



DIEGO GUEVARA  
NIKE

# DESIGN for COMMUNITY

side note:



conferences  
great place to  
build community

FREELANCE  
to AGENCY

(ton of  
work)

to NIKE



Cal's  
personal  
note to self

IKIGAI  
purpose of  
being

2. What pays  
craft over clicks

3. what you  
are good at

Lettering is  
big for pushing  
projects

1. What you LOVE  
passion shows

Storytelling  
it is important &  
layering emotional  
cues helps connect



makin'  
rad high  
profile products!

4. your  
purpose

embracing  
**vulnerability**  
leads to experimenting



personal passion  
projects  
help broaden skillsets

show the process



sketch it  
show it



create social  
distance run  
to raise funds

create  
opportunities  
for others

I can do this and that and this and that and this and that and this and that and this and that and this and that