

Optic Lingo Featured for Legacy of Timeless Visual Design Strategies Enduring visual design connects brands with consumers

CLEVELAND, OHIO February 28, 2012

Featured in New York's Pratt Institute [Prattfolio Magazine](#) with his father as multi-generational alumni from this venerable art and design institution, it is obvious that Craig Miloscia creates visual design and brand communications that stand the test of time.

The founder of [visual design and innovation consultancy Optic Lingo](#) with degrees in Industrial Design and Visual Communications, Craig understands the power of visual communication and integrating it across all media. Unlike larger industrial design firms whose product designs are more mechanical in nature, [Optic Lingo](#) design concepts bring consumer experience and timeless design to the forefront. Optic Lingo can also translate the design throughout the brand's visual communication strategy, creating integrated packaging designs, logos, websites, and sales materials.

That's why powerhouse brands like Moen, Siemens, Thermador, GOJO, and InterDesign have relied upon Craig's visual design skills to provide them with enduring product design concepts. For instance, the timeless user interface of Moen faucet's [Snowflake and Sun icons](#) have helped drive Moen sales since 1999; a [doctor's scale design](#) from 1998 recently reintroduced by Thinner, available at Home Depot; and the [Purell® Sanitizing Station](#) designed for GOJO in 2005, still featured by Office Depot.

An award-winning industrial designer whose work has contributed to wins from Time Magazine, the [Industrial Designers Society of America](#), and [International Design Magazine](#), Craig is a monthly columnist for [Machine Design magazine](#) regarding the role of [industrial design](#) in the visual communication portion of brand strategies.

Like many of Ohio's talented designers, Craig spent time in the larger markets of NYC, Chicago, and Seattle, then returned for [Ohio's](#) easy commutes, affordable cost of living, and entrepreneurial climate where ambition can turn into success without sacrificing personal life. His global orientation thrives in a region that features showcases of globalized ideas, including [Ingenuity Fest](#) and [Notacon](#) art and technology conferences, the world-renowned [Cleveland Clinic](#), the internationally-recognized [Rock and Roll Hall of Fame](#), and the soon-to-be-opened Medical and Manufacturing Marts. Drawn back like other young "boomeranger" Ohioans by this rich mix of large metropolitan cities and smaller micropolitan areas, Optic Lingo has flourished, gaining associates and expanding into larger office space in 2011.

Optic Lingo, Inc. | We Speak Design

3653 Darrow Road, Suite 4

Stow, Ohio 44224 USA

330.338.3001

info@opticlingo.com

www.opticlingo.com