful and keeps me honest with myself.

W: Have you seen a lot of crossover in what you have been learning there and how it has affected how you are working personally?

WB: Definitely, my friends who graduated before me all said that you actually learn how to do graphic design once you graduate. This internship has really proven that to be true. I have learned so much in the last two and a half months of this internship, but it's also taught me just how much more there is to learn. I thought I was a decent designer when I did the Fresh Portfolio Show and now I realize that I know absolutely nothing.

W: Creating the entire experience.

WB: Yeah, definitely. Owning as much of the process as possible.

W: So you said you have been working collaboratively with the people on your team. What types of projects have you been working on?

WB: So I'm doing some production design, laying out decks, and making updates for clients on work. I also do whatever the studio needs, if that's designing little signs, birthday cards and other little things like that. I'm also helping design a pro bono project for them. They let me take a stab at each phase of the project with them, then come back and help me fix everything I screwed up. In all it's a mix of big projects and small stuff like making mechanical files searching for reference photography for hours.

W: Do you have a favorite type of project that you have worked on thus far?

WB: I think some of the smaller things like the production work or the mechanical files are more satisfying because I feel like I'm helping the team. Doing the bigger projects is more stressful because I know Kim will have to come in and fix all my bad work. But it's satisfying because when she makes edits I can see where I should be pushing my work. It's interesting to try your hardest, put something out there, and have someone else take it that much further. It's great to know a project always has more potential, you just need to find out how to unlock it.

W: It sounds like there's a lot of really good feedback and pushing in positive directions from everyone.

WB: Yeah, they have such an amazing team community and collaborative environment. Everyone is so talented and smart. They're all visual designers and everyone seems to an equally phenomenal writer. It's interesting to see just how much their writing skills push all of their work forward.

W: How humbling.

WB: Very.

W: That's great. That makes me personally feel better to know that I know nothing as opposed to knowing everything because it means there's room for growth.

WB: Exactly, there is so much room for growth and it's very motivating.

W: Is there any advice that you would give someone that is looking for an internship?

WB: Yeah, my advice is just to talk to as many designers as possible. All my opportunities have come from putting myself out there by working with and getting to know other students, teachers, or friends. I think cold applying for an internship or a job and expecting to get it is very difficult. Getting to know people at these studios goes a long way. Reach out for feedback on a project and have a nice coffee with them and I believe they will be much more likely to consider you. No one wants to work with someone they don't know. Does that sound terrible?

W: No, I think that's really good advice. It really is about the network that you are creating and how you are putting yourself out there to be available to the people in the community.

WB: People say "just be a good person" and as much as that's basic common sense I think it applies here. Work hard, be nice, help others, and make genuine connections. Portland is a small scene and what you spread, positive or negative, will come back to you.

W: My next question was going to be oriented more at the Portland design scene. As someone who has spent a good amount of time being really active in the PSUGD community and is now working at a studio and previously worked at Nike are you noticing any more connection to the Portland design community and more access to other designers now than you did while you were just a PSU.

WB: People want to help students. Once you graduate you're just another designer. People don't have a lot of motivation to help out other designers, but they love helping students. I think students are in a really special position as far as getting internships, feedback, and informationals. People are more than happy to take 45 minutes out of their working day to meet with a student.

W: Walton thank you so much for letting me interview you. I really appreciate it.

WB: No problem.





some pieces that weren't technically done, but I felt were in a good spot to show people. I think showing him more of my process helped to show him how I was thinking of things.

W: Starting out, what were your duties as part of your internship at FISK?

J:It was a mixture of different things. It was a lot of ideating and helping to start projects. We would ping pong the actual working process. It was a lot of helping to start things, but also helping to finish projects. It varied, some days I would be working on one project and the next week it would be starting something else. It was a nice mix of things.

W: Were you there full time?

J: I was full-time(ish). Some days I would be there from 9am to 3 or 4:30pm and some days I would leave by noon or 1pm. It was over the summer so I was able to stay there and be flexible because I wasn't working another job full-time.

W: That's awesome. I feel like that's the ideal way you want it.

J: Yeah, I think that's the ideal experience. It's hard to find that balance between working to support yourself and working towards a larger career centered or life goal.

W: So, was this a paid internship or more getting the experience.

J: It was paid. Which was also super valuable.

W: Allows you to do it as opposed to working that other job that you need to support yourself?

J: Yeah, I was doing both at the same time. I enjoy being busy all the time, so it ended up being good that I had both. I would say it was also a bit tough in the moment as well.





W: I can totally relate to that. What types of projects did you work on while you were there. You had said you were doing a lot of ideating and putting things together, but were there any specifics.

J: Yeah, so he had an awesome mix between quite a bit of Nike work and also working closely with different small businesses and artists within the Portland community. I was doing a mixture of some Nike basketball work, but also helping create album artwork for a record store or something like that. Specifically, I remember doing some packaging, album artwork, and some illustration for mostly print focused projects. It was all very fun.

W: That sounds super fun! Do you have a favorite project that you worked on?

J: I think a lot of the work that we did for Beacon Sound, this record store here in town. We worked on a couple album projects together. All of them were really fun to do because it was a type of project I had never done before. Also, some of the Nike stuff we worked on was awesome because I had never done that before either.

W: What were some of the most memorable or influential things you learned while you were at the internship?

J: I think to experiment always. Start wide when you are beginning a project. Don't pigeonhole yourself or go too specific or too deep too fast. I think approaching a project with a fresh perspective is always the thing that I am trying to do with myself and I learned a lot of that through Bijan. Aims wide and then gets really dialed in as the project continues. I think it's also really important to have fun with the work you are doing. It's good to take it seriously, but not too seriously. Always be experimenting, playing, and having fun. It's work, but it shouldn't be grueling and draining, even though sometimes it does get to that point.

W: What advice would you give someone who is looking for an internship?

J: I think talking to people is always good advice. A lot of people say that, but I feel it's the thing that helps the most. Always be talking to people. It doesn't have to be about design. You could talk about other interests or things you are passionate about, but making those connections is really important. Networking is such a gross word, but talking to people who aren't designers also helps too. Just talk to everyone! It's hard for me sometimes because I'm an introvert by nature, but I've really seen how it helps. Also, It helps you to get comfortable talking about your work. It's such a valuable skill to have and it's something I'm still working on. Being confident in the work that you are speaking too and how you are speaking to it.

W: I think that's one of the keys right there. Thank you so much James for taking the time to talk to me.

J: You're welcome.



