

2024 Fellow Awards Recipient

1 Daren Bascome is Managing Director of the award-winning Boston-based boutique brand strategy and design firm Proverb, LLC, which he founded in 1997. Proverb develops brand strategies, media and communications, user experiences, and environments—pairing great design with strategic thinking to deliver critical messages, entertain and inform, and make brands memorable.

Bascome studied design at Massachusetts College of Art and Design or “MassArt” from 1989–1992 and was recently appointed Vice Chair of MassArt’s Board of Trustees. Recognized as a “Most Influential Bostonian” by Boston Magazine and among the city’s Most Influential Men of Color by Get Konnected!, Bascome is on the board of MA Marketing Partnership, an overseer at the MFA, and on the advisory board of Facing History and Ourselves. He holds a BA in communication design from MassArt and attended Boston University’s Questrom School of Business.

2 As overseer at The Boston Museum of Fine Arts (since 2008), he has served as chairman of their Multicultural Audience Development Committee. Bascome is also a board member of Nexus Alliance and an advisor to Greenrock, an environmental advocacy organization based in his native Bermuda.

Under Bascome’s leadership, Proverb has created impactful solutions for Embrace Boston, Franklin Cummings Tech, Boston’s MFA, the Bermuda Tourism Authority, Flour Bakery, Beacon Hill Hotel, The Boston Foundation, United Against Racism, One Canal, and countless other clients.

Thursday,
October 10, 2024

6:30 – 8:30 PM EST

Daren Bascome

ICA Boston

25 Harbor Shore Dr,
Boston, MA 02210

Managing Director, Proverb, LLC

3 In the wake of the pandemic, Proverb created a tourism campaign to shift the narrative about who and what Boston is. “All Inclusive Boston” promotes “all people” and serves to “combat negative stereotypes and broaden perceptions of the city” and “illuminate Boston’s cross-cultural experiences and share its genuine story.”

According to BostonVoyager, Bascome was born and raised in Bermuda and has “created the type of agency that the industry tends to lack—dynamic, international and culturally relevant.”

Bascome started his career as a designer in various environments ranging from small design studios to publishing and exhibit design, where he created products and services with cohesive brand experiences.

4 Upon launching Proverb, Bascome developed client relationships with some of Boston’s most prestigious institutions and businesses, such as MIT Video Lab and Christopher Myers, one of the most influential restaurateurs in the city. Twenty years later, Proverb is a nationally recognized agency for providing insights and design along with campaign and marketing execution for some of the most distinctive places in the country.

Proverb has won several awards, including a Prism Award, Webby Award, Strategic Healthcare Communications Leadership Award, Hatch Award, and more.

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Suzanne McKenzie

Founder, CEO, and CCO
of Able Made

2 Just after launching UMBF, McKenzie developed the idea to create and sell custom-designed apparel to generate financial support for the foundation. What started with one shirt has become an entire collection of luxury, soccer inspired activewear. In 2012, McKenzie labeled the brand “Able Made,” now a rapidly growing and expanding responsible and sustainable clothing line. Able Made launched its first independent brick-and-mortar store in October of 2022. As a lifestyle brand, Able Made inspires healthy living and combines bold design with responsible manufacturing and social philanthropy.

Outside of design practice, McKenzie has developed and taught design and social entrepreneurship courses at the School of Visual Arts in New York City, taught design at New England School of Art and Design at Suffolk University in Boston, and lectured at numerous institutions, including Yale and Fordham University.

1 Suzanne McKenzie is an American designer and entrepreneur. She is currently the Founder, CEO, and CCO of Able Made and Chair of The Board of Directors for the Ucal McKenzie Break-away Foundation (UMBF).

McKenzie started as a designer at Arnold Worldwide in the late 1990s before joining the design consultancy Continuum (also in Boston) in 2007. In the early 2000s, McKenzie was actively engaged in AIGA Boston. She served as a Board Member from 2004-2010 – serving as President for her last two years (2008 – 2010).

In 2009, McKenzie experienced tragedy when her late husband, Ucal McKenzie, a beloved Boston-area high school Guidance Counselor and soccer coach, experienced chest pains while playing soccer. Ucal McKenzie tragically passed away on Saturday, May 30, at the age of 32.

Following the passing of her husband, McKenzie launched a foundation and youth program in his honor. Over ten years later, and with sponsorships from Puma and other brands, the Ucal McKenzie Breakaway Foundation (UMBF) now operates youth camps and clinics in Boston, Hartford, and New York City. UMBF is offered to city-youth girls and boys ages 8-18, providing programming centered around soccer, health, art, and mentorship.

3 McKenzie has served as an independent Creative Director, Design and Strategy Consultant with clients that include MoMA, Tom Ford, the Olympic Games, AIGA, and the Institute of Contemporary Art.

In 2015, Suzanne was selected to attend President Obama's Global Emerging Entrepreneurs event at the White House and is also a Sappi Ideas that Matter Grant recipient. Suzanne's work has been featured in Business Week, Vanity Fair, Graphic Design USA, and WWD. Her work has been recognized by the Art Directors Club, the Hatch Show, The One Show, WebAwards, and Mobius Awards. Two of her designs, one for Sweetriot chocolate packaging and the other for The Breakaway Foundation Poster Calendars, have been recognized by The Museum of Modern Art and sold in their retail stores in New York City. The MoMA Store also recognized and retailed the Able Made x Public School Lobo Tote as part of their Destination NY Collection.

McKenzie is a living and breathing model of what design can look like in the 21st century. While McKenzie started in Boston – and remains active in our design community, her reach is increasingly international. She is more than deserving of the AIGA Boston Fellow award. She not only meets the criteria set forth by AIGA but far exceeds them.

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1 Tammy Dayton is a Boston-based designer with three decades of experience helping mission driven organizations connect with their audiences. In 2003, Dayton founded Moth Design – a design and branding firm that leverages design research, strategy, and craft to create world-class communication for a range of institutional, cultural, and educational clients.

Tammy Dayton



2 Dayton also serves as Creative Director for Probable Futures, an unconventional initiative that brings together leaders across culture, business, technology, and design, in collaboration with scientists at the renowned Woodwell Climate Research Center. At Probable Futures Dayton leads design strategy and leading across-functional team to design high-quality tools and resonant ways to represent the connection between climate and society. Designing for an interdisciplinary organization that thinks deeply, challenges conventions, and prioritizes beauty and usability has allowed Dayton to collaborate across fields to create a truly innovative brand.

Founder / Design Director,
Moth Design & Creative
Director, Probable Futures

3 Tammy holds a BFA from the Massachusetts College of Art and Design and has continually engaged with and elevated the Boston design community. Dayton first joined AIGA in the late 90s after studying design at Parsons and later MassArt. In 2003, she founded Moth Design after spending her early career as a designer working on some of the first digitized maps in New York City and then alongside Clif Stoltze in Boston.

Dayton was born and raised just outside of Boston (in Burlington, MA) and credited her high school art program with first exposing her to graphic design. As it turns out, Apple had donated computers to her high school and, according to Dayton, this early understanding of digital design helped her get hired to do freelance work designing maps at Pentagram in New York City.

4 Dayton's commitment to and impact upon Boston is clearly evident in her work. She sees Boston as a vibrant and “smart” city and is particularly energized by the culture and arts scene. Her firm's work reflects this passion as it has helped formulate brand identities for the MassArt Art Museum, Goody Clancy architects, the MIT List Visual Arts Center, and many others.



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