



Presenter:

## Alyson Beaton

Owner and Creative Director, Grow Studio, LLC

### Work Background:

- Assistant Professor of Graphic Design, Columbia College, Chicago

### Educational Background:

- Bachelors of Environmental Design, Texas A&M University
- MFA, The School of the Art Institute of Chicago, Visual Communications

### Awards/ Memberships:

- Creative Play: 2013 "Design" Toy of the Year Award, Lille City
- Creative Play: 2014 "Design" Toy of the Year Award, Primrose Dollhouse
- Dwell on Design Modern Family Pavillion: Lille Moderne house on display

## Presents The Raymond V. Haysbert, Sr. Entrepreneurship Lecture

### Design Entrepreneurship: Creative People with Great Ideas

Ready? Set? GO! You have a great idea, everyone keeps telling you that you should start a business, but you are creative and have no idea what it takes to run a business. You know you have a unique skill set that can help you introduce your idea to a marketplace, but the only problem is you don't have any money or any real experience on how or where to start. Traditionally your role in the workplace is to help other people make their ideas successful.

What makes someone a design entrepreneur? And why aren't more designers starting their own businesses? Alyson Beaton will offer her unique perspective and experiences on launching a business with a MFA not a MBA. She will take you through her story, from using crowdfunding to bringing her idea to a national and international marketplace. She will get in-depth on how she uses creativity to see the marketplace through a different lens. She will tell all about how being a designer has helped her succeed, and in some cases fail. She has had first hand experience educating herself using the marketplace as her ultimate critic. She will discuss why she believes that design entrepreneurs have the power to shape and transform the future of our marketplace.

Grow Studio clients include: Nordstrom, Paper Source, J. Crew, MOCA Cleveland, National Gallery of Arts DC, Walker Art Center, Chicago Architecture Foundation, Heath Ceramics, and many more national and international independent retailers.

**October 21, 2015**  
**12:00 - 1:00pm - UC 310**

### Speaker Series

The Entrepreneurship Speaker Series provides a monthly platform for successful entrepreneurs to candidly share their experiences and insights with UMBC students, faculty, staff, alumni, and the Baltimore business community. The series highlights experiences, lessons learned, and unique issues and challenges faced by entrepreneurs in the creation of a new enterprise.

For more information contact Vivian Armor ([armor@umbc.edu](mailto:armor@umbc.edu))

Co-sponsored by The College of Arts, Humanities and Social Sciences

# UMBC

AN HONORS UNIVERSITY IN MARYLAND