



IDEO Design Case Studies

Visual Communication Design

CW: 2011-2020

Yoann Resmond - 2026



Hello

I'm Yoann Resmond:
Interdisciplinary Visual Designer.



I previously worked at **IDEO** as a CW for a wide range of projects, teams & studios*.

**I am sharing these designs privately, Thank you for only sharing these with Hiring Departments.*

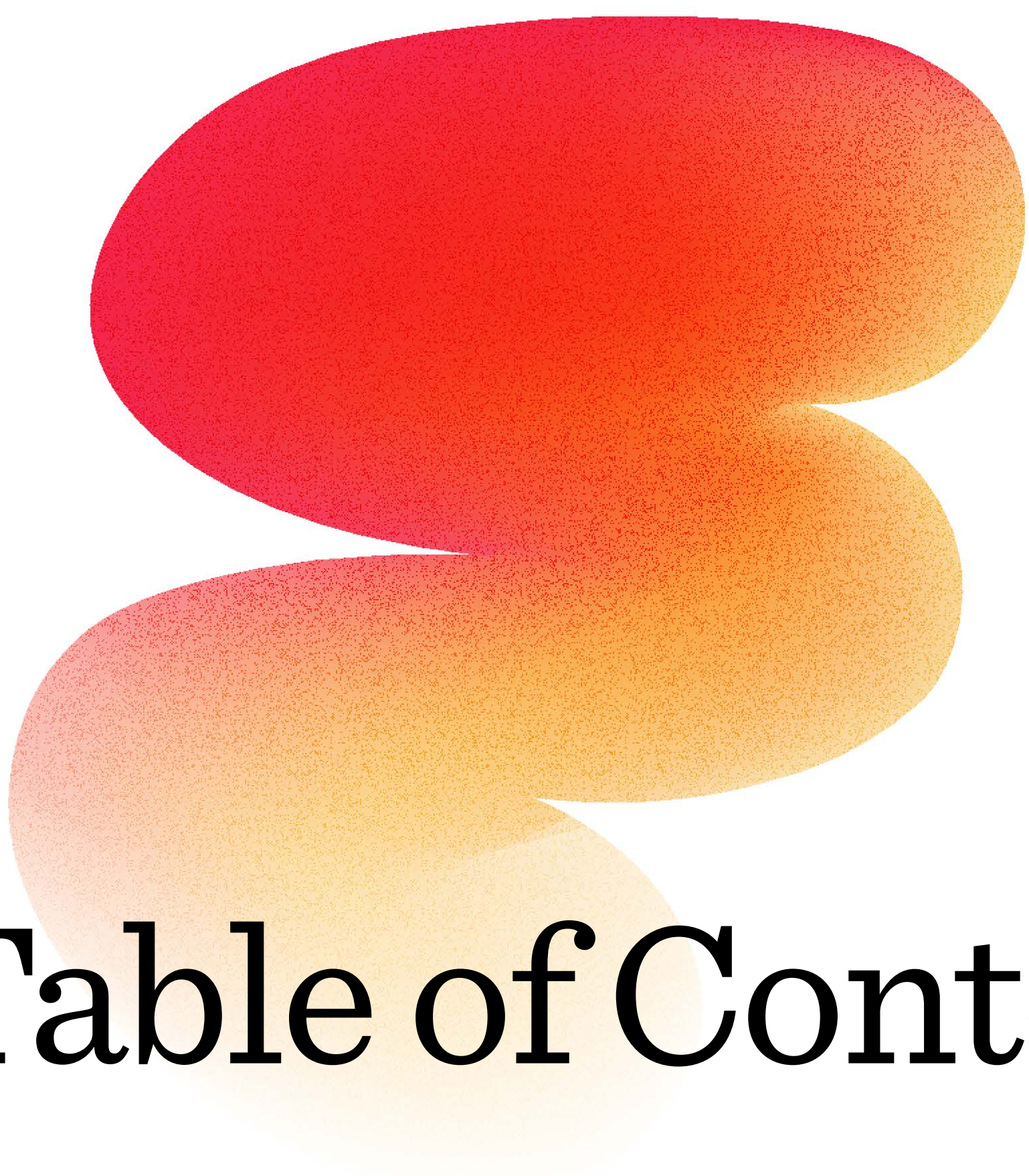


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1 | Blue Shield Future Experience Journey

Blue Shield of California launched a campaign for a **Future Experience Journey**. As the lead visual designer on this project I began researching visual concepts based on early design briefs.

The primary scope of the campaign was to represent the 4 stakeholders sharing this future experience: Member, Provider, Employer & Colleague. A series of infographic diagrams were created to account for propositions, objectives and activities for each stakeholder. These ideas would then take the form of physical and digital interactive installations in multiple Blue Shield locations in California.

1 Blue Shield Future Experience Journey

The next step was creating a visual experience in the form of a journey for each stakeholder. At IDEO the foundational design philosophy is human centered design, a process involving interviewing people in each represented groups to hear first hand real world experiences, stories, pain points, ideas and suggestions.

All this information was organized in phases to create a genuine dialogue between the 4 stakeholders. Key points in each journey became steps towards this future experience. My role was to provide a visual form to this project from information organization to brand and physical site specific interactive installations.



1 Blue Shield Future Experience Journey

After many iterations, a visual information model was designed for each stakeholders with all the steps of their journey, as opportunities opening up a series dialogues.

This structure allowed for the vision of the campaign as a whole to be developed. While the brand identity of Blue Shield of California was used according to brand guidelines, this campaign took on its own extended brand guide: typography, color coding, branding system, digital app and physical experience for site specific locations were all coming together as one unifying voice.

Another important aspect of this campaign was to create a sense of emotional connection for people interacting with it. This was the next step of the design experience.



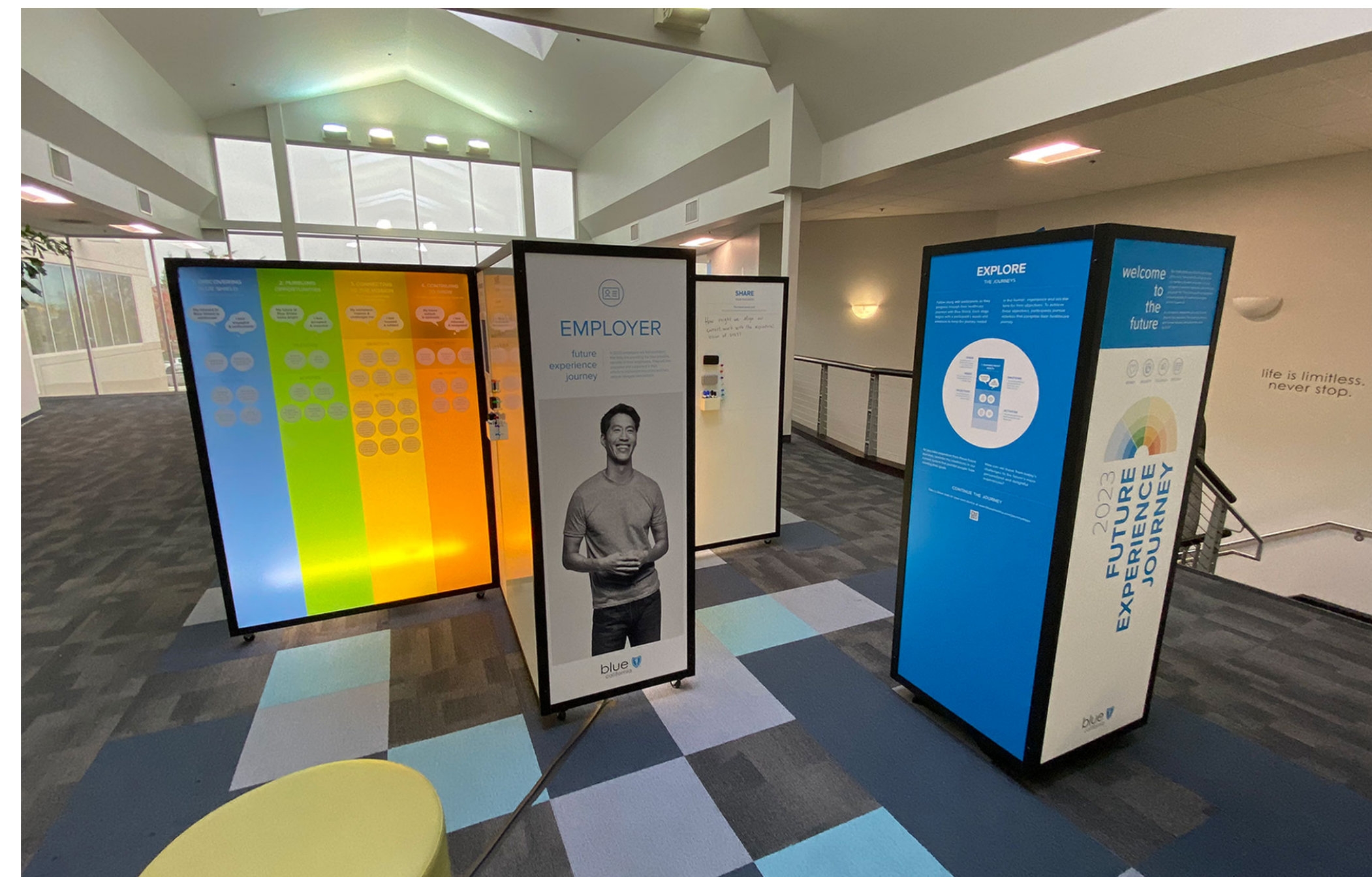
1 Blue Shield Future Experience Journey

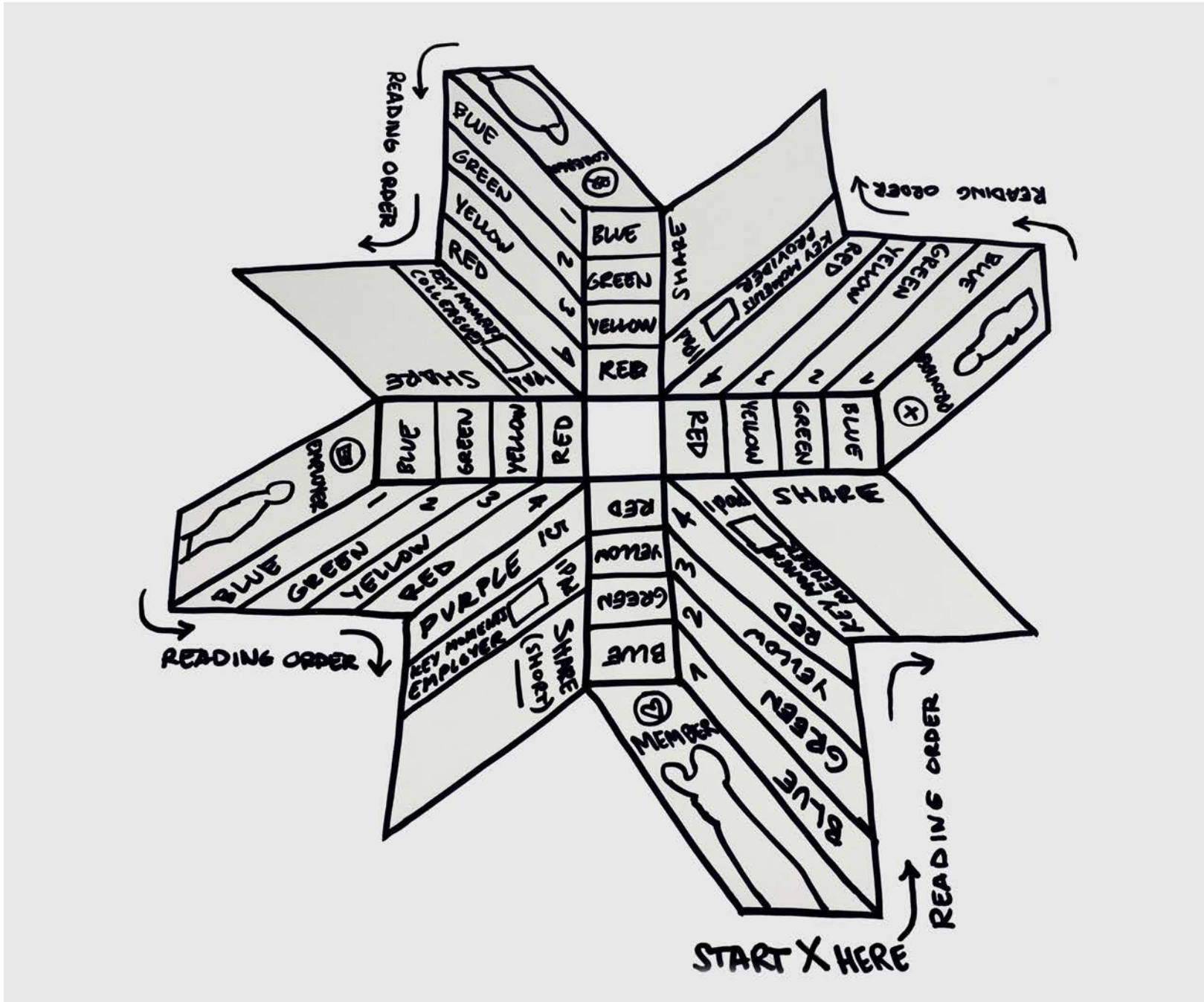
Multiple types of kiosks were conceptualized to create an interactive in-person human centered experience.

One emotional key that resonated well with the stakeholders was to feel connected through the visual exhibitions. To that end the choice of translucent plexiglass panels of colors emitting the warm glow of light shining from within the structures, provided an inviting vibe eliciting a sense of curiosity and projecting new energy for this future journey experience.

iPads were included for each of the 4 categories to offer people an opportunity to create their own journey pathways using the app version of the installation.

Dry erase boards were also included to leave suggestions, ideas and questions. All of these combined mediums allowed for a rich and helpful interactive experience at each sites.





1. LEARNING ABOUT HEALTH

I'm gaining information & knowledge

My knowledge informs my decisions

I feel confident & supported

OBJECTIVES

2. CHOOSING A PLAN

I'm finding coverage that matches my needs

My needs are covered

I feel informed & assured

OBJECTIVES



KEY MOMENTS COLLEAGUE

Now that you've reviewed the activities a colleague might undertake in 2023, use the iPad to browse

key moments—examples of how these activities could be brought to life with support from Blue Shield.

Member to colleague

Inclusive access

3. EMBRACING HOLISTIC HEALTH

I'm taking charge of my wellness

My healthcare is in my control

I feel engaged & empowered

OBJECTIVES

4. MANAGING MY CARE

I'm accessing personalized care without friction

My care works for me

I feel respected & in charge

OBJECTIVES

4. CONTINUING TO GROW

I'm taking steps toward my future role

My future outlook is optimistic

I feel informed & recognized

OBJECTIVES

Embracing growth & opportunity

Transitioning on good terms

Continuing to advocate for quality healthcare

ACTIVITIES

Finding opportunities through Talent Bridge & partners

Getting clarity with my departure

Maintaining & extending my alumni

Staying engaged with healthcare in my

3. CONNECTING TO THE MISSION

I'm finding opportunities to lead and learn

My workplace inspires & challenges me

I feel focused & fulfilled

OBJECTIVES

Providing leadership to the healthcare industry

Championing a front-line service perspective

Balancing life & work on my terms

Pursuing personal, professional & financial opportunities

Thriving in my team & community

ACTIVITIES

Providing stakeholders with personalized

Innovating for a better healthcare

Building community through Blue Shield

2. PURSUING OPPORTUNITIES

I'm starting a journey with my team

My future at Blue Shield looks bright

I feel accepted & essential

OBJECTIVES

Selecting an opportunity that's right for me

Getting started on my team

ACTIVITIES

Finding appealing & exciting new roles

Interviewing with ease & transparency

Engaging with advocates to find the

Mapping my career path, role &

Bonding with my team around a shared

1. DISCOVERING BLUE SHIELD

I'm connecting with Blue Shield

My interest in Blue Shield is reinforced

I feel engaged & enthusiastic

OBJECTIVES

Experiencing Blue Shield

Exploring new possibilities with Blue Shield

ACTIVITIES

Interacting with Blue Shield in my community

Participating in Blue Shield's advocacy for healthcare

Encountering Blue Shield

Getting to know Blue Shield as a

2 | Gates Foundation DIY Booklet

What if **a time machine** with the ability to carry a few grams of weight **from the future** to the present was able to share the secrets of an organization's best practices in a booklet form? This is the exciting premise of this DIY Playbook for The Gates Foundation.

This playbook uncovers a treasure trove of information, a shared identity from future colleagues, rooted in three core aspects: audacity, vulnerability and adaptability. Each of these principles comes with actionable advice, illustrated with conceptual dimensional 3D diagrams.

2 Gates Foundation DIY Booklet

The prompt for this project was to create a visual design language and aesthetic infused with a futuristic essence to offer the feel of something yet to exist, while still providing clear, organized and revelatory information.

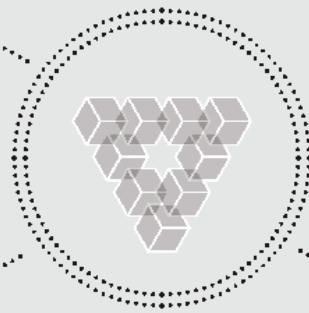
To visually translate the feel of time travel, the booklet's identity is depicted by a Penrose triangle, an impossible geometry symbolizing a future where technology has unlocked wisdoms to share with the present.

Each chapters form a triad of principles that are color coded in RGB swatches, a universal and enduring theme of the elements of visual technology. These 3 colors are mapped to the geometry of the Penrose Triangle, unifying the future and present. The booklet ends with a series of time travel customs authorization stamps for that extra inter-dimensional feel.





We are **Audacious**, which means we're willing to take bold risks and we're connected to our heritage.



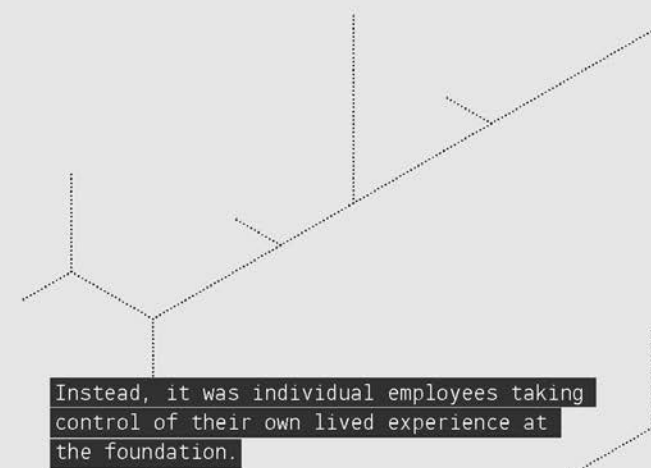
We are **Vulnerable**, which means we show up every day, open and fearless and with a listening mindset, and we trust our colleagues and our partners.

WELCOME TO THE YEAR 2025.
THE FUTURE IS GLORIOUS.
THE GATES FOUNDATION HAS
A SHARED IDENTITY ROOTED
IN THREE CORE ASPECTS
OF WHO WE ARE AS AN
ORGANIZATION.



We are **Adaptable**, which means we are learning, responding, and evolving as we go forward through a process of trial and error, and we celebrate our wins while owning our failures.

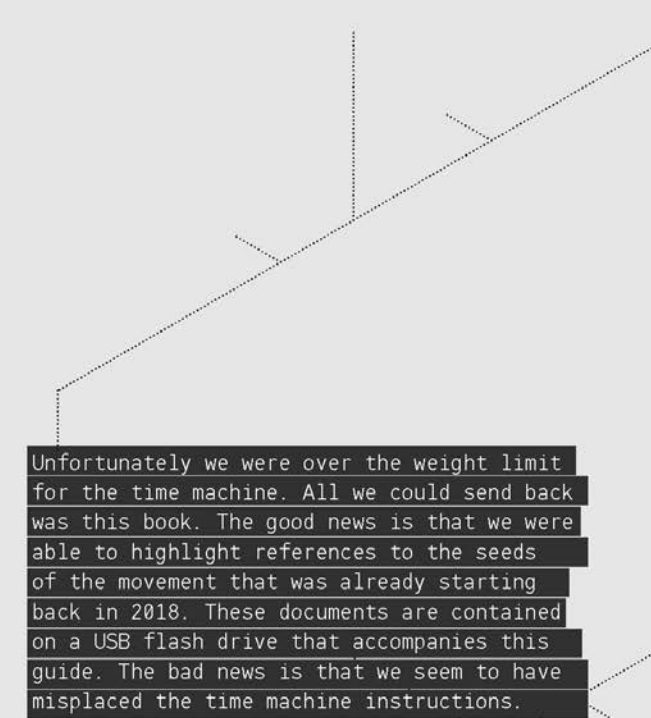
BUT HOW DID WE GET HERE?
IT WASN'T A TOP-DOWN
MANDATE. IT ALSO WASN'T
A NEW STRATEGY REFRESH
OR AN ORGANIZATIONAL
RE-SHUFFLE.



Based upon the wisdom of hindsight, we've distilled all of these employee-led best practices into ten principles, each of them accompanied by a treasure trove of stories and resources that our foundation colleagues relied upon to create our collective 2025 identity.

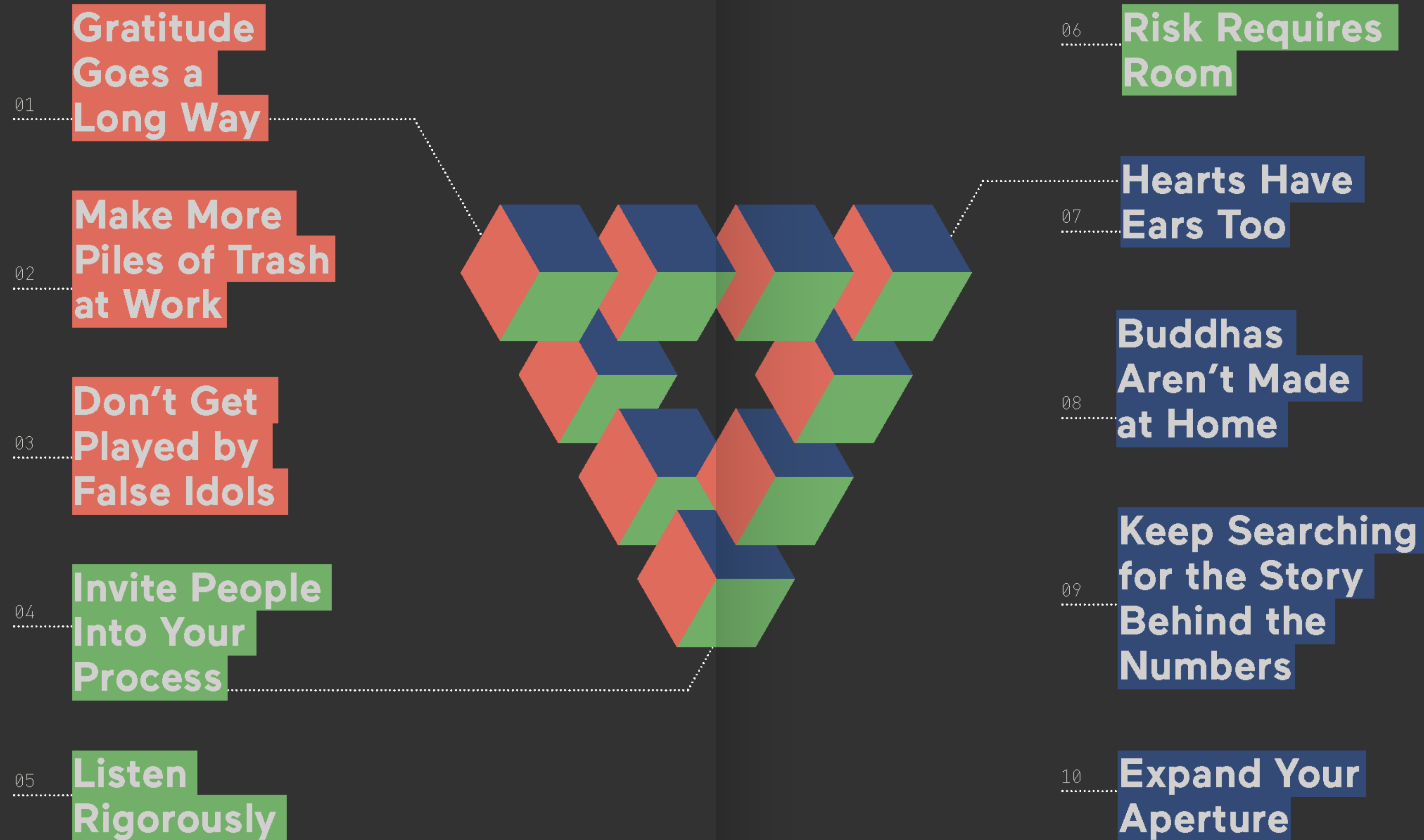
Best of all, we also invented a time machine to send everything back to 2018. We even included detailed instructions on how to build your very own time machine!

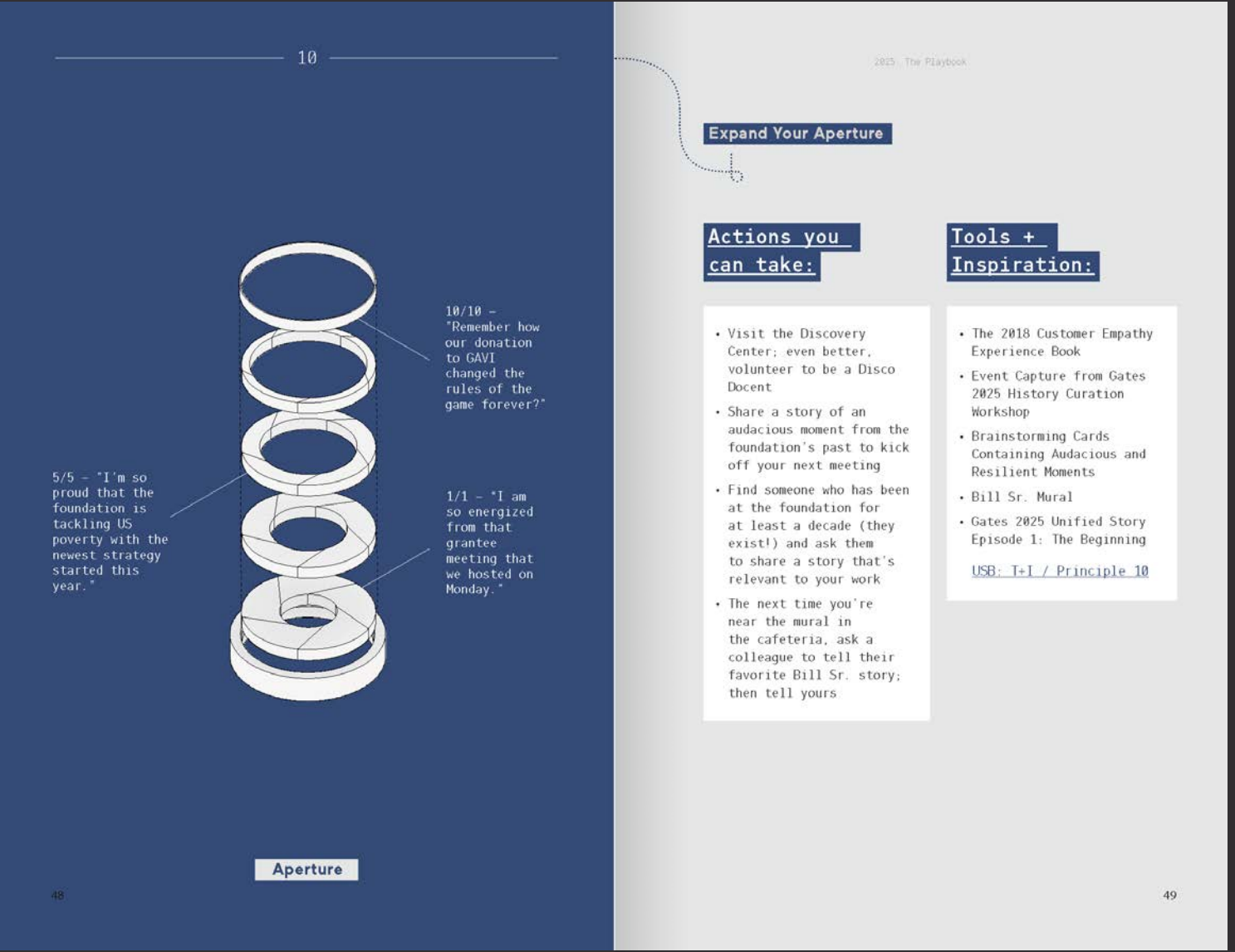
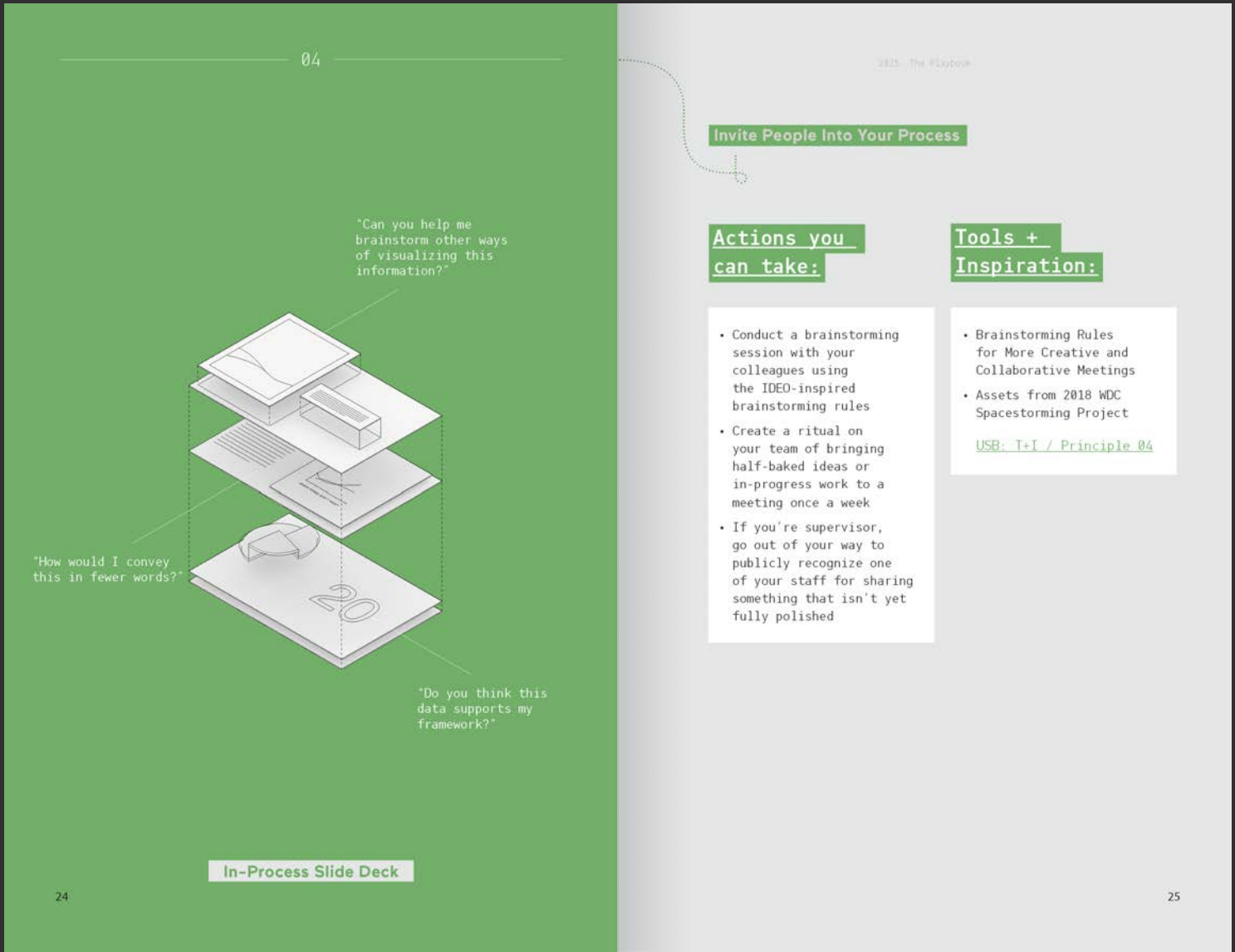
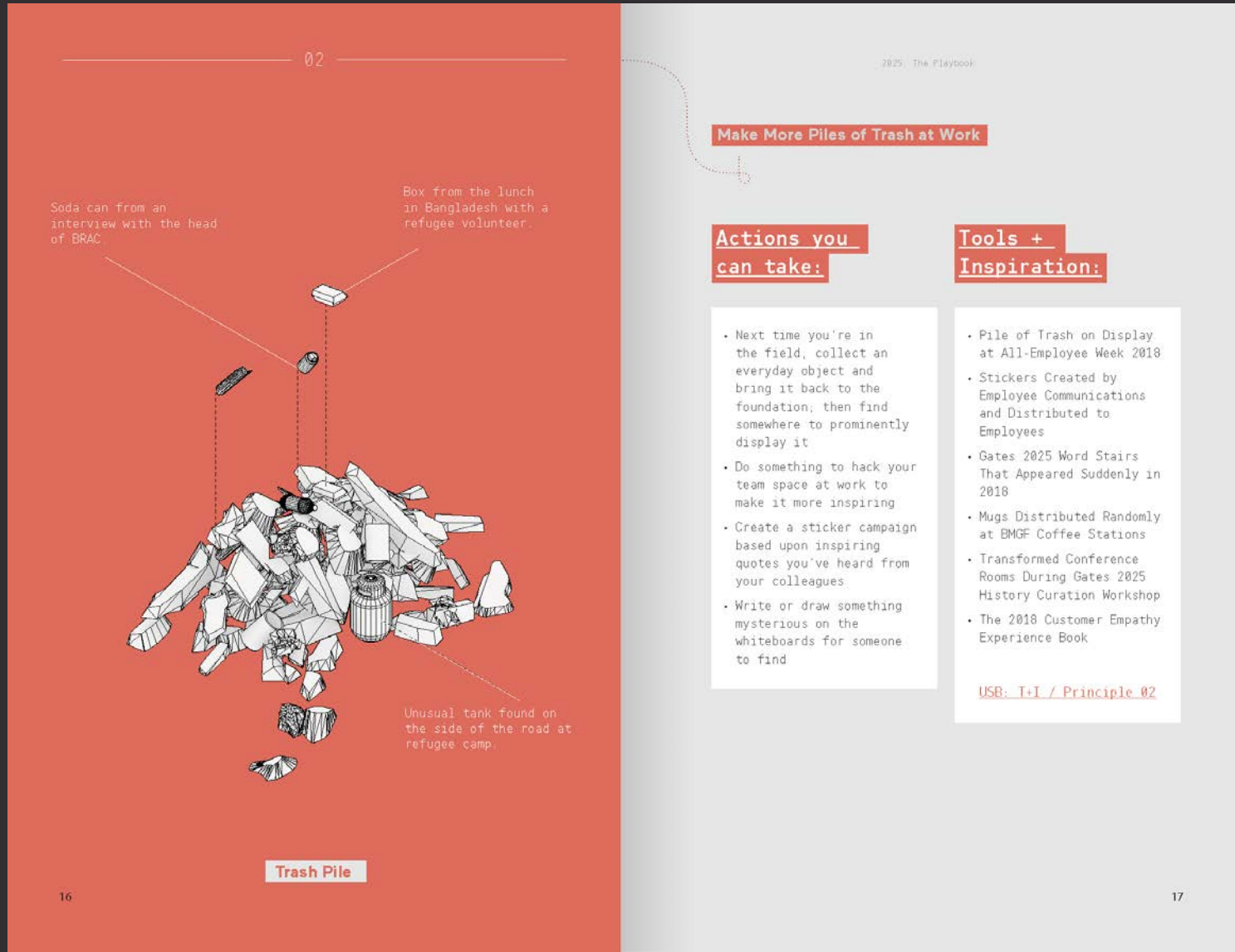
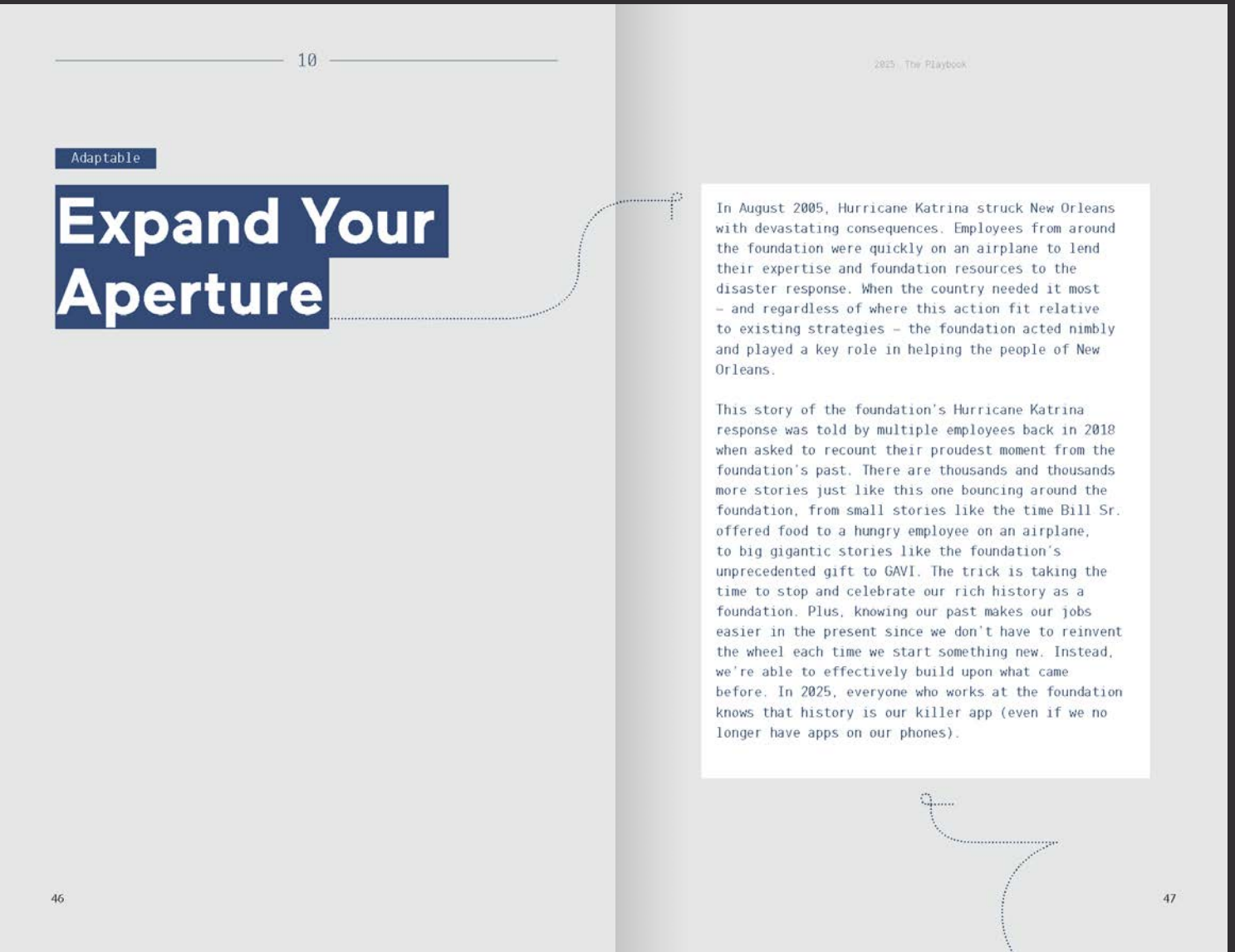
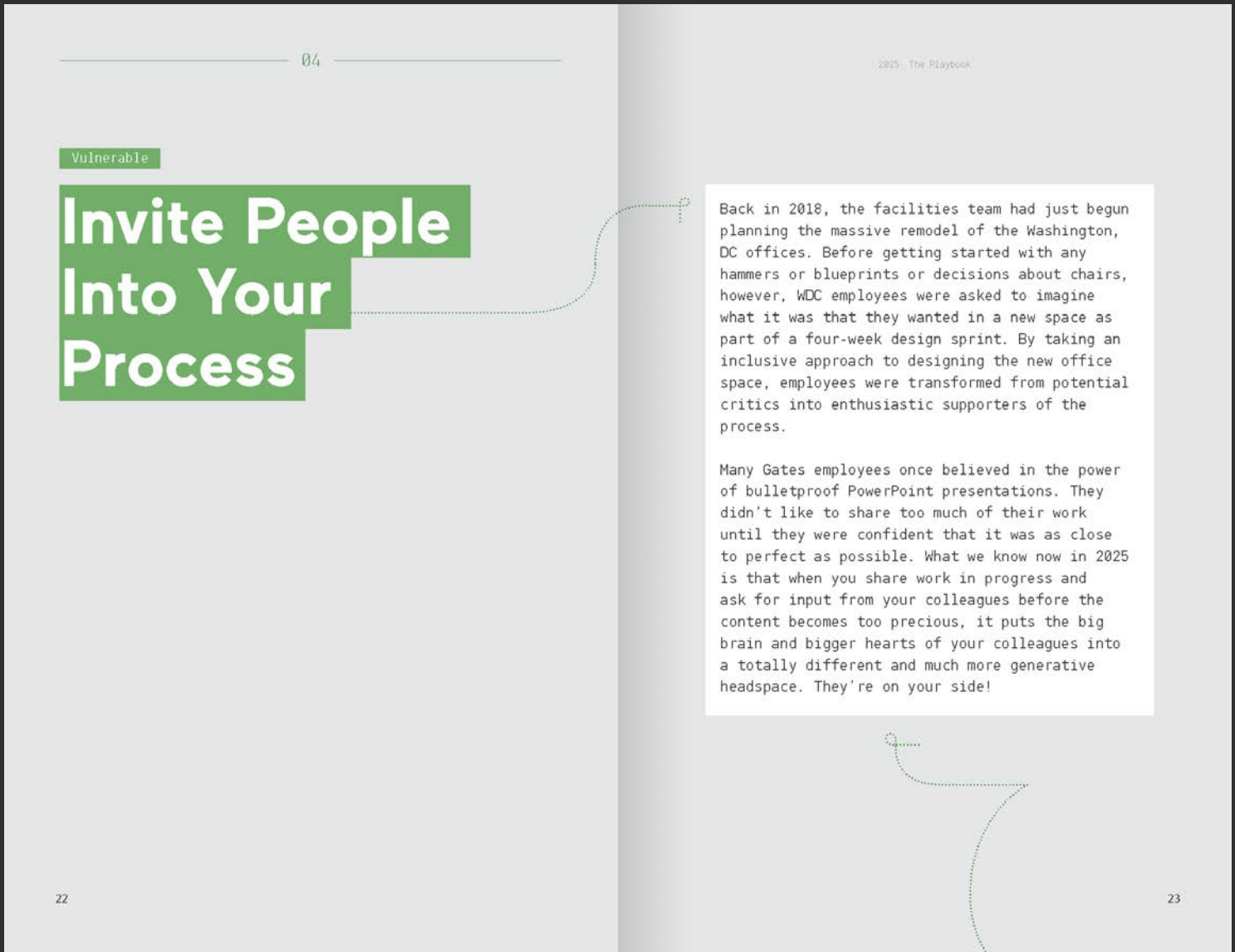
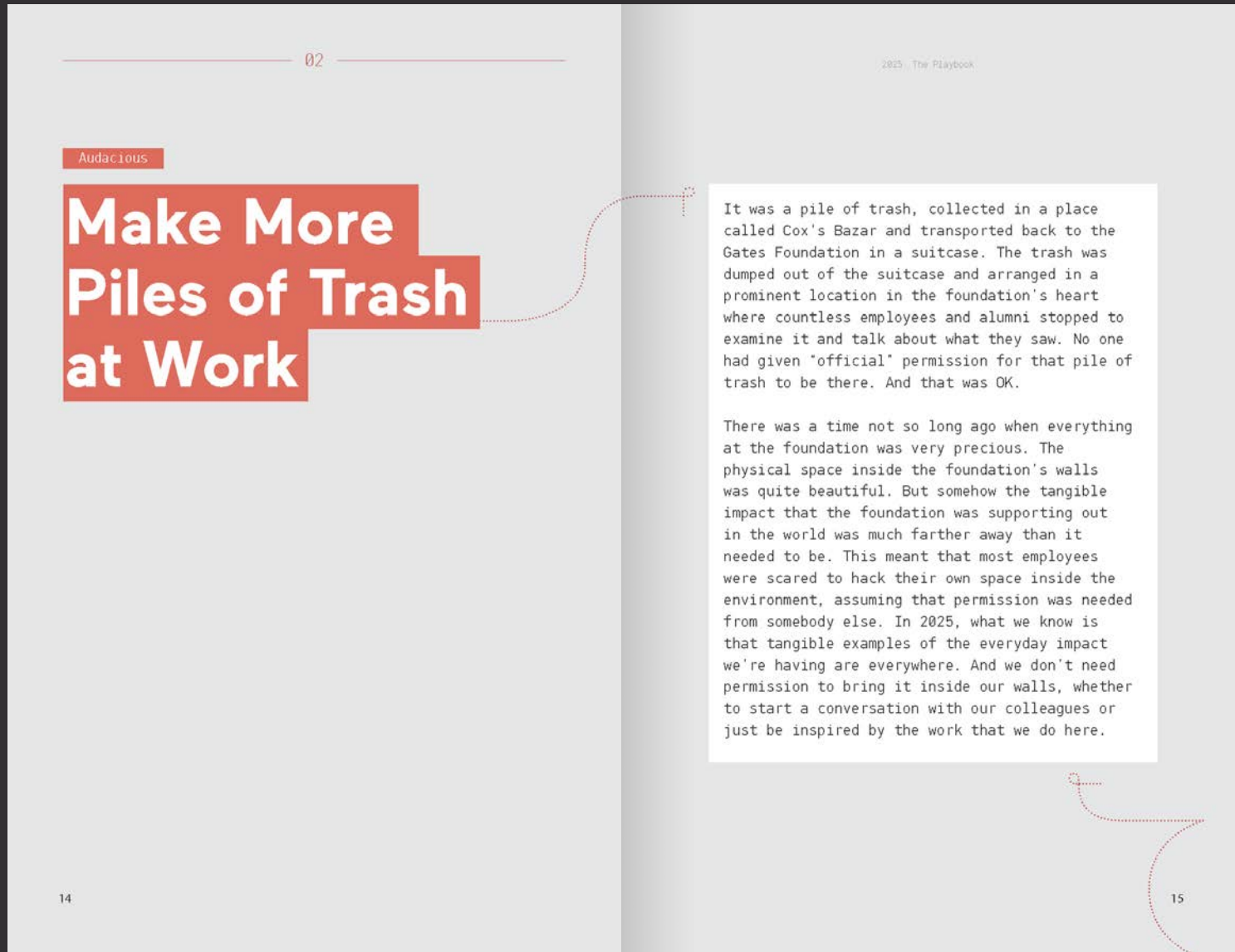
What follows is a do-it-yourself manual that contains ten principles for hacking your own experience at the foundation.



Or visit Gates 2025 on Ampersand to access these files.

With the advice and tools contained in this guide, you can take control. With more employees like you taking control of your own experience, collectively the foundation will achieve its 2025 aspirational identity.

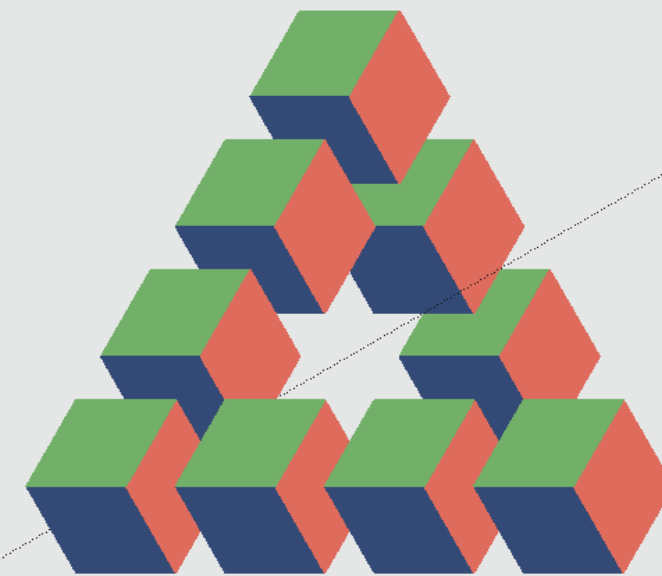




So Now What?

You don't need to implement the actions in this book all at once. Did a particular principle speak to you? Go try it out. Most importantly, make the actions in this book your own. The advice and inspiration we're offering isn't meant to be proscriptive. Instead, our goal is to inspire you and your 2018 Gates Foundation colleagues to take the future into your own hands. This book is a living document. And so too is our Gates Foundation identity.

The future has many strands and your path to the year 2025 need not be identical to ours. We'll all get there together soon enough. When you're done with this book, pass it on to a friend. Or stash it somewhere around the building where a future colleague might come across it in a time of need.



**SEE YOU IN 2025!
THE FUTURE IS GLORIOUS.**

Interdimensional Time
Travel Mail:
Posted @ 00:00:00 / 2025
Max weight: 42.42g



3 | Acer Products Roadmap

For this project, the technology manufacturing company Acer was in need of reorganizing its product pipeline to optimize focus in the most needed categories.

A functional interactive visual design system to easily keep track of its existing and future line of products in development became the objective.

Two central points of focus: product ideation, then product development tracking. One great opportunity: having these two main points of focus converging into one cohesive whole.

3 Acer Products Roadmap

A color system was built expanding upon Acer's brand guidelines to represent research opportunities i.e: lifestyle, productivity, capture, etc...



These categories could now be placed on a chart and go from focused concepts in the lower research half, to tracked function in the upper product development half.

The design became an overview of ideation and production flow where each product category can clearly be assigned selective opportunities for chosen durations of time according to priorities, budget and evolving technological trends.

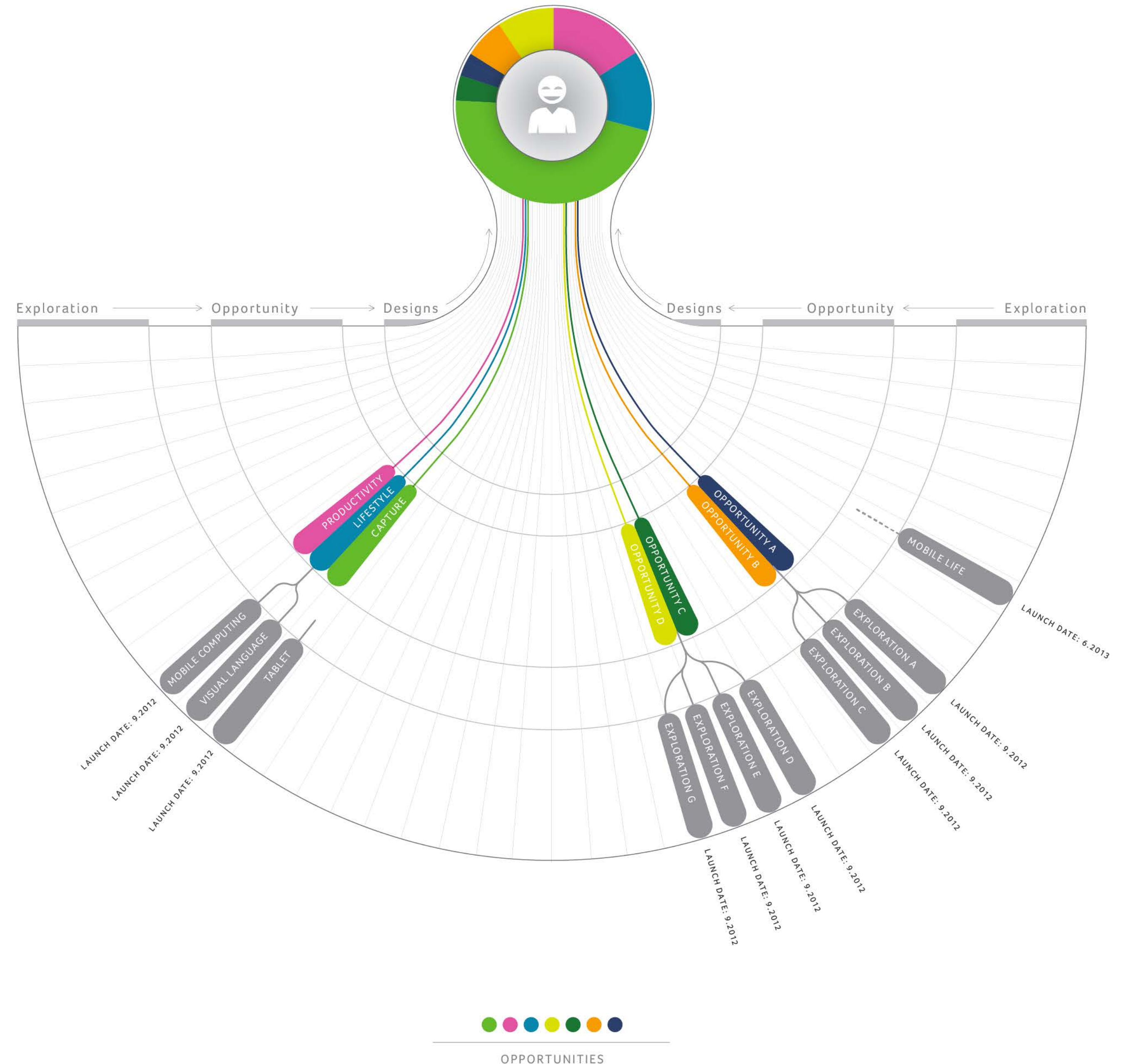


3 Acer Products Roadmap

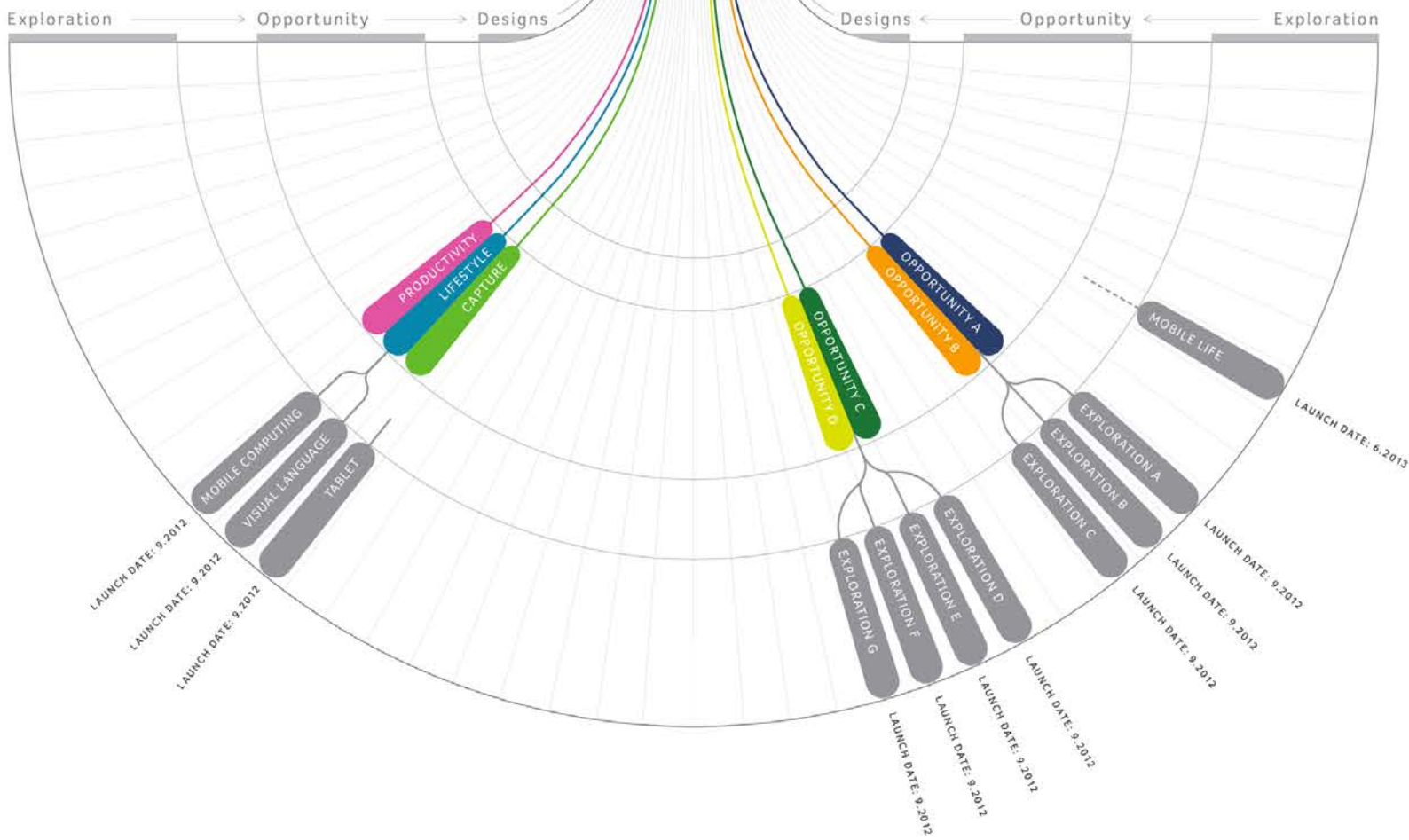
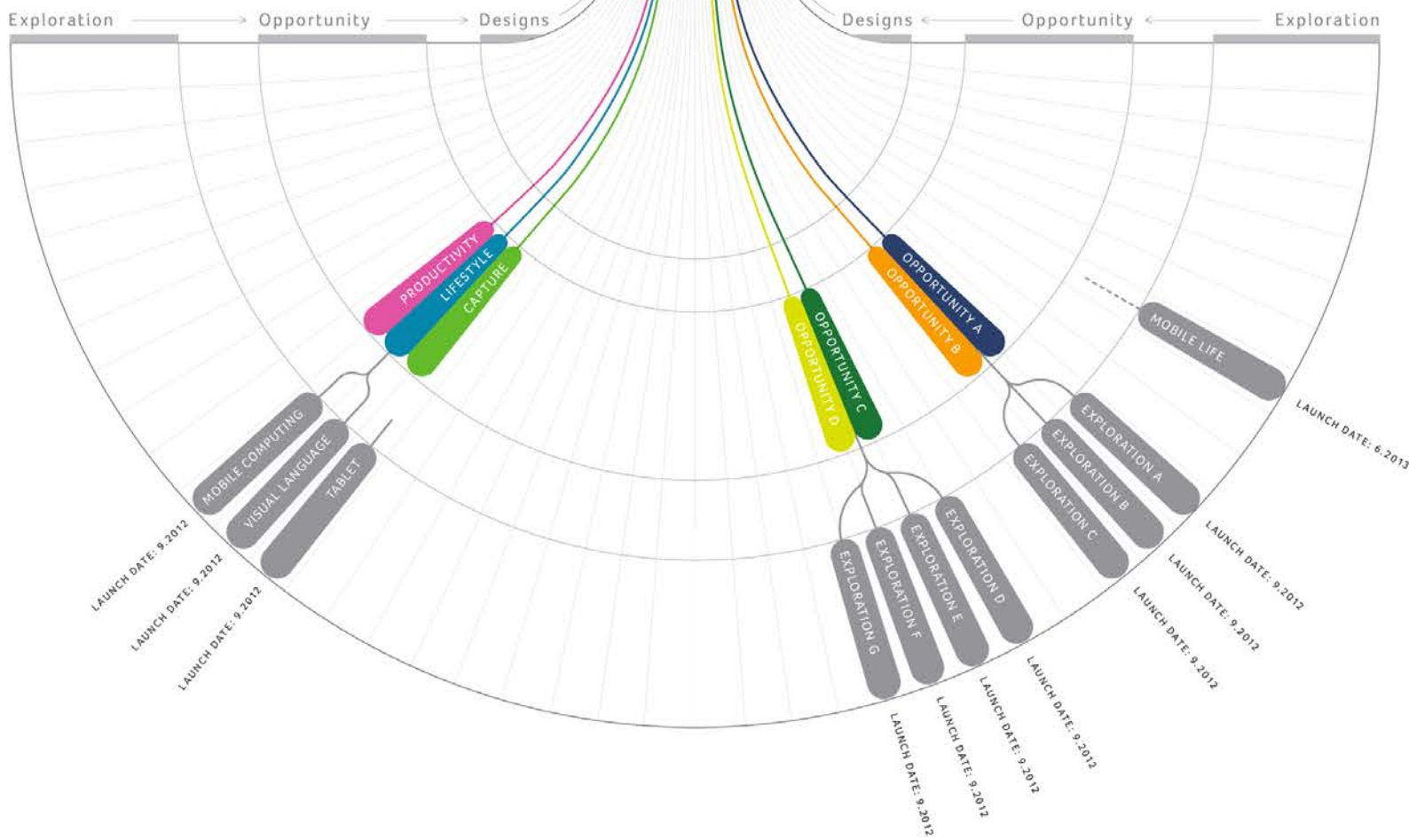
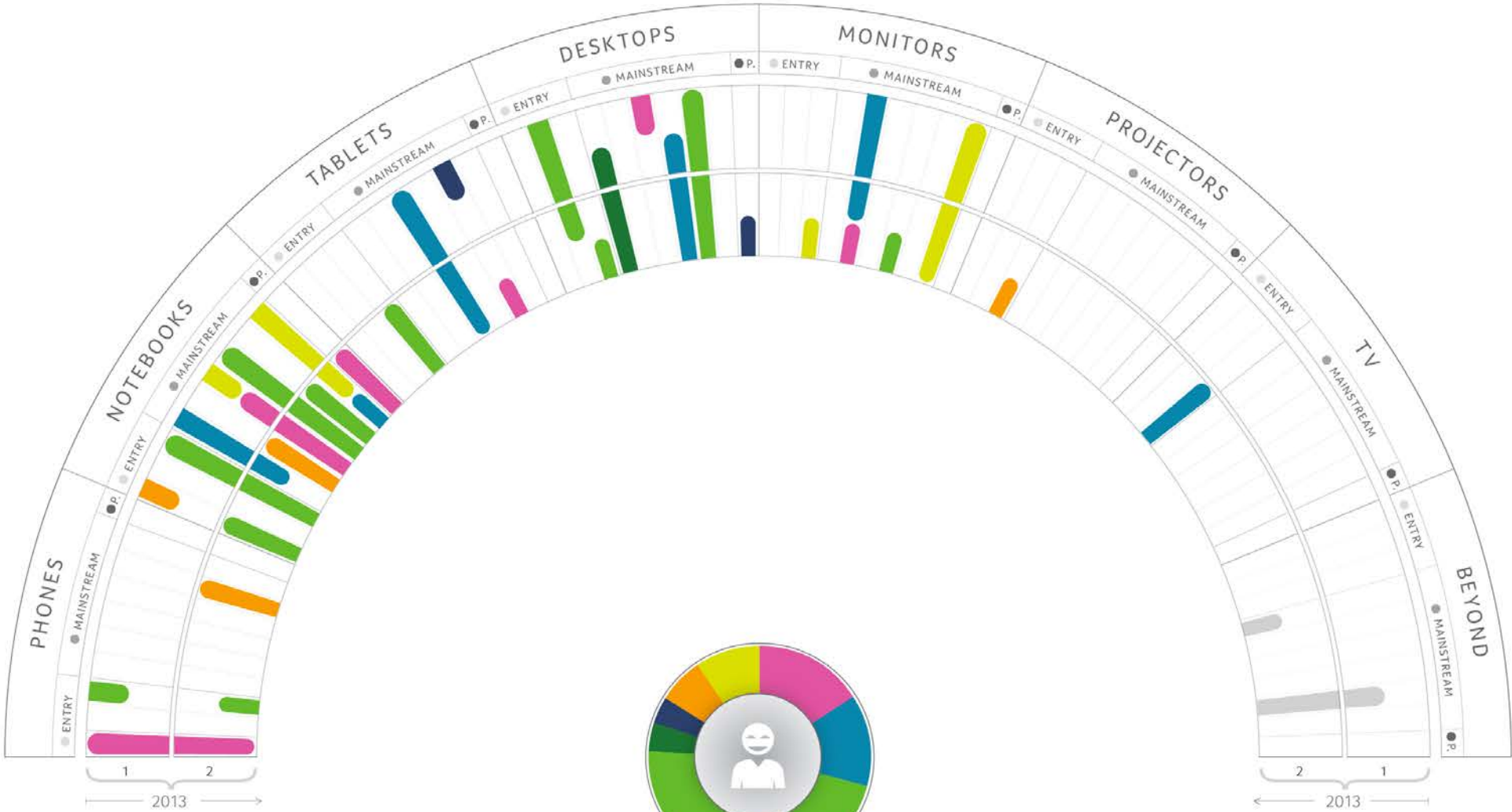
For the design thinking research part of the infographic, the inspiration came in the form of a train depot diagram where all lines converge towards one, or stylized tree roots culminating to one tree trunk. This culmination point: the client.

On the next slide, we can see the top half or the branches (product divisions) also culminating towards the central client figure, surrounded by a pie chart with percentage of opportunities currently administered to each product, all while establishing a clear timeline of current and future production schedules.

This design was offered as an interactive software concept for the heads of company to optimize the tracking of their products in development.



3 Acer Products Roadmap



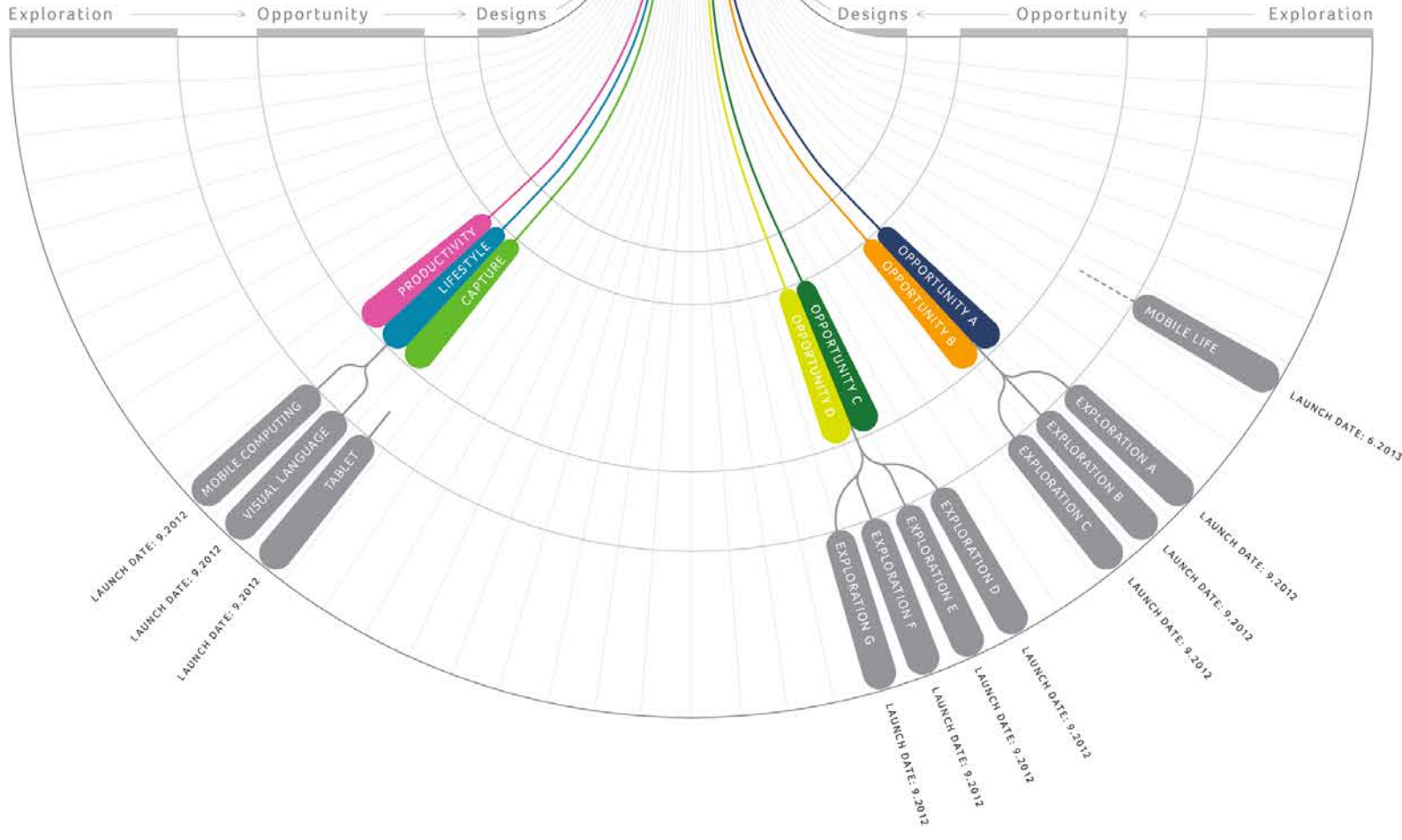
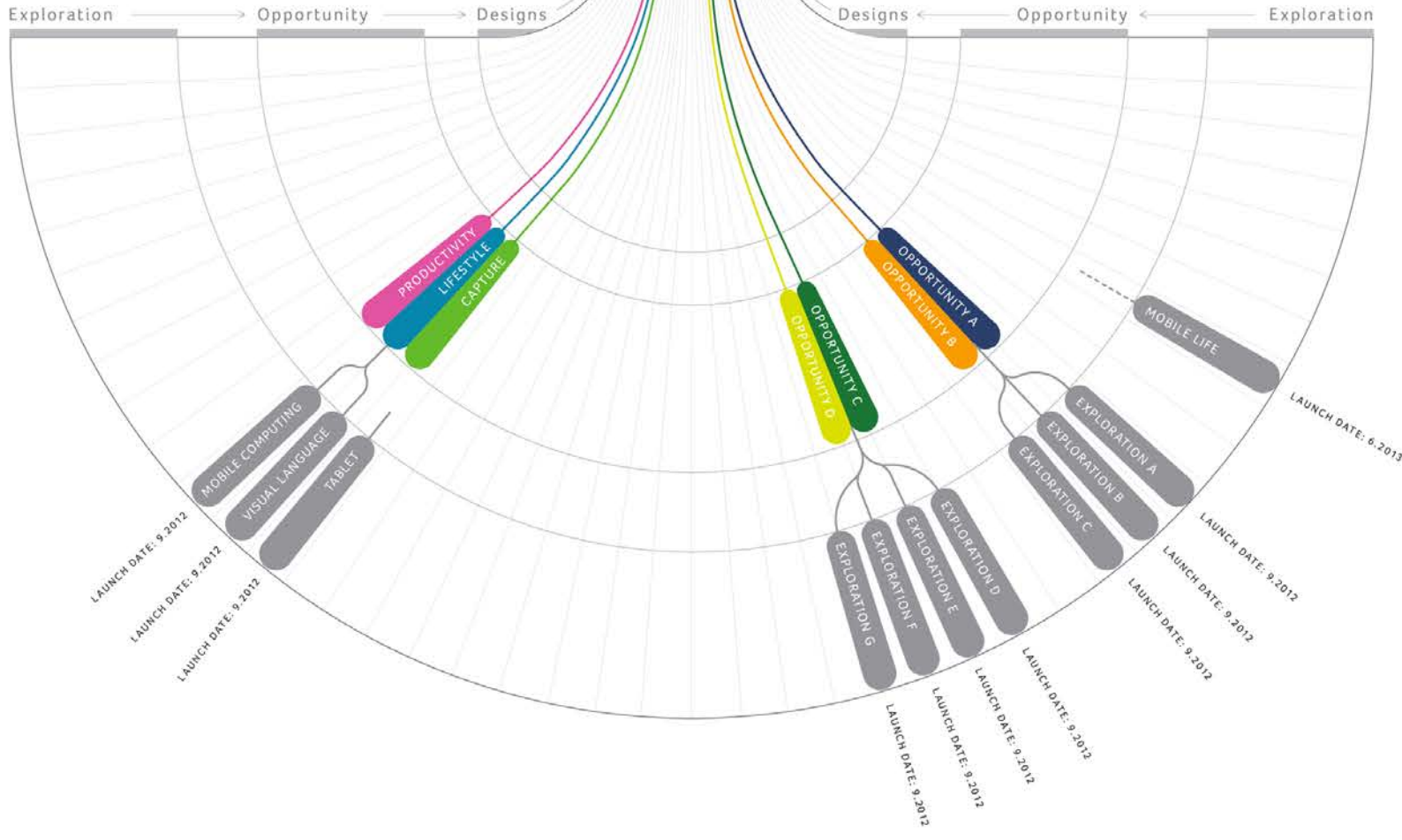
OPPORTUNITIES

OPPORTUNITIES

3 Acer Products Roadmap



MAIN
Category: Tablet
Season: Back to School
Legacy: Productivity
SPECS
Name: Yola
Price: \$449.00 (Mainstream)
PCS: August 2014
DETAILS
Chip set: Intel core-i
OS: Android
Display: 7"



OPPORTUNITIES

OPPORTUNITIES

Thank you.