

## REBECCA NELSON

As the Creative Director at Milepost, Rebecca leads the creative department by bringing many years of communications strategy, brand development, graphic design and information architecture experience. She works directly with clients to identify communication opportunities and designs strategies and tools to help them achieve the desired result. Rebecca excels at distilling down large volumes of content, often technical, into concise visuals that lead the target audience to the desired action. Rebecca is a strong advocate for every client's brand, ensuring that all communication projects represent the brand accurately and are in line with existing corporate messaging and goals.

Rebecca is also a Senior Project Manager for Milepost and excels at keeping a project focused on the end goal while being worked on by a diverse team. Rebecca stays engaged with the output throughout the entire process to ensure that it is inline with the client's objectives and that it meets Milepost standards of quality. As a communications strategist, Rebecca guarantees that clients are well informed throughout the project, and that all stakeholders are brought onto the project when needed to keep the timeline on track and all available expertise utilized.

### EXPERIENCE

#### *Artistic Director*

#### **Using Good Design to "Nudge" | American Council for an Energy Efficient Economy (ACEEE)**

Milepost worked with the City of Takoma Park, ACEEE, and the State of Maryland Energy Administration (MEA) to develop an engagement program to promote energy efficiency among qualified-income, multi-family tenants using low and no-cost methods to change behavior. Milepost developed the brand for the program and designed multiple intervention materials to effectively "nudge" participants every month towards the intended behaviors. The designs were intended to look high end to encourage residents to display them in their homes beyond the initial engagement period. Engagement materials included a thermostat hanger that encouraged more moderate temperature settings, a refrigerator magnet that asked residents to "power down" and a holiday ornament that accompanied an LED light bulb to promote lighting efficiency. Evaluation will begin in 2015 to determine savings attributed to this effort.

#### *Project Manager & Designer*

#### **Logic Model Development | Bonneville Power Administration (BPA)**

Milepost Consulting partnered with The Cadmus Group to create a demand response (DR) evaluation strategy for Bonneville Power Administration upon their implementation of a new DR program approach. Milepost led the

### EDUCATION

THE EVERGREEN STATE  
COLLEGE  
BA in Fine Arts

### PRESENTATIONS

ACEEE BEHAVIOR ENERGY  
AND CLIMATE CHANGE  
CONFERENCE,  
SACRAMENTO, CA. 2012  
Make "It" Visual To Increase  
Actions Taken By Your Target  
Audience

### CIVIC LEADERSHIP

STEERING COMMITTEE  
MEMBER FOR THE  
GARRISON INSTITUTE'S 2013  
CLIMATE, BUILDINGS &  
BEHAVIOR SYMPOSIUM  
Participated in several idea  
generation meetings and  
planning discussions as part  
of the process for building the  
agenda for the four day  
symposium.

### EXPLORE CALENDAR

Founder and designer of an  
international photography  
project that published an  
annual calendar highlighting  
the beauty found in different  
cultures. All photos are taken  
by women from around the  
world representing their  
countries and or their life  
changing experiences. All  
proceeds are used to fund  
women in education in  
countries where women have  
faced vast oppression.

collection of background research and the final design and presentation of the information - conducting interviews with key DR staff, facilitating the creation of a Demand Response Logic Model to define DR program success, and presenting the final strategy in a concise, visually compelling and easy-to-follow format. The strategy included an overview of the appropriate impact and process evaluation techniques, complemented by associated How-To Guides, tools and templates to guide future evaluation.

*Project Manager & Designer*

**Summarizing Data Through Visual Presentation | [The Cadmus Group](#)**

Milepost helps Cadmus translate technical evaluation data into easily digestible and action oriented formats to increase the effectiveness of the evaluation reporting process. Our role is to continuously look for ways to communicate the dense and technical reports they produce for one of their major utility clients into formats that clearly and quickly articulate the most important and actionable data. Using infographics, we illustrate large amounts of the evaluation data, making it easier for the audience to visualize the data and understand relationships between multiple datasets.

*Project Manager, Facilitator & Designer*

**Creating a Soft “Buzz” in the Office | [Puget Sound Energy](#)**

Designed and facilitated two 2-hour workshops to engage this utility’s engineering management team (15+people) in thinking “outside the box.” With a goal of creating a “soft buzz in the office” around a new career advancement model for engineers, Milepost helped this team develop a communication tool that would capture the attention of their target audience, and generate excitement in their workplace. Following the workshop, Milepost took their creative ideas and developed an infographic that would serve as their communication tool. It was incredibly effective in achieving the desired outcomes, on top of being recognized by upper management as a best practice for communicating within their culture.

*Facilitator*

**Strategic Planning Facilitation | [Seattle 2030 District](#)**

Provided facilitation for the efficient development of common vision among a 21-member Board of Directors for the development of organizational strategies and for the prioritization of short- and long-term activities to accomplish set goals.

*Project Manager & Designer*

**Making Complex Data Digestible | [Bonneville Power Administration \(BPA\)](#)**

In support of BPA’s efforts to conduct and communicate the results of a technical review of the region’s energy saving achievements in comparison to the 6<sup>th</sup> Power Plan, Milepost Consulting provided communication planning, stakeholder assessment, technical writing “translation” and infographic development support. Our team is well versed in how to turn technical language into easily digestible content that engages the reader through visual representations of the data being presented.

The project, specifically the design, has gained the attention of Art Wolfe, esteemed travel photographer.

**COMMUNITY CARPENTRY PROJECT**

Co-founder of a community group that has been assisting the renovation of one of Seattle’s largest battered women’s shelters. Starting in 2009, this project has been offering carpentry training to its volunteers, and carpentry services free of charge to the shelter.

*Artistic Director & Designer*

**Fan Engagement Tool Development | [New Orleans Super Bowl Host Committee](#)**

On behalf of the New Orleans Super Bowl Host Committee, Entergy Corporation and the Center for Climate and Energy Solutions, Milepost developed an infographic to illustrate the environmental initiatives that made Super Bowl XLVII the “Greenest Game in Super Bowl History.” The infographic consolidated many initiatives into bite-size pieces of information that quickly illustrated the accomplishments, using equivalencies specific to football fans and New Orleans. The infographic was used as a press release as well as a fan exposure and engagement tool.

*Project Manager & Artistic Director*

**Re-engage Your Audience Through Showing Progress | [Seattle 2030 District](#)**

With another year worth of data, the Seattle 2030 District (the District) had the opportunity to illustrate its progress and further engage the Seattle community. Milepost worked with the District to develop an Annual Report that would inspire action amongst its members by celebrating their collective successes while showing the distance still needed to overcome to achieve their 2030 goals. The report heavily integrated infographics to present the key data points to make the main messages stand out at a skimable level.

*Artistic Director & Designer*

**Differentiating Your Product Within a Competitive Market | [American Lamb Board](#)**

The American Lamb Board (ALB) hired Milepost Consulting to develop and implement an industry-wide sustainability survey to lamb producers and feeders in an effort to uncover their level of commitment to best practices around protecting the environment, improving land management, maintaining animal well-being and generating positive social and economic impacts in their local communities. Milepost visited 19 ranches and two feedlots throughout the country to get an understanding of the day-to-day challenges sheep ranches face, as well as the variety of regional production systems they employ to help us, in collaboration with ALB, generate a relevant survey. The final survey elicited 1,113 responses, totaling a pool of nearly 1.5 million lambs and sheep. The results of the self-reported survey were packaged and presented to the public in a transparent manor, highlighting the ways this product differentiates itself within the competitive protein market.

*Project Manager & Artistic Director*

**Getting Seattle Psyched! | [Office of Sustainability & Environment \(OSE\)](#)**

Seattle OSE approached Milepost Consulting to help them develop the first ever city-wide environmental progress report due to our reputation for making data fun to read and easy to digest. Through our signature kick-off meeting, we developed a format to deliver the City’s key accomplishments that would be engaging to the Seattle public in an effort to increase readership and inspire pride in our community. Not only did we design the look and feel of this communication tool, we helped OSE work with multiple City departments to define the key stories to tell and gather and analyze multiple data sets.

*Project Manager & Designer*

**Helping Atlanta Succeed in the National Better Buildings Challenge | [Atlanta Better Buildings Challenge](#)**

For the past two years, Milepost has supported the Atlanta Better Buildings Challenge (Atlanta BBC) in evaluating its annual progress and communicating the successes to their community and key stakeholders. We helped identify the appropriate metrics for the evaluation and coordinated the accumulation of that data across multiple avenues for comparison against the baseline. Once the story emerging from the data was identified, our team

took this broad and complex data set and translated it into an engaging Annual Report and various other marketing collateral using a mixture of photography, infographics and text. Each piece of collateral is built to serve multi purposes; satisfy annual reporting requirements, market the program offerings to get more buildings to join the challenge, and keep existing members engaged in the program. All communication tools we develop for Atlanta BBC are designed be easy to customize with minimal design experience to enable the Atlanta BBC to continue their communication efforts internally.

*Artistic Director & Designer*

#### **Energy Efficiency Lobby Installation Design | Major Utility**

In an effort to better engage customers in their energy efficiency programs, this utility decided to redesign their existing energy efficiency lobby installation. We conducted a current state assessment, and through one-on-one customer interviews, determined who was using the lobby and what their specific needs and interests were. Out of our findings, we developed several options for the future lobby design, including in them design, level of engagement and content, and tested them upon customers passing through the lobby. We provided the utility with a final future state recommendation that included the layout of the installation, content organization to make it relevant to multiple types of customers, engaging lobby display components, and the design aesthetic.

*Artistic Director & Designer*

#### **Translating Data Using Infographics | Seattle Office of Sustainability & Environment**

Developed an infographic to summarize a complex and cutting edge climate change report in an effort to engage Seattle communities. The infographic detailed the Climate Action Plan's goals for reducing consumption based inventory in an engaging manner that outlined clear actionable steps and definitions for individuals to reduce their impact, save money and be healthier.

*Designer*

#### **Customer Touchpoint Mapping | Tennessee Valley Authority**

The Tennessee Valley Authority hired us to help them review and enhance their existing energy efficiency program designs. To facilitate program improvement, we used customer touchpoint mapping as a tool to help the utility shift their thinking from an engineering perspective, to one of their customer. Through a current state assessment, we were able to determine every instance a program touched their customer, which we compared back to the utility's brand promise to make sure it was as quality of a touch as it should be. We developed an infographic for each program that could be printed large and hung on a wall as a daily reminder for future state design sessions to keep the utilities brand promise in the forefront of their mind.

*Project Manager, Designer*

#### **Demystifying Energy Efficiency and Demand Response | Tennessee Valley Authority**

Milepost developed a series of communication strategies designed to demystify the meaning of Energy Efficiency and Demand Response through the crafting of "user-friendly" explanations of why EEDR is a proven energy source. We collaborated on visual design around audience delivery, development of tailored communication tools using simple and transparent language to create a buzz about its potential and the implementation and roll out strategy. The messages were based on the McKinsey evaluation of TVA's EEDR strategy and were used for creating the foundation for TVA's communication department to speak about EEDR, presentation materials that are used by TVA leadership to speak about EEDR, and communication and marketing campaigns for multiple audiences.