

Hello! I'm Renée.

Design thinker, systems strategist, and brand architect.

I bring over four decades of experience at the intersection of creative direction, equity-centered design, and public sector storytelling. Whether rebuilding a district brand from the ashes or shaping future-forward educational ecosystems, I specialize in making the complex feel inevitable—and beautifully human.

My work lives at the confluence of logic and language, narrative and need. I've led large-scale initiatives across education, government, and tech-adjacent sectors, and publishing, always with one core belief: people don't just deserve clarity—they deserve to be seen in the story. From identity systems to web infrastructure, my design philosophy centers on dignity, utility, and meaning that lasts.

Key Benefits

Design Systems with Soul

I craft visual and verbal identities that clarify purpose and elevate trust—grounded in research, refined through empathy.

Strategic Across Scales

From classroom toolkits to districtwide brand transformations, I translate ambiguity into alignment.

Experienced Partner-in-Change

I've worked with both private corporations and public institutions for 40+ years—navigating politics, policy shifts, and people-first implementation.

PROJECT IGNITION



IN PRACTICE

The Phoenix Logo (Madera Unified School District)

In a post-COVID landscape, MUSD needed a unifying brand for its bilingual, tradition-rich community. The goal: symbolize strength, renewal, and collaboration—without bravado. We hand-drew a phoenix and placed it in a perfect circle, with a hidden “we” in the chest feathers to quietly say: **we rise together**. The result is more than a logo—it's a districtwide symbol of shared identity.

PROOF POINTS

- ▶ Developed a unifying bilingual brand adopted across a large and diverse Central Valley school district
- ▶ Balanced equity, tradition, and modern aesthetics to create deep stakeholder resonance
- ▶ Created a symbol that became a communications anchor during rapid transformation
- ▶ Led design across platforms—from signage to digital assets to print collateral—ensuring coherence and adaptability



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BRAND IS BELONGING.

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If your institution is navigating change, facing complexity, or searching for clarity—let's talk.

Not everything can be solved in a meeting, but every meaningful shift starts with one.

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