

## Cathy Fromet

DIRECTOR OF ENVIRONMENTAL GRAPHIC DESIGN

Creative problem solver. Human map.  
Fearless in the face of challenge.  
That is Cathy.

It took a sculpting class to uncover Cathy’s passion for three dimensional design. Now, she brings that zeal to each placemaking and wayfinding project at Studio Graphique. From conception to implementation, Cathy manages each environmental graphic design project while working with her creative branding team to ensure the best design strategy. She excels at research and planning for the next big project, and lecturing on topics related to environmental graphic design.

It is no surprise what core value has the most meaning for Cathy – *collaboration*. In her job, Cathy successfully coordinates multiple partners, including clients, construction managers, architects and fabricators. In addition, at every turn, Cathy values the expertise, talents and input of her team.

“Figure it out – that is my personal motto. Since early in my career, I’ve been left to my own devices when it comes to my environmental graphic design work. This approach has served me well, as I learn best by researching, innovating and doing.”

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### THINGS YOU MUST KNOW ABOUT CATHY

Current events junkie  
Master of the Google search  
Mom to ‘boys’ 2 humans, 2 dogs, 2 cats

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### EXTRACURRICULAR

Shaker Area Development Corporation (SHAD),  
Board of Trustees, since 2008  
Society for Environmental Graphic Design,  
Cleveland Chapter  
Race for the Place (to benefit The Gathering Place),  
Beachwood, OH  
Regularly speaks about branded environments,  
placemaking and wayfinding  
Komen Race for the Cure (annual participant)