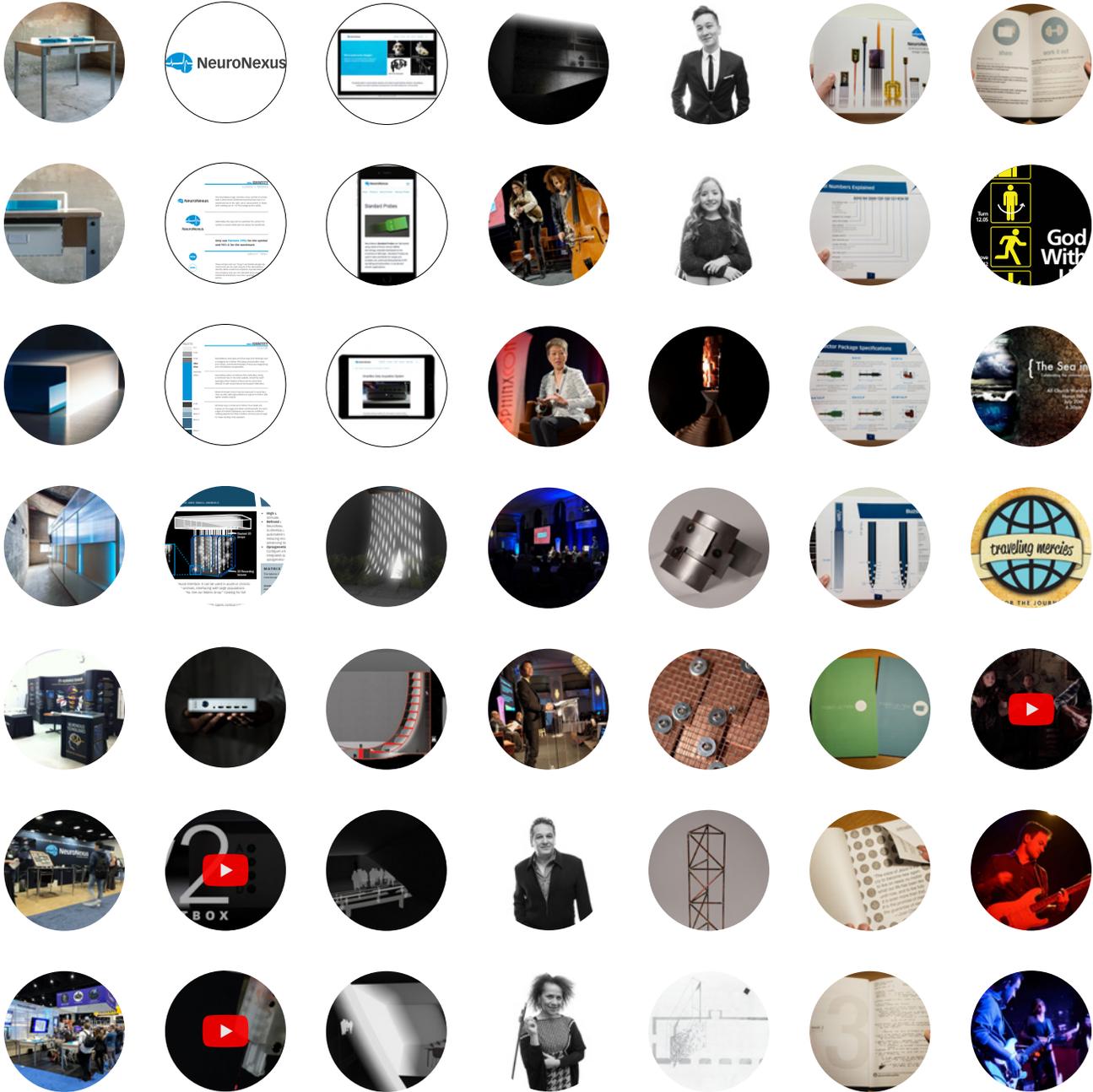


BRIAN SURGUINE

PORTFOLIO



Fantasy Lab

NEURONEXUS 2018 TRADESHOW ISLAND DEVELOPMENT

Project: A collaborative effort with Synecdoche Design in Ann Arbor. I provided brand standards and overall project guidance, and served as the liaison between NeuroNexus and Synecdoche teams, helping lead design meetings and process reviews during fabrication.



Photos courtesy of Synecdoche Design



Info: The 2018 tradeshow booth was designed to showcase an expanded product range, as well as facilitate academic “pop-up” lectures by selected customers. In addition to our regular visitors and lecture RSVPs, these lectures had a side-effect of attracting passers-by, which further increased our visibility and interactions during the conference.

NeuroNexus: Total Makeover

NEURONEXUS BRAND STANDARDS AND DESIGN LANGUAGE

Project: Over 6 years at NeuroNexus, I developed a coherent design language and implemented rigorous brand standards across all customer-facing assets, including a new website, a new tradeshow booth (see "Fantasy Lab"), video production, product photography, etc.



Pre-2012 Logo



2012 Redesign (external)

NNx IDENTITY

LOGOS + MARKS



The NeuroNexus logo consists a blue symbol of a brain with a white action potential superimposed over it. A wordmark sits to the right, set in Vectora bold, in black, with tracking set at -15. The background is white.



NeuroNexus

Alternately, the logo can be used like this, where the symbol is scaled 225% and sits above the wordmark.

Only use **Pantone 299U** for the symbol and **90% K** for the wordmark.

ABOUT "NNx"



These simple icons (or "bugs") are flexible design elements that can be used as part of the NeuroNexus identity. While created as simplistic representations of the company, they are not intended to be used as a traditional brandmark. Use them sparingly as support pieces.

3

PALETTE



NNx IDENTITY

COLOR

NeuroNexus uses gray and blue type and markings over a background of white. This keeps presentation clear and simple, and the bold shades of blue are invigorating and immediately recognizable.

NeuroNexus Blue is Pantone 299U. NNx Blue, being a dominant hue in the color palette, should be used sparingly. Other shades of blue can be used more liberally to add visual interest and support NNx Blue.

Monochromatic colors may be deployed in secondary roles as well, although preference is given to 90% K and lighter shades of gray.

All body copy is to be set in 90% K. Pure black sits heavily on the page, and when combined with the hard edges of modern typefaces, can make for a difficult reading experience. 90% K softens contrast just enough to make reading more pleasant.

4



ELECTRODE ARRAYS AND APPLICATION AREAS

New 3D Arrays

NeuroNexus offers a highly customizable 3-Dimensional array that can be designed to span a variety of anatomical structures. Using hundreds of available 2D A-Probe designs as the building blocks, unique 3D arrays can be realized using off-the-shelf catalog models.

Two families of 3D arrays are currently available. The Advanced 3D design offers a high channel count (64/128) configuration with flexible probe-to-probe spacing at 200 μm increments. The Standard 3D design offers more limited configuration options but is designed to minimize cost.

Available Probe Designs

All A-Probe designs with identical channel counts are compatible with this assembly. Note that the probe designs do not need to be the same, allowing extreme configuration flexibility.

Browse the available electrode designs in the Probe Model section to find the design(s) that best suit your needs. Contact us for your custom designed electrodes. See page 40 for more information.

Standard 3D Array Package

The Standard 3D Array allows two 16-channel A-Probes to be grouped together at a fixed spacing of 400 μm . The two

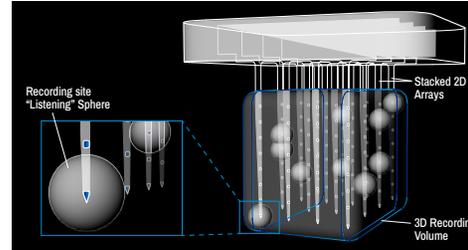
Compatible Probe Type	A-Probe
Electrode site material	Iridium (Standard), Platinum (Custom), Gold (Custom)
Probe thickness (typical)	15 μm (Standard) or 50 μm (Strengthened)
Probe length	2, 3, 4, 5, 6, 10, 15 mm
Channel count	16, 32, 64
Package Name	3D_CM32
Number of Channel	32

Pre-2012 Product Catalog layout

Matrix Array™

TRUE 3D NEURAL INTERFACE FOR LARGE AND SMALL ANIMALS

BACK TO INDEX



The **Matrix Array™** is a versatile neural interface. It can be used in acute or chronic experiments for both small and large animals, interfacing with large populations of neurons in 3D space, up to 10 mm deep. See our *Matrix Array™ Catalog for full configuration details*.

- **3D Neural Interface** – The Matrix Array™ concurrently spans cortical columns and layers, interfacing with a volume of tissue and large populations of neurons.
- **Robust** – Lab-tested and refined to the smallest detail, the Matrix Array™ can withstand demanding chronic applications.
- **Versatile** – The modular assembly of the Matrix Array allows for varied configurations: record from cortical and/or subcortical areas, as well as from the brain surface, all with the same probe. Electrode length, site area, and shank/site spacing can all be customized for your application.

- **High Channel Density** – Record and stimulate from 64 or 128 channels.
- **Refined surgical procedure** – NeuroNexus worked closely with labs to develop a low-speed, low-risk, automated implantation procedure, reducing recovery time and preserving tissue health.
- **Optogenetics-compatible** – Configure a Matrix Array with an integrated optical fiber for novel optogenetics applications.

MATRIX ARRAY™ OPTIONS

The Matrix Array unlocks 3D neural interfacing in a wide variety of applications:

Acute
Matrix Arrays can be configured for acute work with any animal model.

Chronic Small Animal
Compact 64- or 128-channel Matrix Arrays can be configured for chronic small animal applications.

Chronic Large Animal/Primate
Robust large animal packages have been extensively tested and proven over months in labs performing primate research.

078

MATRIX ARRAY™

neuronexus.com



2018 Product Catalog layout



Pre-2012 Product Photography sample



Post-2012 Product Photography sample



Video Production

NEURONEXUS

Projects: A series of product videos targeting different user groups. Due to the highly technical nature of NeuroNexus products and the neuroscience field, videos often include a technical demonstration.



Top: SmartBox V2 / Bottom: oDrive Optogenetics Microdrive

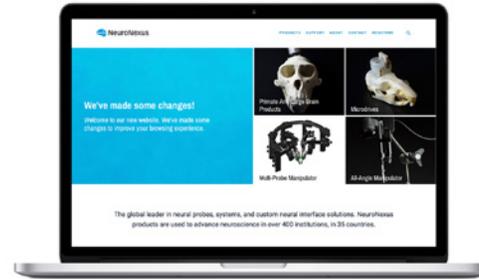
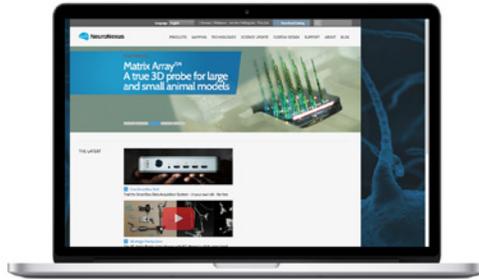


Website Modernization



NEURONEXUS WEBSITE REDESIGN

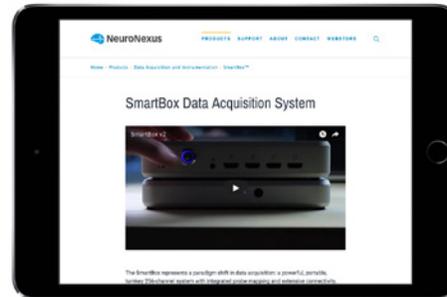
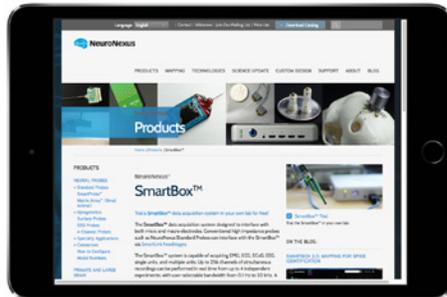
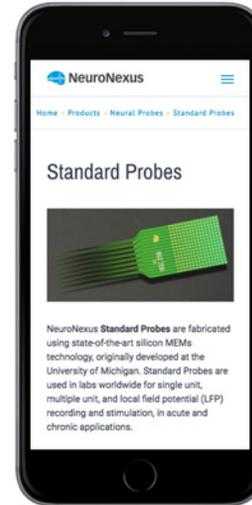
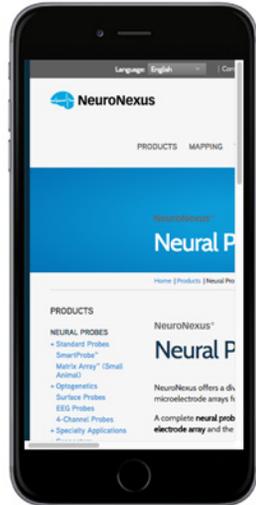
Project: A collaborative effort with Boxcar Studio in Ann Arbor to update the NeuroNexus website for our growing mobile user base. I provided brand standards, visual samples, and overall project guidance, and served as the point person between NeuroNexus and Boxcar teams, in addition to populating website content. The new responsive design has been well-received by NeuroNexus customers.



2012
design



2018
Responsive
design



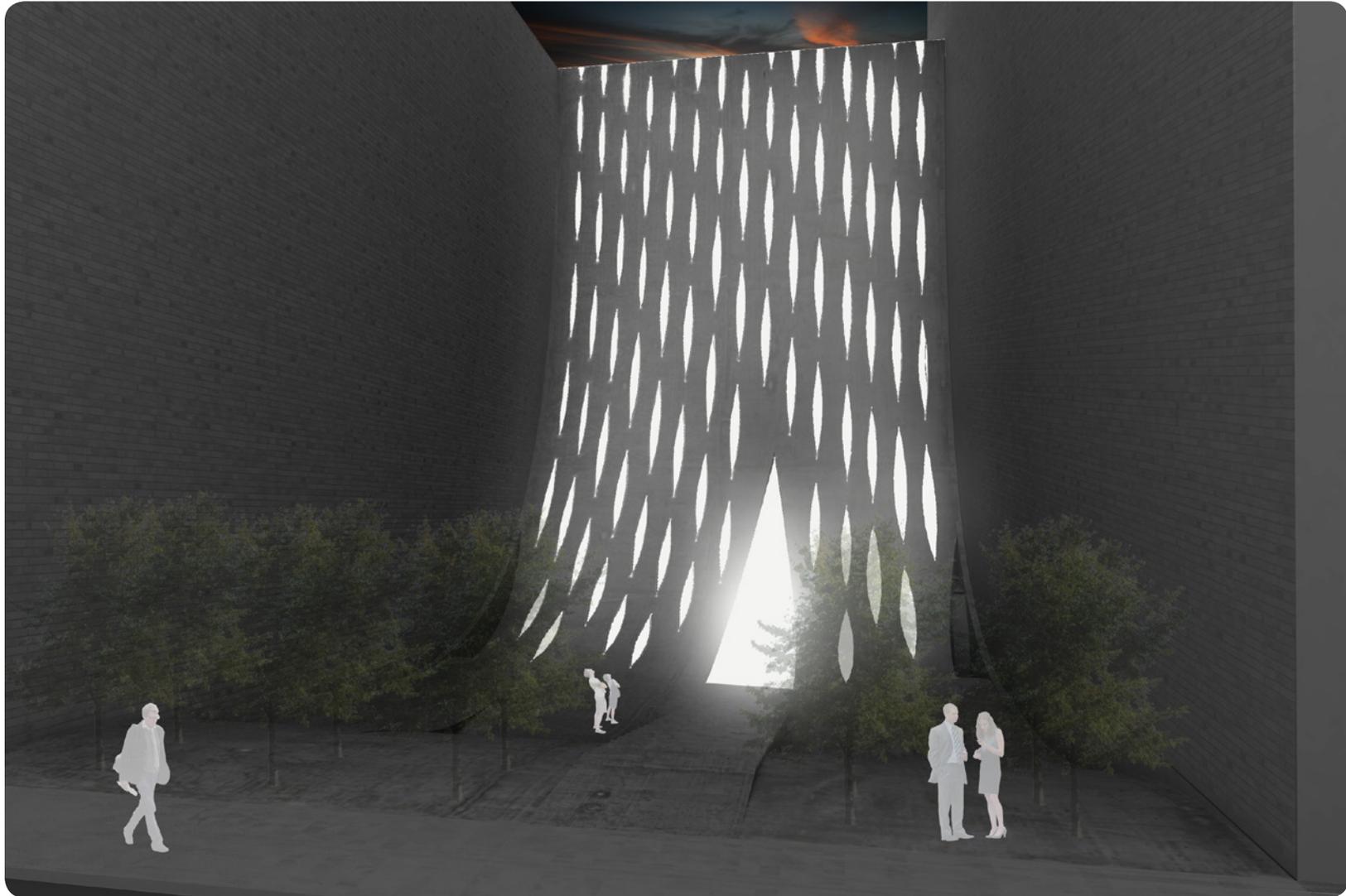


Lights Out.

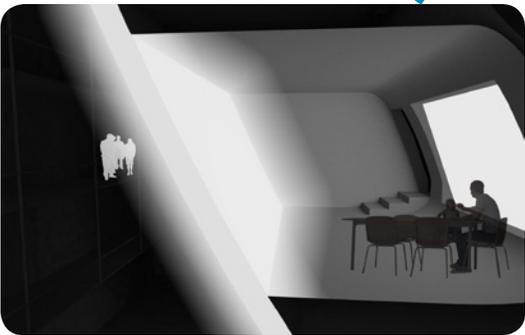
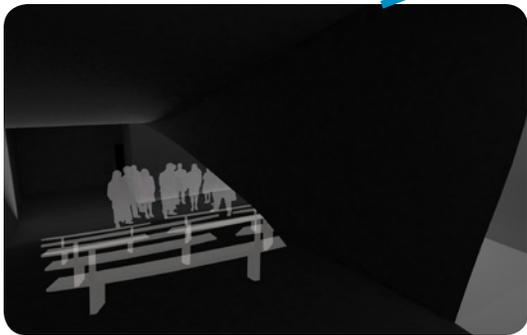
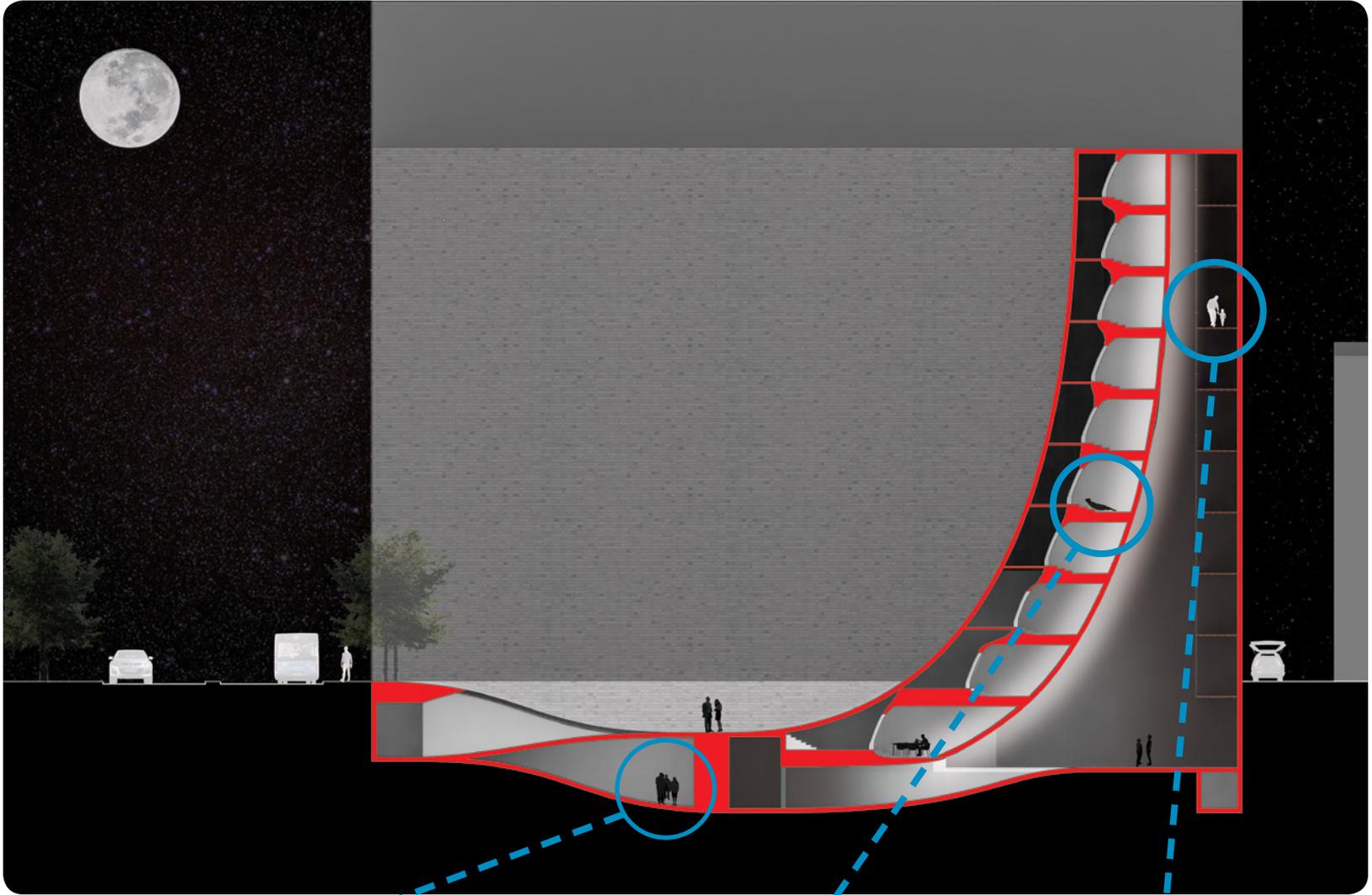
DESIGN STUDIO

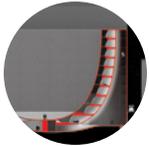
Project: A design challenge to co-habitate apartments and a cemetery in a high-rise building on Michigan Ave. in Chicago

Duration: 3 months, 2010



Info: To investigate the semester theme of “Proximity,” this project combines a cemetery and single occupancy residences on a narrow site on Michigan Avenue in Chicago. As more people choose cremation and space for burial plots - especially in built-up areas - diminishes, the question of how and where to bury our dead becomes increasingly pertinent. The project attempts to make the building inhabitable for those who are living, while being respectful of the deceased and those who grieve them.





SphinxCon

SPHINX ORGANIZATION

Project: Photo documentation of the annual SphinxCon conference, a gathering for artists and leaders in diversity.





SphinxCon Portraits

SPHINX ORGANIZATION

Project: In addition to covering the main events, I organized portraits of each speaker at the conference, including National Endowment for the Arts chair Jane Chu.



Phil Chan



Ali McManus



Faye Nelson



Jon Imparato



Chi-chi Nwanoku



Jane Chu



Curtis Lipscomb



Karlos Rodriguez

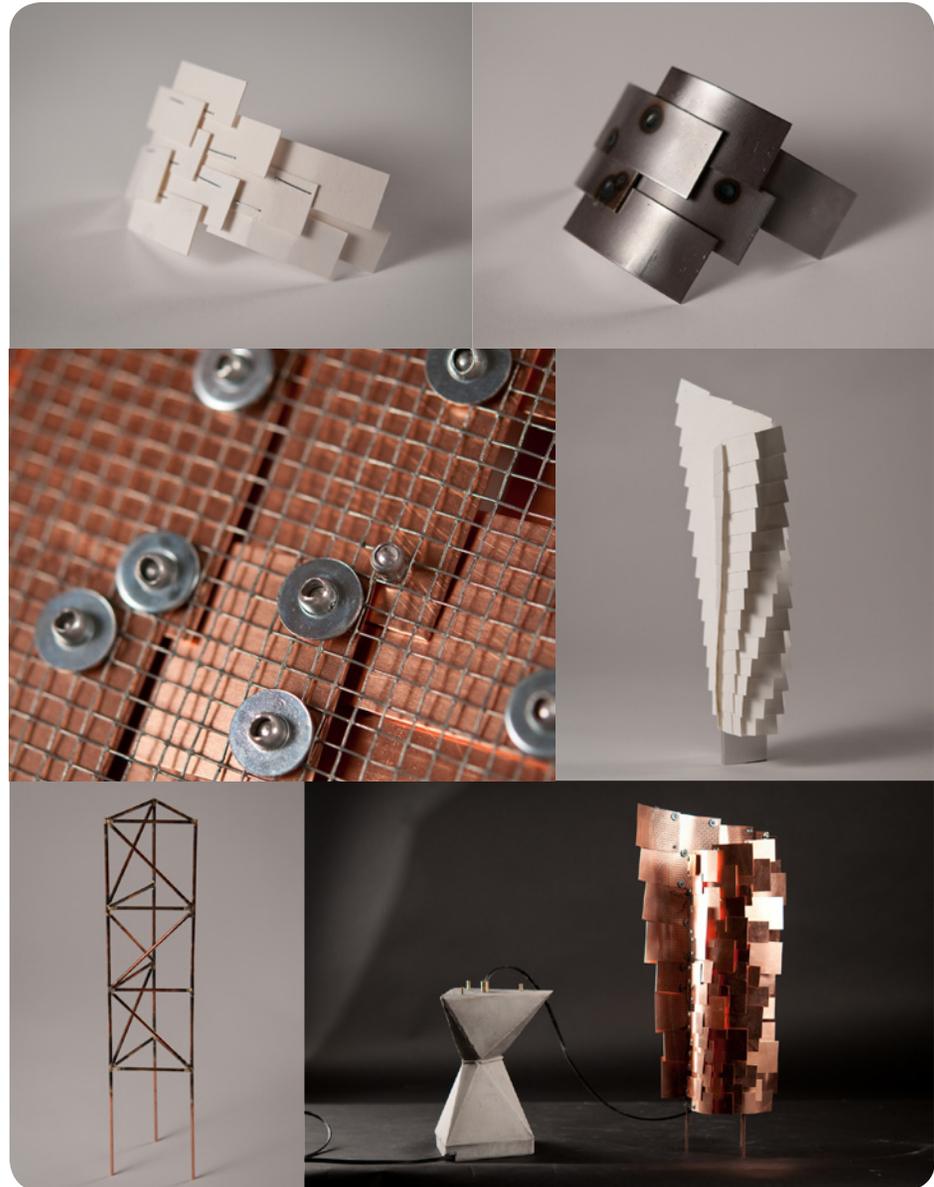




Lampitecture

DESIGN STUDIO

Project: Tasked to interpret an architectural landmark as a lamp, I set out to combine a 3' tall luminous rendition of the Statue of Liberty with an opportunity to learn brazing, metal fabrication, and CNC routing.

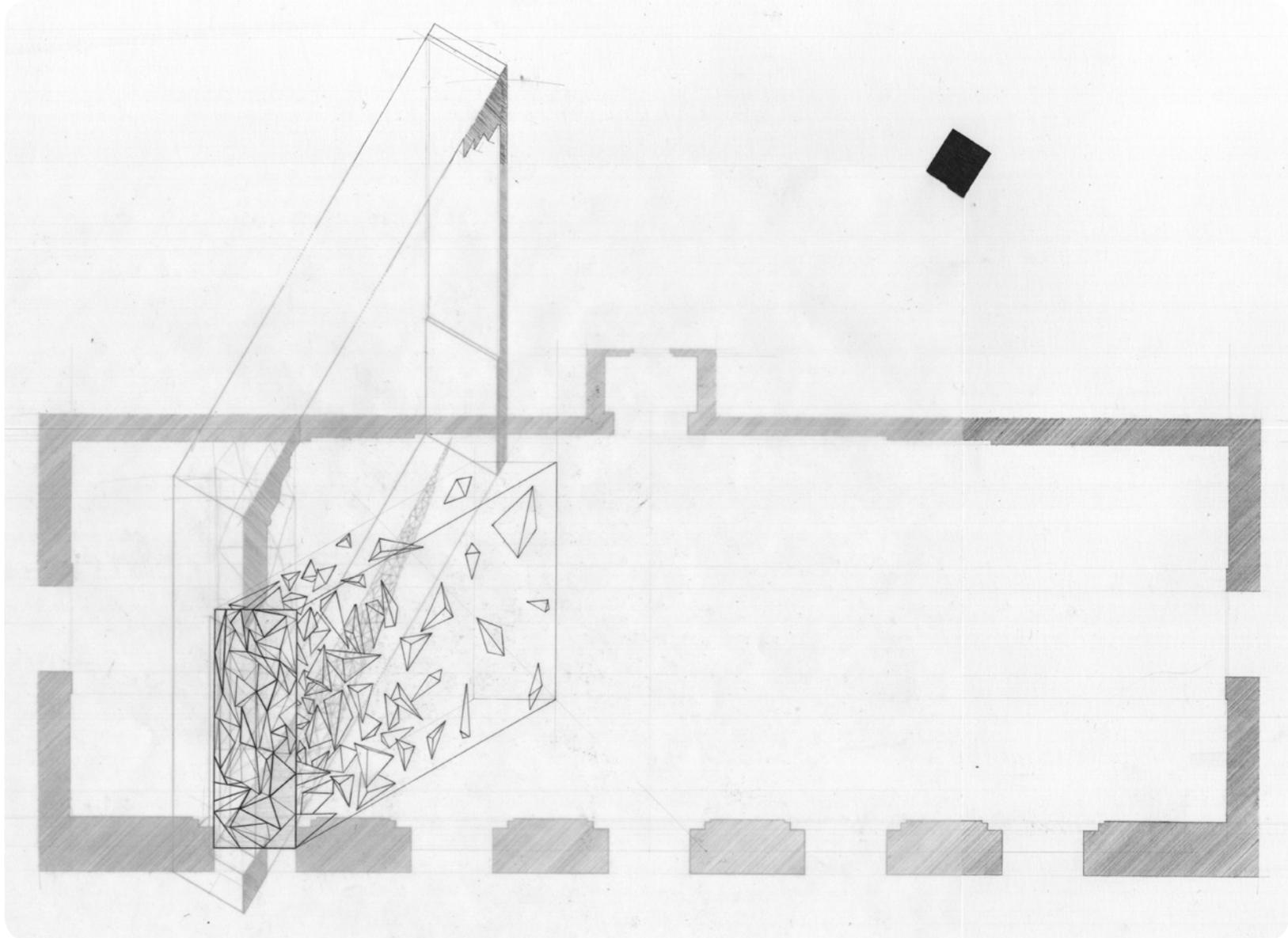


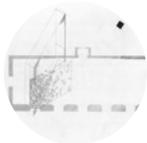


Fragmented Light

DRAWING STUDIO

Project: Measure a plan and section for a meaningful space on campus, then interpret a moment through drawing.

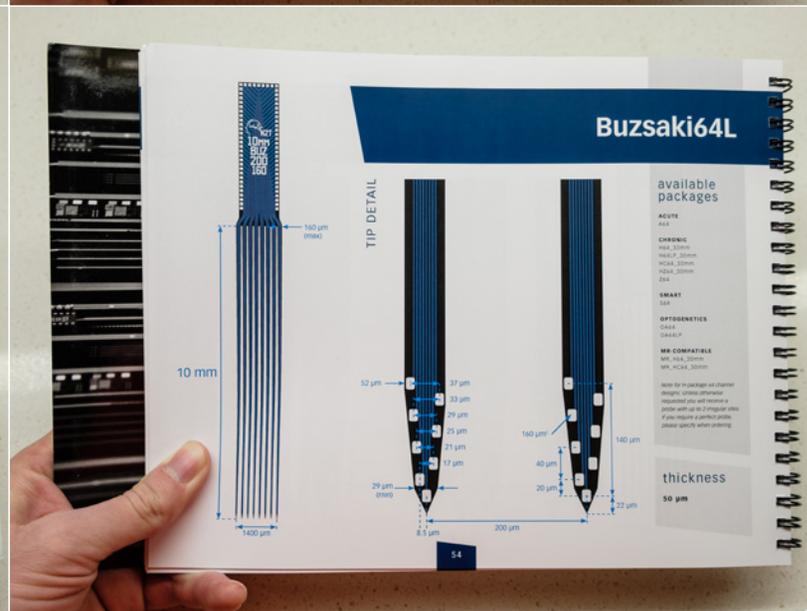
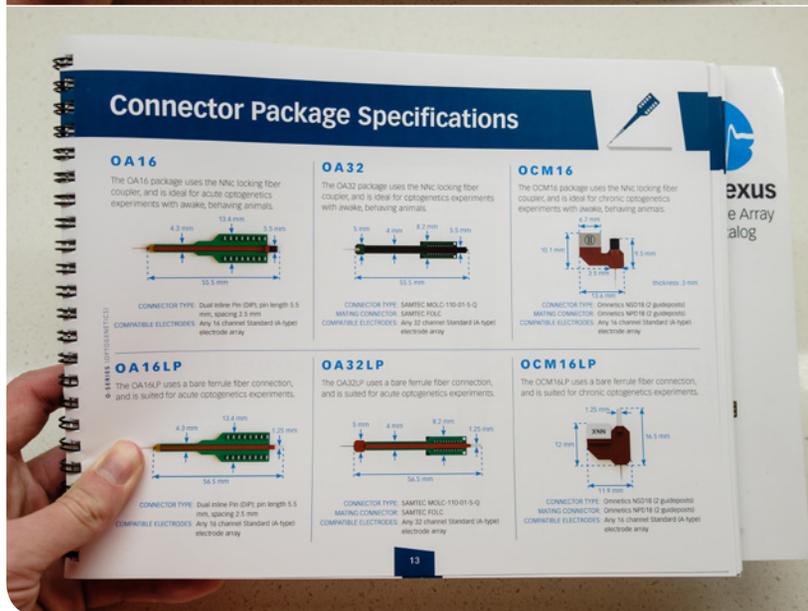
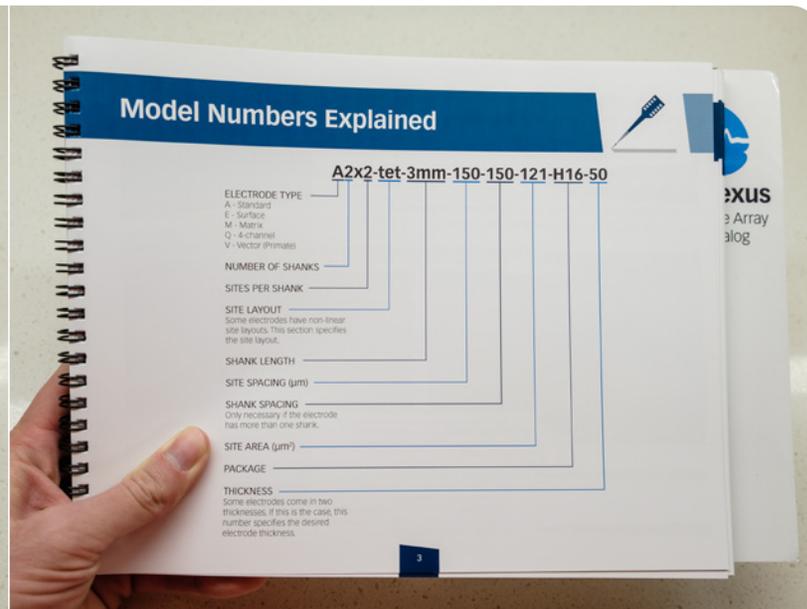




NeuroNexus Catalog

NEURONEXUS

Project: Content development, Graphic language development, Print layout and production for an annual 200-page catalog.

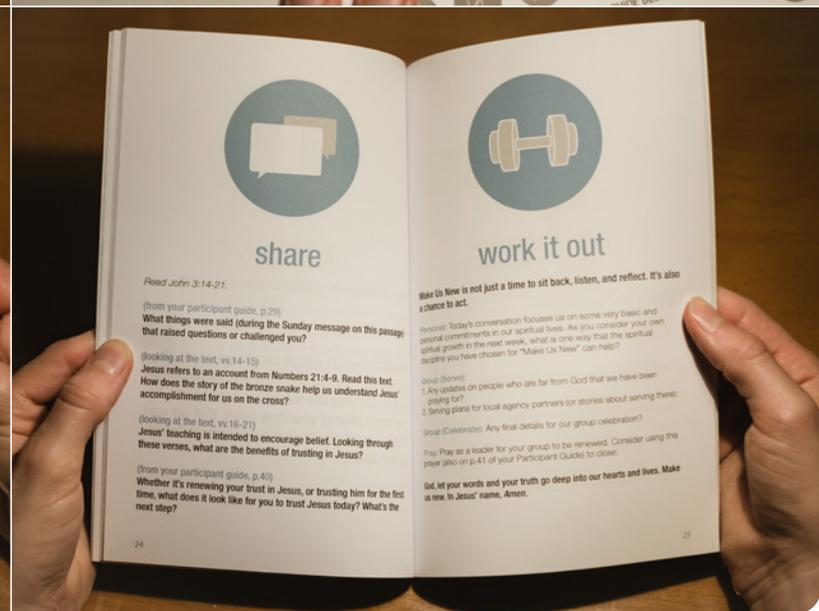
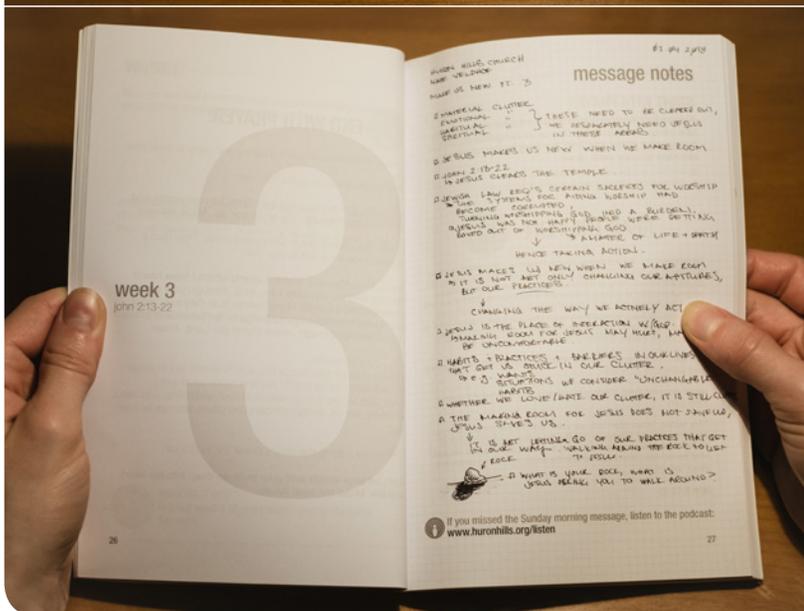




Make Us New

HURON HILLS CHURCH

Project: Content development, Graphic language development, Print layout and production. Distributed to 400 churchgoers.



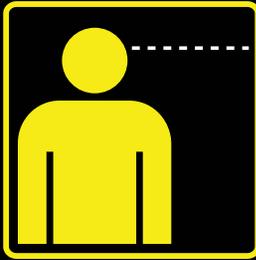


Storytime

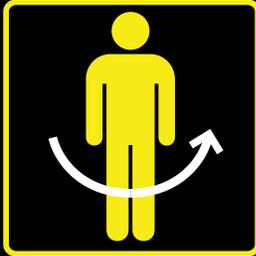
HURON HILLS CHURCH

Projects: Posters and graphic assets developed for different teaching series and themes

Responsibilities: Series planning, content and graphic language development, graphic design, print, event planning



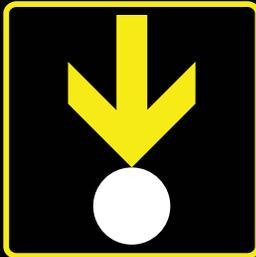
See
11.28



Turn
12.05



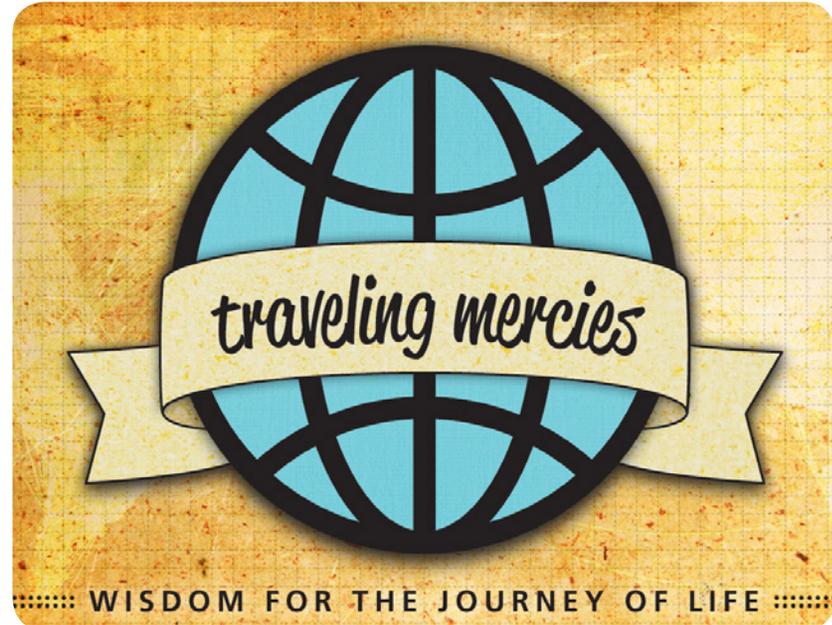
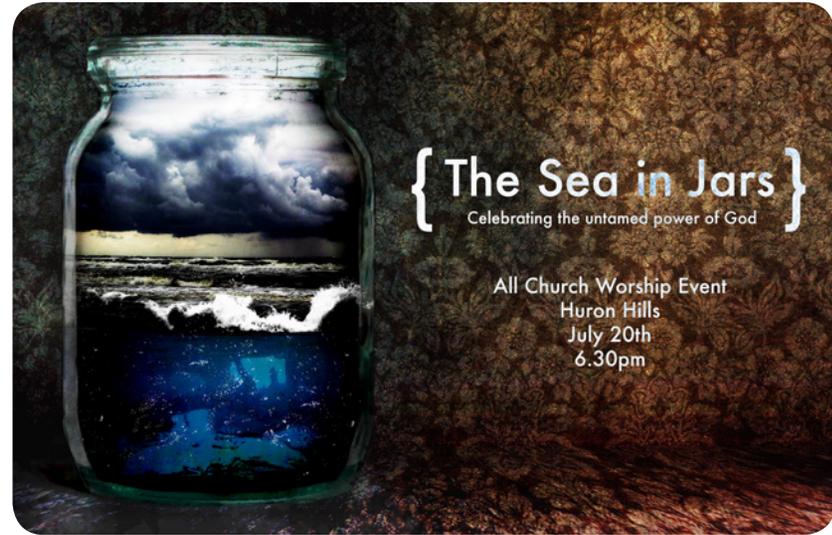
Move
12.12



Here
12.19

God With Us.

Advent at Huron Hills





(*Folk) Rock Star

CHRIS DUPONT

Projects: Album recording and a series of live concerts around Ann Arbor, MI

Responsibilities: Electric Guitar, audio & music advisor



Photos courtesy of Alex Mandrila