



## Fabian Geyrhalter

Fabian Geyrhalter is the Founder and Principal of Finien, a consultancy specialized in naming, identity, and digital design for brand launches.

For 12 years he has been running the highly successful branding and graphic design agency Geyrhalter & Co, working for clients such as The Bill & Melinda Gates Foundation, Goodwill, Brandman University, W Hotels, CO-OP Financial Services, USC, Evolution Juice, The City Of Los Angeles and John Varvatos.

Geyrhalter's work has been published internationally by the likes of *Graphis* and *Communication Arts*, and he was featured on the cover of *Graphic Design USA* in 2007 as one of its "People to Watch." An active member of the International Academy of the Visual Arts and winner of numerous design awards, including 17 American Graphic Design Awards, Geyrhalter is often invited to judge international design competitions. He served as an adjunct professor at USC and Art Center College of Design, where he also conducted special project initiatives for DesignMatters, the school's social and humanitarian department. Geyrhalter is a frequent lecturer at universities nationwide.

At the age of 21, he became Creative Director at Insyght, developing corporate identity and collateral projects for pharmaceutical industry giants like Pfizer and Lilly. He later served as Creative Lead at Genex, an *Adweek* Top 50 Interactive Agency, overseeing the emerging online media account for the luxury automotive brand Acura.

Geyrhalter was born in Vienna, Austria and is a graduate of Art Center College of Design. He continues his creative output outside of Finien as a photographer and part of music production duo Happiness Won.