

## Our mission

To support education, advocacy, & marketing efforts through effective information design.

## Our approach

Helping you visually synthesize complex information to make it meaningful to stakeholders, decision-makers and clients.

Working with you to sort out and identify the critical pieces of information and key messages using sophisticated visual tools and contemporary design.

Together we transform your work, produce results and powerfully inform decisions.



## about elissa

**Elissa Schloesser**  
Visual Voice founder & president

Elissa understands information and good design, and enjoys bringing both perspectives to your work.

Elissa holds a Masters Degree in Urban and Regional Planning with an emphasis in Community Development from the Hubert H. Humphrey Institute of Public Affairs at the University of Minnesota.

She holds a Bachelors of Science in Design from the University of Wisconsin Madison, and has completed continuing studies courses in the Visual Arts at Minneapolis College of Art and Design (MCAD).

Before starting Visual Voice, she worked for a non-profit organization tracking, trending and visually reporting data. She has also worked as an urban GIS researcher where she visually synthesized information to create data distribution maps for community organizations.



**VisualVoice**  
information design

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Analyze | Synthesize | Design

# What is information design?

What do we do?

What can we help you create?

What can we help you accomplish?

“Information design uses pictures, symbols, colors, and words to communicate ideas, illustrate information or express relationships visually.

Effective design is not just a matter of making text pretty or entertaining, but of shaping understanding and clarifying meaning.

Information design adds seeing to reading to make complex data easier to understand and to use.”

Excerpt from Visualizing Information for Advocacy by John Emerson



**ANALYZE**



**SYNTHESIZE**



**DESIGN**



**INFOGRAPHICS**  
statics & animated  
(including GIS maps)



**VISUAL SUMMARIES**  
key findings, policy briefings, educational literature, brochures



**REPORT DESIGNS**  
annual reports, research reports, report guides



**SPECIAL PROJECTS**



See data differently, and discover new patterns and trends.

Clarify complex information, and enhance shared understanding.

Tell your story, and increase awareness.

creative. innovative. engaging. contemporary.

