



**Each edition, SKATING editor Troy Schwindt sits down with a staff member to share an inside look at the work and the people at Headquarters.**



**Andrea Morrison has been the driving force behind U.S. Figure Skating's creative design for more than 17 years. Hired as the first graphic designer, she now leads a team of five de-**

**sign and video professionals who create everything from Learn to Skate USA materials to the dynamic art and video work fans enjoy at the U.S. Championships.**

**Q: Tell us about your dynamic creative team.**

They produce all visual communications for the organization including Learn to Skate USA, SKATING magazine, event logos and signage, video and static images for social media, broadcast commercials and much more. You name it, and our team creates it. We also have a strong emphasis on content strategy and sponsor activation that brings in revenue to grow U.S. Figure Skating's athlete and member programs. We've teamed up with some amazing brands to bring exciting sponsorship opportunities for our partners that support our skaters.

**Q: The creative team plays a major role in the fan experience. What goes into making each event stand out?**

Planning for an event allows for opportunities to collaborate and share new ideas. Every event starts off with promotional

materials to sell tickets, such as broadcast videos and web/print advertising. But the in-venue experience is the real challenge. We aim to give every ticket holder the ultimate, informed, entertained experience. Whether it be creating branded signage and athlete LEDs, event programs or entertaining videos shown on the video boards, our goal is to keep the audience engaged and entertained throughout the event.

**Q: How do you ensure the creative work connects with a local audience?**

One of the things I enjoy most about my job is building relationships with outside stakeholders. Working with local organizing committees and event organizers gives the creative team the opportunity to collaborate and brainstorm ideas with external team members, who offer a different perspective and insight on the local audience. We collaborate with them on the creation of marketing and promotional materials to sell tickets.

**Q: How do you determine which videos are played on the big screen at the arena?**

The members of the video team — Jack Ginsburg, Cally Falcocchia and Sarah Tyler — are really the stars of the show when it comes to video at events. They begin capturing content months in advance at Team USA's Champs Camp and showcase the athletes throughout the year on social media. Once they're given the run of show for a major event, like U.S. Championships, they determine what videos are suitable for areas needed, i.e., hype, drama, educational, etc. They then work with the design team, which includes our multi media design manager, Meg Metzger-Seymour, to provide video that coincides with in-arena digital content.

**Q: What event are you most proud of in your long tenure?**

I am most proud of the 2020 Guaranteed Rate Skate America in Las Vegas. This was our first event after the start of COVID, and the team came together to make it happen despite many challenges. Since fans weren't able to attend, we created opportunities for fans to stay engaged, with fan cutouts in the stands and photos of athletes posing with the fan cutouts. To top it off, proceeds went back to athlete programs. It was a huge challenge to activate with nationwide company shutdowns. It was amazing to see our team step up to so many challenges while newly learning to work remotely to deliver a successful event.

**What do you want fans to feel when they attend the U.S. Figure Skating Championships in Columbus?**

I want our audience to feel engaged, energized and excited by the sport and our Team USA athletes. I want the creative team to put on a show for our fans, highlight our athletes and showcase the competitive spirit of our events. The beauty of figure skating is that it combines artistry and athleticism. It's our job to highlight the uniqueness of our sport and build the anticipation for who will be on the podium.

**Q: What can fans look forward to in the near future?**

I'm excited to be working with The Skating Club of Boston for the 2025 ISU World Figure Skating Championships. This will be the third time I've worked with them on an ISU championship event and our creative team will make sure it's spectacular.