

WORK WORK WORK WORK WORK

**VESNA JOCIC**

Designer + Developer + Artist

“A human being should be able to change a diaper, plan an invasion, butcher a hog, conn a ship, design a building, write a sonnet, balance accounts, build a wall, set a bone, comfort the dying, take orders, give orders, cooperate, act alone, solve equations, analyze a new problem, pitch manure, program a computer, cook a tasty meal, fight efficiently, die gallantly. Specialization is for insects.”

–Robert A. Heinlein





**HERITAGE ROOM**  
**NOTRE PATRIMOINE**

BofM  
INNOVATION  
INNOVATIONS  
GENIE CENTRE

TORONTO

SERVING THE NATION  
AU SERVICE DE LA NATION

SERVING THE NATION  
AU SERVICE DE LA NATION

EXPLODING OUR  
HERITAGE DE NOS

As Canada's first bank, the Bank of Montreal has a long and rich history. Its first branch opened for business in 1817, and since then the bank has gone on to become one of the country's largest financial institutions, growing alongside the nation itself.

In 2010, renovations to BMO's Institute for Learning provided an opportunity to bring some of this history to life in the form of a Heritage Room—a social space for students and other visitors to gather, recharge, and connect with each other and BMO's past.

As the lead designer on the project, I decided to concentrate the exhibits along two main walls: on the south wall, a multimedia timeline welcomes and orients visitors to the room, while the adjacent east wall uses back-lit historic photographs as a backdrop for a series of thematic exhibits that incorporate graphics, video, and artifact display.

Marchands de Montréal.

# 1858

La livre sterling a été la monnaie officielle du Canada jusqu'en 1858.

# \$50

Early bank notes were individually signed and numbered by the President or another officer.  
Les premiers billets de banque étaient signés et numérotés.



The bank's motto, Concordia Salus, may be interpreted as "Prosperity through Harmony".

# 1867

La devise de la Banque, Concordia Salus, signifie « la prospérité dans l'harmonie ».

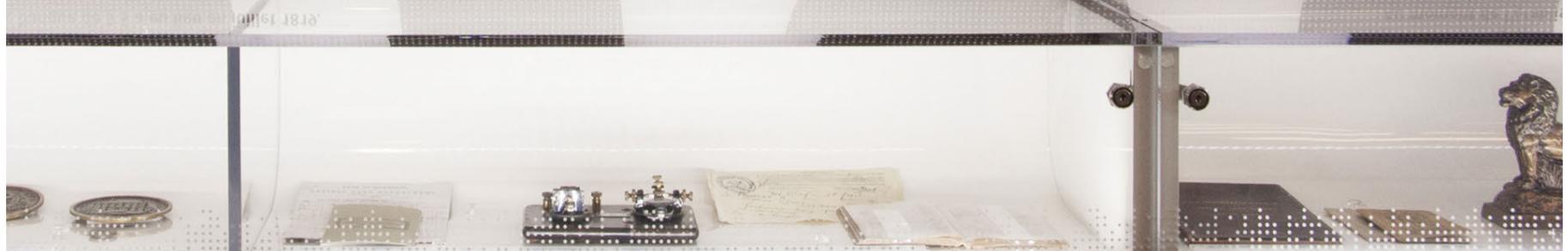
# 1862

An 1862 deposit ledger from our St. Mary's, Ontario branch indicates an account for "James and Timothy [unclear], storekeepers".  
Un livre de dépôts de notre succursale de St. Mary's, en Ontario, datant de 1862, comprend une entrée pour le compte de James et Timothy [unclear], magasiniers.

Upon establishing a Pension Fund Society in 1888...  
Au moment de l'établissement...

# 9

La banque de 55 a eu lieu en juillet 1819.



My goal was to provide visitors with a layered experience that allowed for different levels of engagement. For instance, a student with only a few minutes between classes might look at an artifact or read a panel, while a visitor with more time to spare might delve deeper into the BMO story by watching a video or engaging with the interactive timeline, which highlights key facts and dates in the bank's 200-year history.

Opened in June 2011, the Heritage Room was met with enthusiasm by BMO employees and Institute staff, and serves as a tangible example of the institution's commitment to celebrating their past in an innovative and memorable way.

# SERVING THE NATION AU SERVICE DE LA NATION



Serving our Customers through the Ages | Au service de nos clients à travers les âges

Milieux en Développement  
Des étapes cruciales  
Chemin de fer Champlain et  
Secteur Laurent  
JAMES BAY  
DE COUL  
SABRES  
WELAND  
CANAL  
Churchill Falls

Serving Our Customers  
Au service de nos clients



# GROWTH AND EXPANSION CROISSANCE ET EXPANSION



BMO Firsts  
Premières de BMO

English  
Français

Firsts of BMO  
Milestones in 2010  
Milestones in 2010

1. First Canadian bank to offer...  
2. First Canadian bank to offer...  
3. First Canadian bank to offer...  
4. First Canadian bank to offer...  
5. First Canadian bank to offer...  
6. First Canadian bank to offer...  
7. First Canadian bank to offer...  
8. First Canadian bank to offer...  
9. First Canadian bank to offer...  
10. First Canadian bank to offer...

11. First Canadian bank to offer...  
12. First Canadian bank to offer...  
13. First Canadian bank to offer...  
14. First Canadian bank to offer...  
15. First Canadian bank to offer...

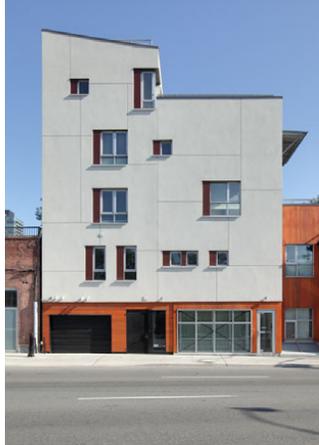


# PLANT Architect



A new digital presence for an interdisciplinary architectural practice

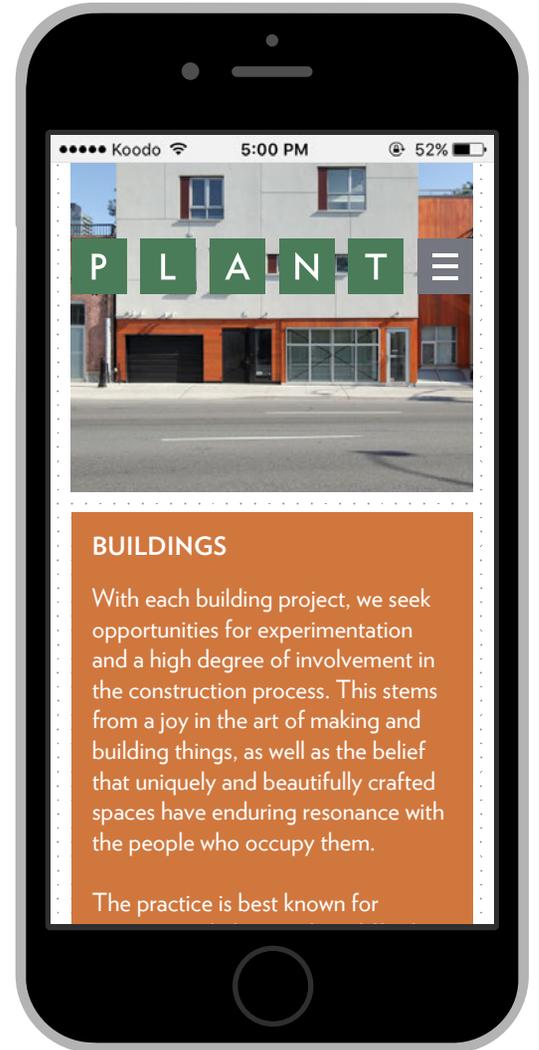
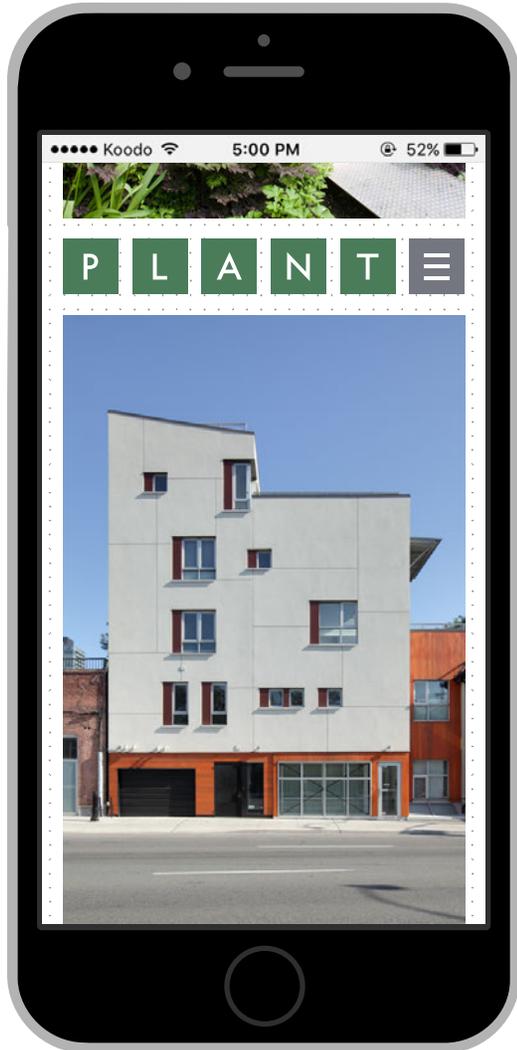
P L A N T



ABOUT  
GARDENS  
BUILDINGS  
LANDSCAPE  
URBANISM  
CONTACT









# PLANT



ABOUT  
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## CANADIAN FIREFIGHTERS MEMORIAL OTTAWA, ON

In collaboration with Canadian visual artist and resident Douglas Coupland, PLANT Architect won a two-stage memorial competition to both commemorate fallen firefighters Ottawa's Lifeline Fire.



The design features a 25' steel life size bronze Firefighter, Memorial Wall, The Shovel Grove feature sugar maple trees for moment dense plantings of seasonally-changing shrubs and perennials that achieve full red vibrancy during

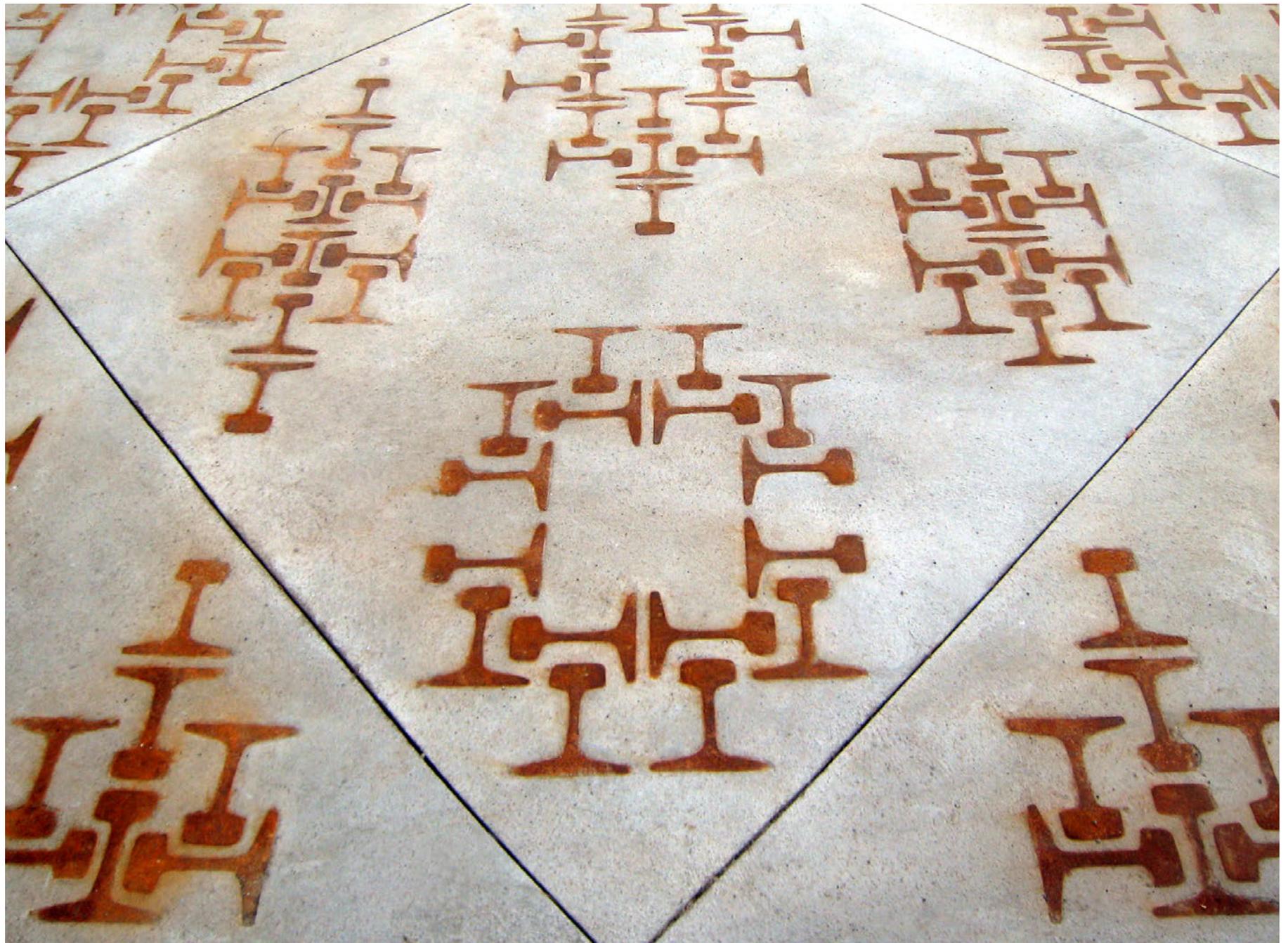
# Roll Out the Rail Carpet



A public artwork for Hamilton's James Street North neighbourhood







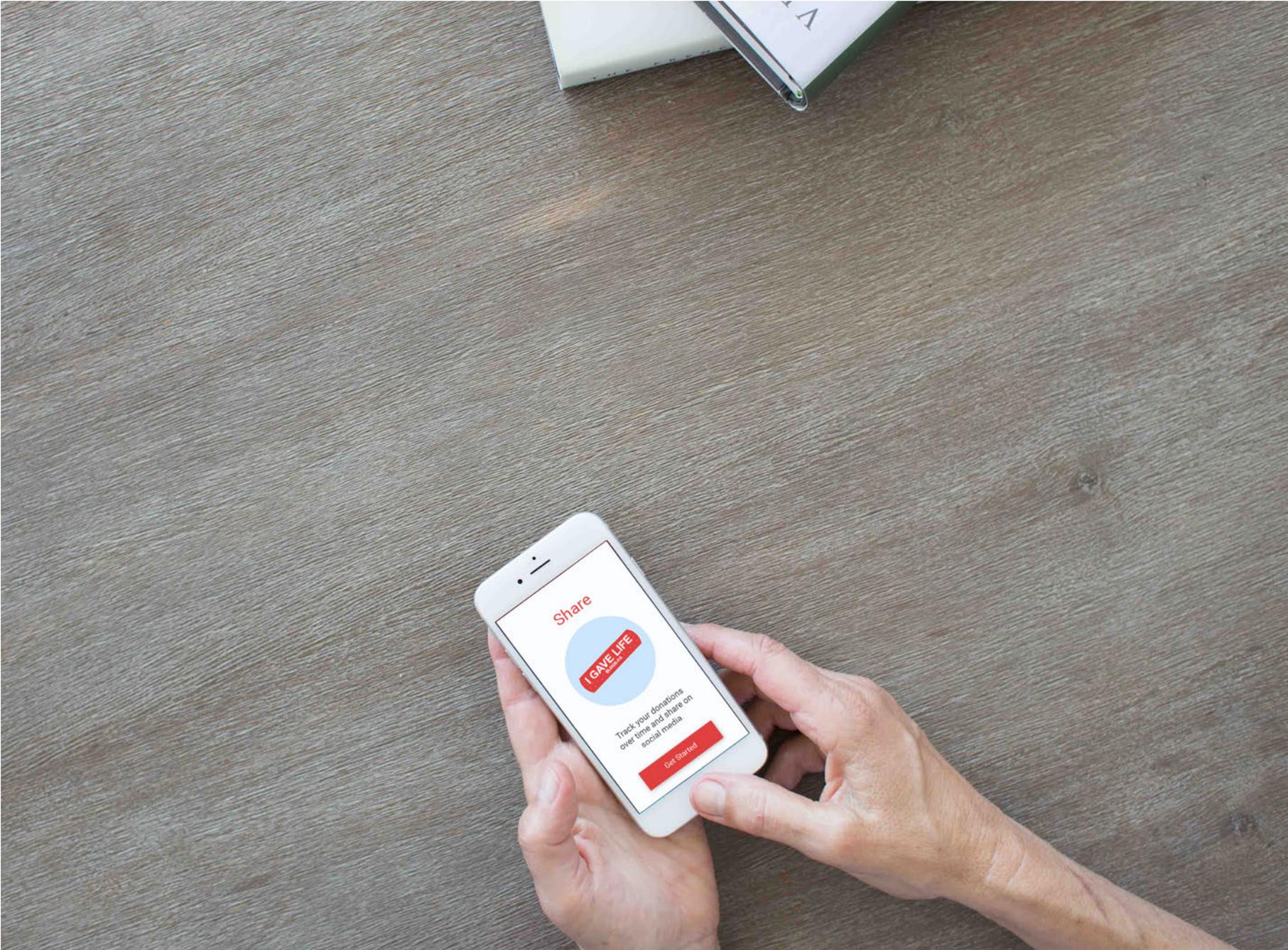




# Canadian Blood Services



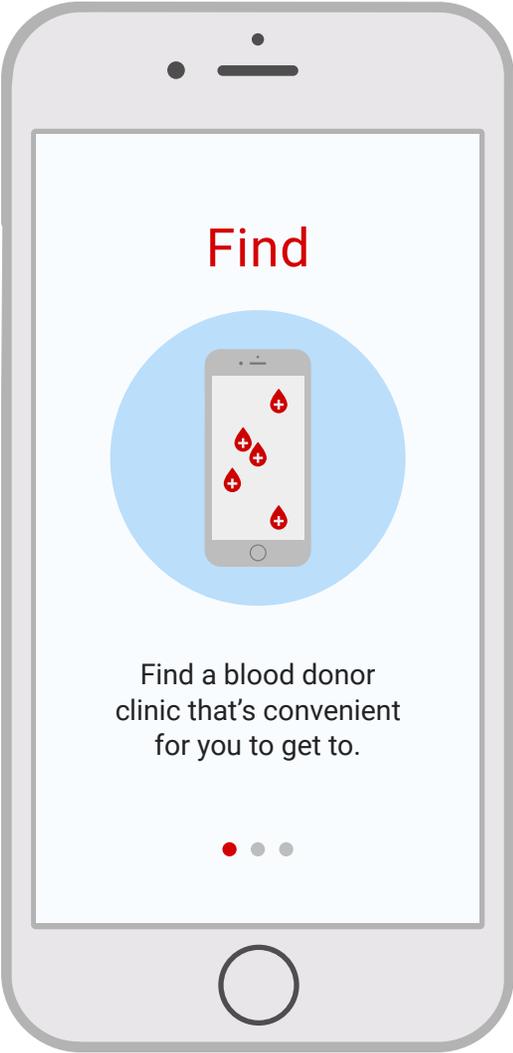
Rethinking the mobile experience for Canadian blood donors



In 2014, Canadian Blood Services launched their mobile phone app, GiveBlood, with the aim of making it easier for Canadians to find clinics and book appointments to donate. While the app has gone through several revisions since then, its onboarding sequence and home screen remain less than welcoming for first-time users.

As an initial step toward addressing this design problem, I adopted a benefits-oriented onboarding approach that distills the content being presented into three screens that clearly communicate to new users the value of using the app: Find, Book, Share.

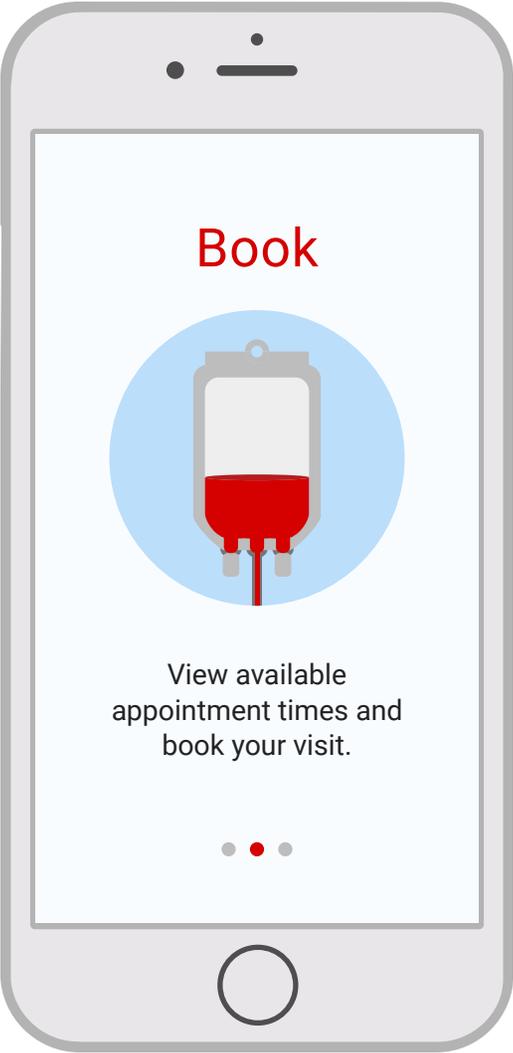
With onboarding complete, users arrive at the app's home screen, where they have the option to "Book Now". Booked appointments will then appear at the top of the screen for easy reference. Below that, users can read updates and stories about recent recipients and view real-time inventory data for their blood type.



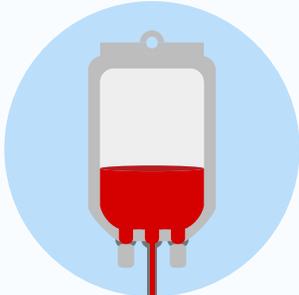
# Find



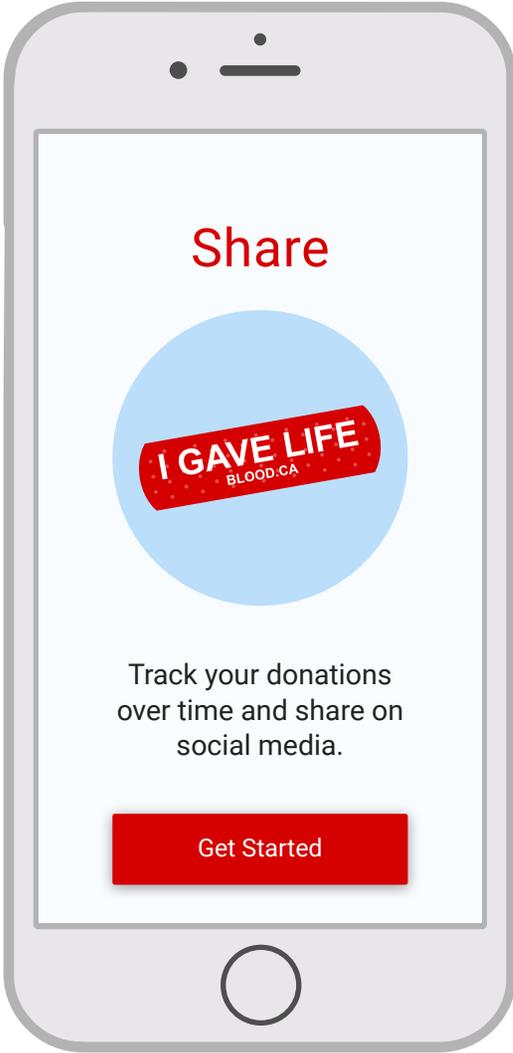
Find a blood donor clinic that's convenient for you to get to.



# Book



View available appointment times and book your visit.



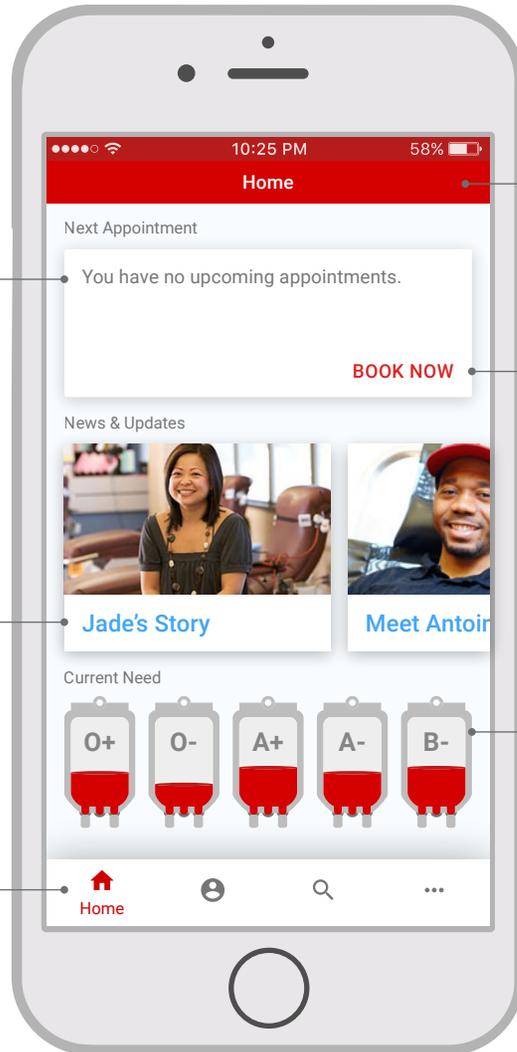
# Share



Track your donations over time and share on social media.

Get Started





When using the app for the first time, users will see the Next Appointment card in its empty state.

The personal stories of recent blood donation recipients are featured in a series of cards.

Bottom navigation allows users to choose between four high-level destinations within the app: Home, Account, Clinics, and More.

The title in the app bar reflects the current screen that the user is on.

The empty state of the Next Appointment card provides users with a Book Now action, accented in red.

The Current Need section of the Home screen allows users to see, at a glance, which blood types are especially needed based on the national inventory.

# Picture Day



Re-staging a familiar grade school ritual



If you attended school as a child, chances are you have a stack of class photos tucked away in an album or a shoebox somewhere. Did you dread having to dress up for picture day? Or were you the keener who had his shirt and bow tie laid out the night before? Were you tall enough to stand in the back row?

With this participatory public art performance, my collaborators and I were interested in exploring broad themes of commemoration and nostalgia through a re-staging of the familiar class picture day ritual. We created a backdrop of an elementary school gymnasium (complete with gym bench!) and from sunset to sunrise, invited friends and strangers alike to sit for a “class” photo.

For many, the experience elicited fond memories; for some, not so fond. And yet, like the class photos they mimic, the results seem to capture something ordinary yet meaningful all at once.



NUIT BLANCHE 2013  
THE GLADSTONE HOTEL  
PICTURE DAY  
CLASS OF 1:30 AM  
THE DIRECTORS COLLECTIVE





NUIT BLANCHE 2013  
THE GLADSTONE HOTEL  
PICTURE DAY  
CLASS OF 3:35 AM  
THE DIRECTORS COLLECTIVE



NUIT BLANCHE 2013  
THE GLADSTONE HOTEL

PICTURE DAY  
CLASS OF 4:40 AM

THE DIRECTORS COLLECTIVE

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