
a zine for

**BLACK
WOMXN
DESIGNERS**

a zine for

This zine is about showing up for Black Womxn in design.

With alarming consequences, Black voices continue to be marginalized and underrepresented in tech and design.

Our digital systems have taken on the same racist patterns as our analog systems. This is reflected in biased AI and algorithms, racist facial recognition technology, and rampant hate and disinformation on the web.

The Black Womxn featured in this zine are redesigning for justice and equity. Their ideas are critical to our future.

Amplify their voices.
Advocate for Black Womxn in design.

AMPLIFY

BLACK WOMXN DESIGNERS

FEATURED DESIGNERS

Abby Allen

Michaela Banks

Antionette D. Carroll

Terresa Moses

Lesley Ann-Noel

Momo Pixel

Shara Rosenbalm

Raja Schaar

Keisha Whaley

Jen White-Johnson

ADVOCATE

ABBY ALLEN

FOUNDER of NEON BUTTERFLY

From her lived experience as a biracial woman paired with two decades of working for big business, Allen has gained a unique understanding of the human connection. Neon Butterfly was founded to share this understanding as well as to promote inclusivity and cultural representation.



#Founder #NeonButterfly

#RepresentationalEquity #AdvertisingandMarketing



Disney: Reimagine Tomorrow



TASKED BY DISNEY, NEON BUTTERFLY CREATED **REIMAGINE TOMORROW** IN ORDER TO BRING ATTENTION TO UNDERREPRESENTED VOICES OF DISNEY CREATORS. PEOPLE WERE ABLE TO SHOWCASE THEIR WORKS WHILE PROMOTING DIVERSITY.

Disney: Stories Matter

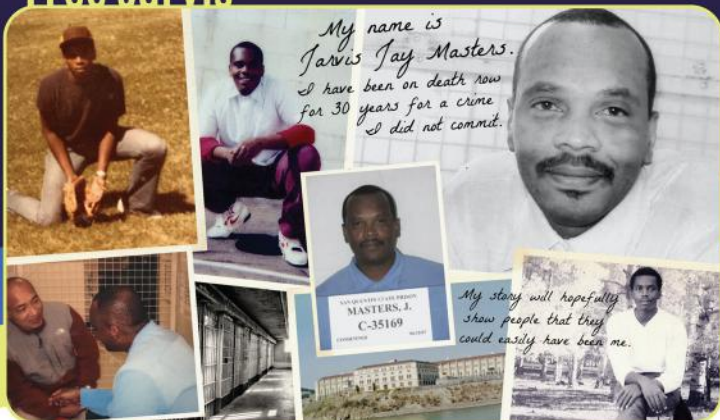


DISNEY IS TAKING ACCOUNTABILITY FOR SCENES LIKE THIS AND EDUCATING THEMSELVES AND THE VIEWER



ON A SIMILAR NOTE, THEY WENT ON TO LAUNCH **STORIES MATTER**. THIS VIDEO PROJECT'S AIM WAS TO EDUCATE THE VIEWER ON NEGATIVE DEPICTIONS AND MISTREATMENT OF PEOPLE OR CULTURES WHILE HIGHLIGHTING THE IMPORTANCE OF REPRESENTATION IN MEDIA.

Free Jarvis



NEON BUTTERFLY OFFERS THEIR AID REGARDLESS OF RESOURCES, AND CAME TO ASSIST JARVIS JAY MASTERS, AN INNOCENT MAN WHO HAS BEEN ON DEATH ROW IN SAN QUENTIN FOR MORE THAN THREE DECADES. IN AN ATTEMPT TO OVERTURN HIS CONVICTION, NEON BUTTERFLY CONSTRUCTED A SITE ABOUT HIS WRONGFUL IMPRISONMENT IN ORDER TO EDUCATE AND BRING AWARENESS TO HIS CASE.



Made by DWC

DWC, THE OLDEST WOMEN'S SHELTER IN THE COUNTRY, CAME TO NEON BUTTERFLY IN AN ATTEMPT TO REBRAND **MADE** AS A HOME GIFT BRAND WHILE ALSO WANTING TO REACH A WIDER AUDIENCE. THEY DID THIS BY ESTABLISHING A VOICE FOR THE BRAND AND SETTING GUIDELINES FOR SOCIAL MEDIA. THE MARKETING PLAN WAS TO BE AUTHENTIC AND APPROPRIATE.

NEON BUTTERFLY SUCCEEDED AND INCREASED THE AUDIENCE BY **58%** AND INCREASED SALES BY **128%**

VIEW ALL OF THESE PROJECTS HERE





[LINKEDIN.COM/IN/MICHAELA-BANKS-18AA2335/](https://www.linkedin.com/in/michaela-banks-18aa2335/)

visual designer at

bottle rocket

Michaela mentors new designers on her team. She strives to create a safe and inclusive space for other POC designers.



**“AS A NEW
DESIGNER, DON'T
BE AFRAID TO
EXPRESS WHAT YOU
DON'T KNOW”**

M
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T
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A
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V
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S
M
#A

AT BOTTLE ROCKET,
MICHAELA CREATED

“IF YOU COULD
WORK ON IT FOR
HOURS AND
HOURS AND
STILL FIND
JOY IN IT...
THAT’S WHAT
YOU SHOULD
BE DOING!”

#BLACKHISTORYMONTH

A SERIES OF

24

ARTISTS
SCIENTISTS
PROFESSIONALS

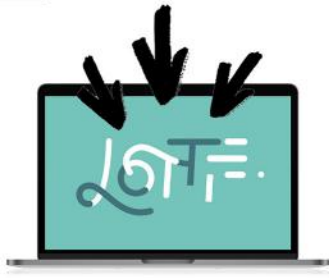
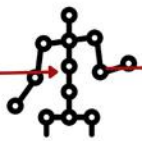
- +WOMEN'S HISTORY MONTH
- +GERMAN POLISH MONTH
- +INDIAN AMERICAN MONTH



MOVIE SERIES

TECHNICOLORR

At Bottle Rocket,
Michaela features
diversity within film
based on each theme
of the month.

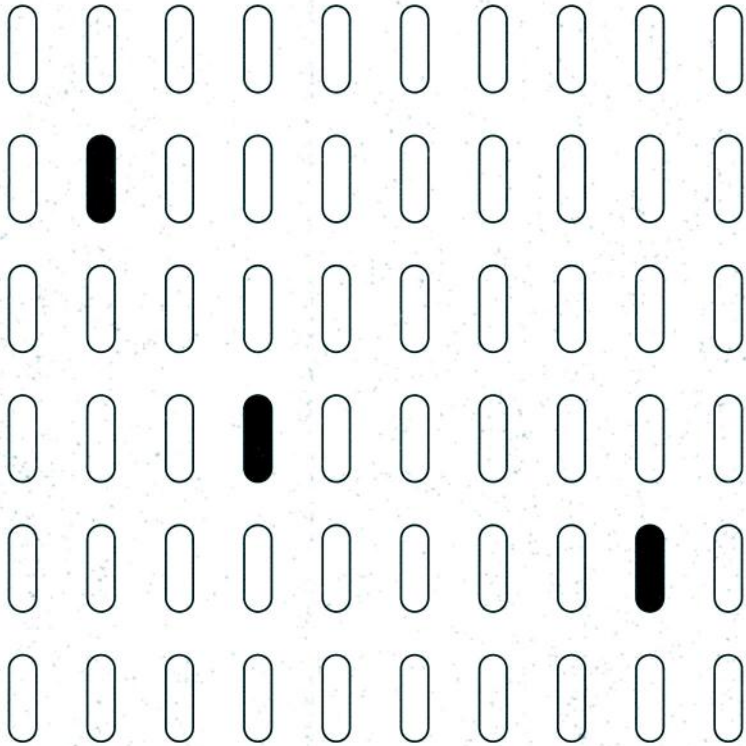
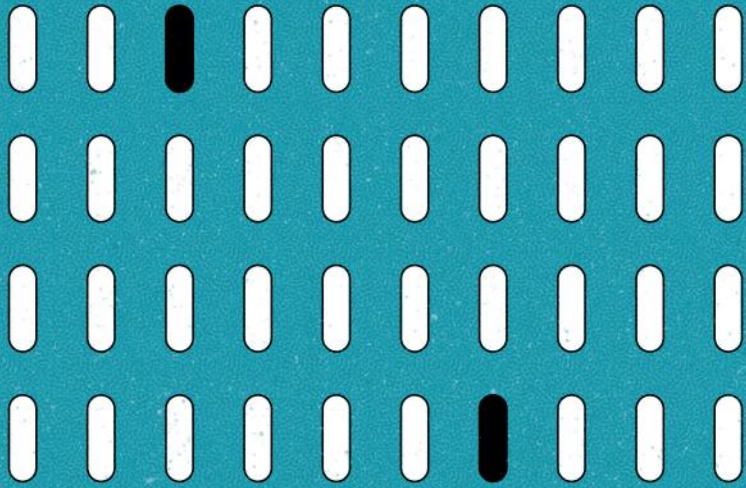


ZINE DESIGN BY ANGELA WANG

only

5%

of Designers identify as Black



aiga.org/design/design-research-insights

**“If you’re lucky
enough to earn
a living from
your art, you’re
probably white.”**

Roberto A. Ferdman

Washington Post, 2014

[washingtonpost.com/news/wonk/wp/2014/10/21/
if-youre-lucky-enough-to-earn-a-living-from-your-
art-youre-probably-white/](http://www.washingtonpost.com/news/wonk/wp/2014/10/21/if-youre-lucky-enough-to-earn-a-living-from-your-art-youre-probably-white/)

ANTIONETTE D. CARROLL

**FOUNDER AND CEO OF
CREATIVE REACTION LAB**

#DESIGN EDUCATION
#FOUNDER
#FIELD GUIDE
#DESIGN JUSTICE



antionettecarroll.design
creativereactionlab.com

**“SYSTEMS OF OPPRESSION,
INJUSTICE, AND INEQUITY
ARE ALL BY DESIGN,
THEREFORE,
THEY CAN BE REDESIGNED”**

– Antionette D. Carroll

Listen to Antoinette's
inspiring TED talk about
Design Justice



SCAN ME

CREATIVE REACTION LAB

A NONPROFIT ORG

that educates
and challenges
Black and LatinX
youth to be leaders
in redesigning justice

EQUITY
LEADERS

FIELD GUIDE

FOR EQUITY-CENTERED COMMUNITY DESIGN

a great resource
for anyone
interested in
justice work!



Check out their
shop to pick up
your Field Guide
and merch!



SCAN ME



zine design by Lisa Stocker





Asst. Professor, College of Design
University of Minnesota
Creative Director Blackbird Revolt
Proud black queer woman
dedicated to the liberation
of black and brown people
through art and design.
As a designer and illustrator,
her work focuses on race,
identity, and social justice.


#EMPOWERING BLACK WOMEN
#DESIGN FOR SOCIAL JUSTICE
#RACISM UNTAUGHT

**TERRESA
MOSES**



 [linkedin.com/
in/terresamoses](https://www.linkedin.com/in/terresamoses)

 terresamoses.com

 [@projectnaptural](https://www.instagram.com/projectnaptural)



Project Naptural is a campaign
that intends to “connect, educate
and empower Black women with
naptural hair.”

**PROJECT
NAPTURAL**

The project consists of a series
of illustrated posters highlighting
natural hairstyles in a way that
connects black women through
the art and culture of hair styling.



**RACISM
UNTAUGHT**



UMBRA



Racism Untaught was created to reveal and educate upon racialized design at the undergraduate and graduate level in universities.

Within these workshops, each participant works to create an environment that further explores issues of race and racism by identifying artifacts, sharing experiences with microaggressions and biases, and combating systemic forms of racism and the institutions that uphold them.

SHOW UP FOR BLACK WOMXN

Moses' exhibition Umbra, focuses on the experiences of black women in America compared to everybody else. It is split into two journeys, one of education, and one of empowerment. The artist's printed designs coupled with her reflections guide the experience in both a digital and physical space.

It is the viewer's job to sit back and observe, taking in the experience.



WE NEED MORE

**BLACK
DESIGN**



BOOK SIGNERS

AMP

LIFY

their voices.

ADVOCATE

for Black Womxn designers.



Dr. Lesley-Ann Noel

She is an assistant Professor at North Carolina State University who attempts to create greater critical awareness among designers and design students.



Positionality

The Black Experience in Design

Critical Theory

Afro-Caribbean Designer

Designer's Critical Alphabet Cards



“ I want my students to see people of color as experts who they are learning from rather as a community that is being studied. ”



- Lesley Ann Noel

 @lesleyannoel

 @lesley Ann Noel, phd

 @Pluriversal Design Lab



The Designer's Critical Alphabet



These alphabet cards were designed to introduce designers to critical theory and to help them reflect on their design process. Each card introduces a theory under that letter. Scan the QR code to view the complete list of cards or purchase the complete deck!



The *Black Experience in Design* book is written by Noel, along with other designers, to spotlight teaching practices, research, stories, and conversations from a Black/African diasporic lens.

MOMO PIXEL

FREELANCE ART DIRECTOR

AS AN AWARD WINNING PROFESSIONAL CREATIVE, PIXEL HAS CREATED COLORFUL AND EXCITING CAMPAIGNS AS WELL AS GAMES, SOMETIMES SPEAKING ON THE EXPERIENCE OF BLACK WOMEN.



#BLACKCYBERFEMINISM #HAIRNAH

#GAMEDESIGN #MOMOLANDSTUDIOS

HAIR NAH



HAIR NAH
WAS CREATED TO
COMMUNICATE
ONE OF MANY
MICROAGGRESSIONS
THAT BLACK WOMEN FACE
IN EVERYDAY LIFE,
STRANGERS WHO THINK
THEIR ENTITLED TO
TOUCHING BLACK HAIR.

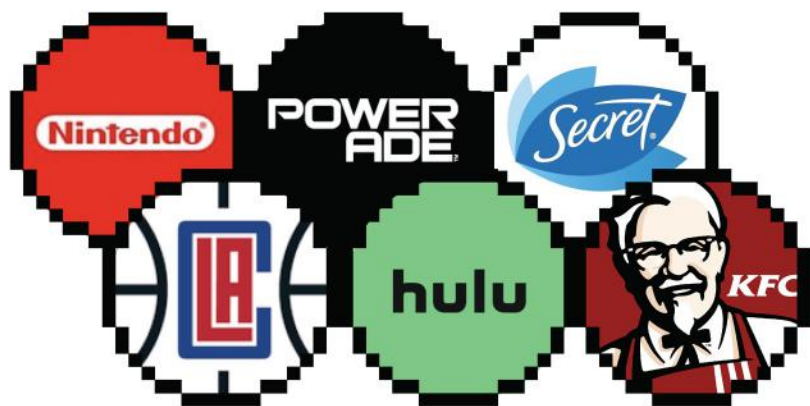
CHANGE THE GAME

WORKING WITH GOOGLE PLAY,
PIXEL WAS TASKED W/ CREATING
A SYSTEM THAT WOULD
COMMUNICATE CHANGE IN THE
GAMING WORLD.

WITH RARE REPRESENTATION OF
WOMEN IN VIDEO GAMES,
PIXEL DESIGNED AROUND THE
FACT THAT THE GAMING WORLD
IS FROZEN IN IT'S OLD WAYS.



PIXEL HAS ALSO WORKED W/







Shara
ROSENBALM

SR. PRODUCT DESIGNER • DIALEXA

- #BIPOC advocate
- #designing while black
- #Crushing constraints
- #activism

 [linkedin.com/in/shara-rosenbalm](https://www.linkedin.com/in/shara-rosenbalm)

 shararose.squarespace.com/portfolio

Crushing Constraints

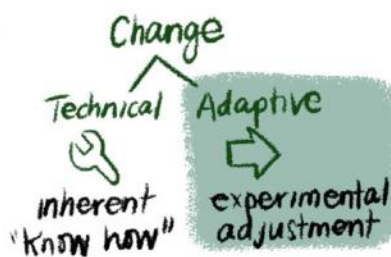
AS A MARGINALIZED GROUP

CONSTRAINTS = LIMITATIONS
marginalized folks deal
with their own set of
constraints every day.

work as a social system

the pattern of
relationships
between groups
that forms a
coherent whole.

SOCIAL SYSTEMS
ORGANIZATIONS
COMMUNITIES
SMALL GROUPS
DYADS

3 Methods

TO MAKE
ADAPTIVE CHANGE



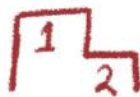
adaptive change
self awareness



reflect on
your values
within your work
collect feedback
from colleagues

- mindfulness
- journaling

adaptive change
self-advocacy



find a workplace
sponsor to boost you
be vocal and honest

- get involved
- be proactive

adaptive change
demonstrate and
increase value



regularly reflect
on your own performance
know your own value
in terms of compensation

- build your case
- be aware of other
success

check out
Shara's Portfolio



Actively contribute
to the cause by
bringing up other
marginalized folks.

1. lead with empathy
2. be a mentor
3. check biases
4. question leadership

Lastly, always have
an exit plan and
know your worth as
a designer.



Antoinette Carroll

CEO of Creative Reaction Lab

“We can design spaces to be more inclusive, but that requires us inviting diverse co-creators to be a part of that process.”

RAJA
SCHAAR

[linkedin.com/in/rajaschaar](https://www.linkedin.com/in/rajaschaar)
drexel.edu/westphal

#AFROFUTURISM
#CLIMATE JUSTICE
#INDUSTRIAL DESIGN
#DESIGN EDUCATION



Program Director & Assistant
Professor of Product Design
@ Drexel University

Raja infuses her **teaching and work** with

CRITICAL PEDAGOGY

to inspire **society-centered design**

Check out this awesome talk
about Raja's design approach



SCAN ME

AFROFUTURISM

reimagines a world that is centered on black identity and involves futuristic technology

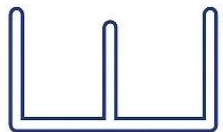
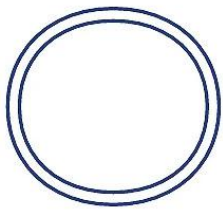
Imagine a future where we heal the trauma of 400 years of oppression

Check out this card game to inspire Afrofuturist thinking



CLIFI

is fiction that speculates on the impact of climate change



[Linkedin.com/in/keishawhaley/](https://www.linkedin.com/in/keishawhaley/)

#Advertising and Marketing

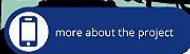
#Representational Equity

#Brass Tacks

#Design Education

#Mentorship

TRUTH TO POWER PROJECT



Genius musical collaborations that fund non-profits who empower the black community.



"Amplify Resilience in Black Communities after George Floyd"

BASED IN DALLAS, TX

BTC



marketing firm with a niche in helping clients communicate social causes.



FOUNDRY APPRENTICESHIP PROGRAM

REPRESENTATIONAL EQUITY IN ADVERTISING & MARKETING

- 12-24 month program
- collaborate with other apprentices
- real client work experiences
- designed for creatives



Keisha considers the emotional & cultural associations with color and typography. The community associated green & blue tones as better than rustic tones.

Freshness X Change



more info



Jen White-Johnson

Art & Design Activist and Educator

- #Disability advocacy
- #Black Disabled Lives Matter
- #Neurodivergent experience
- # Solidarity
- #Afro-Latina
- #JTO Photo & Design

JenWhiteJohnson.com

ZINES

- Protecting and preserving Black disabled children
- Using design to bring visibility to the facts
- Emphasis on solidarity and Black Power
- Inspired by redesigning ableist visual culture
- Empowering and activating change to encourage communities to engage in conversations about acceptance

IT'S LIBERATING
NOT TRYING
TO FIT INTO
A BOX



Website

- Honoring Black disabled people
- Acknowledge the legacies of disabled people of color
- “More than half Black bodies with disabilities in the U.S. will be arrested by the time they reach their late twenties.”—Reuters

WWW.WATBD.ORG

JUNE 26-27 2021



The 2019 AIGA Design Census reports that only 3% of designers, across disciplines, are black.

From Cheryl D. Miller's 1987 PRINT Magazine article, "Black Designers Missing in Action," to today, there is an entire legacy and lineage of black designers searching for answers which cannot and should not be ignored.

Where are the Black Designers takes Cheryl's work, as well as Maurice Cherry's 2015 SXSW presentation, and builds upon them to provide solutions to this rhetorical question. This year there is a sense of urgency and attention around the lack of representation in the design industry — this is so important. As we push forward together we must be mindful of the past and strategic about the future.

WHERE ARE THE BLACK DESIGNERS?

(Seriously, where are they?)

BLACK WOMXN DESIGNERS

Download a PDF of this zine to share with friends, students, and colleagues



ZINE CONTRIBUTORS

We're a group of designers that got together to learn about awesome Black Womxn Designers and highlight their invaluable contributions to our field.

Ben Clark – [linkedin.com/in/ben-clark-design](https://www.linkedin.com/in/ben-clark-design)

Kemba Earle – [instagram.com/kemba_graphics](https://www.instagram.com/kemba_graphics)

Caylin Gaines – [linkedin.com/in/caylingaines](https://www.linkedin.com/in/caylingaines)

Lisa Stocker – [linkedin.com/in/lisamstocker](https://www.linkedin.com/in/lisamstocker)

Angela Wang – angelxwdesign.wixsite.com

Kim Wilkins – [linkedin.com/in/kimberly-wilkins-6a52a5196](https://www.linkedin.com/in/kimberly-wilkins-6a52a5196)

Thalia Wilson – [linkedin.com/in/thalia-wilson-a0a7b1124](https://www.linkedin.com/in/thalia-wilson-a0a7b1124)

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ADVOCATE

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