

**RGD**

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DESIGNERS

# **Associate Committee Annual General Meeting Report**

Presented by: Rupsha Mutsuddi & Bella Sanchez  
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# Awareness Committee

## Now What? - Ongoing Article Series

- Launched a new article series designed to support emerging designers as they navigate the field of graphic design
- First article received **105 page views** from **49 active users**, with an average engagement time of **35 seconds and 2.14 views per user**.

RGD

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[WORKING IN DESIGN](#)
[HIRING DESIGNERS](#)
[CONNECTING & LEARNING](#)
[ARTICLES](#)



**W**e have all been in the situation of needing to put ourselves out there, whether that's in the job market, freelancing or starting your own firm.

You may have questions you can't answer, and you may not even know where to look for them. Or perhaps you are overwhelmed by how much information is out there. Maybe you've tried to use AI to solve your problem but maybe the answers you got just didn't make sense.

**Welcome to *Now What?***

In this article series, we'll offer guidance, answer your questions, point you in new directions and maybe give you a push to take that next step in your career you've been mulling over. So let's get started... how do we do that?

**How do I self-brand? How do I put myself out there?**

These are questions on so many of our minds. Sometimes we think, "I'll let my work speak for itself". But in reality, when has work ever talked? You need to stand out in an industry that is saturated?

What if we take a step back and treat ourselves like our clients? First, you need to think about your brand. Who are you as a designer, as a person? What is your focus? It's important to clearly define your niche and unique value. As Yarns Waller said in this [fascinating article](#), "When people hear your name, they should immediately think of the qualities that define you, your values and what you stand for."

# Project-Based Mentorship

We had a total of **92 mentees** participate in the program between Summer and Winter Rounds

We had a total of **107 applications** for the program between Summer and Winter Rounds

We had **27 total projects** completed between Summer and Winter Rounds

Lastly there were **27 mentors** who are Certified RGDs or senior design professionals supported the program through their leadership of the projects.

Image credits Distro Disco Team (Gracelle Messina, Ji Woo Lim, Caitlin Valdez, and Doğa Çimen)



# Thank you to our Project Based Mentorship Mentors

## **Summer 2025 Round**

Claire Blair, David O'Connell RGD, Raymond Cheah RGD,  
Michael Gioffre, Magued Hanna RGD, Anya Hamman,  
Amelia Nash RGD, Balaji Ramachandran, Josh Skinner RGD,  
Stephanie Strawbridge RGD, Amanda Wood RGD  
& Victor Szeto RGD

## **Fall 2025 Round**

Armando Ascorve RGD, Brian Banton RGD, Mari Chijiiwa,  
Raymond Cheah RGD, Louis Schreyer Duarte, Scott Ferguson RGD,  
Shannon Hewlko, Gracelle Messina, Aaron Neilson-Belman RGD,  
Dominique Ng-Barnhardt, David O'Connell RGD, Miriam Smit  
Jacob Sharrard RGD & Emma Segal RGD

## **Spring 2026 Round**

Marlo Biasutti RGD, Camila Dinardo, Daniel Esqueda RGD,  
Magued Hanna RGD, Arun Rajendran RGD, Emma Segal RGD,  
Mairin Deery RGD, Andrew Elliot RGD, Blair Francey RGD,  
Anjuli Macasinag, Javier Reyes RGD & Rachel Simms RGD

# RGD DesignThinkers Development Grants

Name change from the DesignThinkers Scholarship Program to reflect a focus on **Associate RGDs** and supporting **professional development and career growth**

**17 total applications**, a total of **8 winners**, and **\$4,000 dollars** in total awarded so far in 2026.

Thank you to DesignThinkers Vancouver Sponsors: Pound & Grain, PS&Co, Pendo, Will, ReThink, OK DAVE, 123W, & Becoming Design Office

Details for our 2026 Development Grants for DesignThinkers 2026 in Toronto will be announced in July.



# The Associate Committee

**We want to give a special thanks to our members:**

Camille, Kathy-Ann, Madeline, Michelle, Roxanne, Yatri, Ciara, Darinka, Tara,  
Brianna, Rain, Angela, Hannah, Sam, Jumanah