

LAYNE FERGUSON

BRAND + EXPERIENCE DESIGNER

Layne is an urban designer, brand artist, serial small business entrepreneur and ice cream aficionado.

Layne has five years of professional experience where he has performed a variety of roles including urban planner, project manager and designer. He is skilled in public space and multi-modal street design. He has extensive experience working with Cities and Districts on placemaking and place-branding initiatives. Prior to YARD & Company, Layne served as the Director of Design for Team Better Block, where he worked with cities across the country on engaging the community through pop-up urbanism projects. Most notably, he wrote the award winning 'Pop-Up Placemaking Toolkit' in coordination with AARP Livable Communities that has been used as an accessible tool to implement placemaking demonstrations across the United States. Layne also understands the role of small business in communities as a co-owner of two ice cream shops and a coffee shop in the Oklahoma City area.

Layne serves on the Board of Directors for Oklahoma City's Midtown Association and as Chair of Oklahoma's Urban Land Institute Young Leaders Group. He is an alumnus of the University of Oklahoma where he earned a Bachelor of Arts degree in Public Affairs and Administration. In 2016, he completed the Master of Science of Architecture degree at the University of Oklahoma. In that year, Layne published his thesis research on Reclaiming Infrastructure to build a Signature Bicycle Network in Oklahoma City.



PERSONAL EXPERIENCE

- » Vine Nite Market
Kalamazoo, MI
- » Walnut Hills Town Hall
Cincinnati, OH
- » 757 Market
Norfolk, VA
- » Pop-Up Placemaking Toolkit*
AARP Livable Communities
- » Spin Space Intersection Design*
Salt Lake City, Utah
- » Fitchburg Arts & Culture Plan*
Fitchburg, MA

*work completed prior to YARD & Company.

EDUCATION

- » Master of Science in Architecture, University of Oklahoma
- » Service Learning Study Abroad, Lusaka, Zambia
- » Bachelor of Arts in Public Affairs and Administration, University of Oklahoma