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World-Renowned Graphic Designers Steff Geissbühler and Kit Hinrichs Bring their Talents and Expertise to Shocase

Celebrated Designers to Serve as Company Senior Advisors

SAN FRANCISCO – Feb. 18, 2015 – [Shocase](#), marketing’s professional network, today announced graphic design legends Steff Geissbühler and Kit Hinrichs have joined the company in senior advisory roles. The duo represents the best and brightest in the world of graphic design, having spent decades shaping the industry.

As advisors, Geissbühler and Hinrichs will provide their input on the features and functionality of the Shocase network, as well as the site’s overall design and layout.

“Steff and Kit are pillars of the graphic design community and are responsible for some of today’s most recognizable works,” said Ron Young, Shocase’s founder and CEO. “The level of experience, expertise and utility they bring to Shocase is unmatched, and is among the reasons Shocase is primed to be the go-to professional network for graphic designers throughout the world to showcase their work.”

Geissbühler is among America’s most celebrated designers of integrated brand and corporate identity programs. His logos are some of the most famous and recognizable around the world including the NBC peacock and the TimeWarner conflation of an eye and ear. He has also worked on many notable clients producing symbols for National Public Radio, Telemundo, Union Pacific, Conrad Hotels, CARE International, the U.S. Environmental Protection Agency, Voice of America, Radio Free Europe and MercyCorps, among others. Geissbühler’s work has been honored with the American Institute of Graphic Arts Medal for his sustained contribution to design excellence and the development of the profession. In addition, in 2005, he was awarded a lifetime achievement award by AIGA, the professional association for design.

“Graphic design is such a visually-focused field and enabling its professionals to display their work on a socially-connected network for others to see is paramount,” said Geissbühler.

“Shocase will be a great avenue for designers to stay connected with the right people and continue their professional growth.”

Hinrichs is the founder of San Francisco-based Studio Hinrichs and is one of the most influential names in design, having spent 23 years as a partner with international design consultancy Pentagram. He is an unrivaled visual storyteller, who has a depth of knowledge when it comes to creating brand identity. He has designed for the pages of Zagat, countless books and publications like *Hemispheres* Magazine for United Airlines, @Issue: Journal of Business and Design and the One Show Annual. His work is part of the Permanent collections of MoMa (New York and San Francisco), LACMA (Los Angeles), Denver Museum of Art and the Smithsonian Institution’s Cooper-Hewitt Museum of Design. Hinrichs is an AIGA medalist and a former AIGA board member.

“The graphic design community has been starved for a network like Shocase,” said Hinrichs. “To be a part of it is a huge honor and, along with Steff, I’m looking forward to providing guidance to



the Shocase members so they can present their work, skills and experience to other professionals throughout the marketing industry.”

Shocase is the first-of-its-kind professional social network that offers its members greater visibility to display work, build a reputation and be inspired by the industry’s best. The network also enables members to stay informed of the latest news and trends that impact their professional lives, build working relationships and ultimately grow their business.

About Shocase

Shocase is Marketing’s Professional Network. Built to feature, connect and promote marketing professionals from all disciplines, Shocase functions seamlessly as a social network, professional crowd-sourced marketing archive and personalized online portfolio. Most importantly, Shocase is the place marketers come to discover and be discovered by the people who can advance their business and careers. Watch our launch [video](#) to learn more about Shocase.

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