AI-forward customer experience installation for leaders at AT&T's Dallas headquarters

The moment

Chief Marketing & Growth Officer Kellyn Smith Kenny and her team re-engaged SYP to help envision new external and internal moves for AT&T to become the most loved brand in its industry.

The work

In Spring of 2026, SYPartners designed and facilitated an immersive workshop for ~60 VPs and SVPs in Dallas, to surface ambitions and implicit tensions, and to align around a shared vision and ideas for increasing brand love across every AT&T customer touchpoint.

For my part, I did the following:

- Orchestrated immersive brand perception experience, designing all collateral and coordinating vendor team through fabrication and on-site installation
- Synthesized 12+ customer personas using generative AI on an accelerated timeline—enabling research depth that traditional methods (stock photography, casting models) could never deliver on budget or schedule
- Transformed 2,000 sq ft boardroom into six interactive customer stations using AI-generated personas paired with real-world furnishings, enabling participants to engage directly with customer contexts via immersive, museum-style narratives

The impact

Leaders aligned on a set of strategic imperatives and differentiated customer experience ideas, as well as a roadmap for an evolved AT&T customer experience.















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Immersive design and build-out for annual Equinix's annual global leadership offsite

EQUINIX

The moment

Transformation takes hold when an organization's purpose, vision, and strategy connect viscerally with the lived experience of the employee. SYP was called on to build the narrative that connects vision, strategy, and culture while retaining and augmenting the Equinix magic by designing a set of experiences that enrolled teams in a bold new future.

The work

Equinix's 2024 Global Leadership Offsite presented an opportunity for SYPartners to design and execute a complete immersive three-day gathering.

I executed the following:

- Designed two immersive experiences combining large-format printing, integrated audio, and real-world artifacts to drive leadership alignment on Equinix's strategic goals
- Orchestrated full vendor network for fabrication and installation across multiple concurrent workstreams, delivering all materials on time and on budget despite venue size constraints
- Produced print collateral and general session presentations that anchored two full days of programming for over 150 global executives.

The impact

Equinix leaders were inspired and became equipped to support the strategy and embrace the culture, and leadership left feeling a strong sense of connection to the company and to each other.

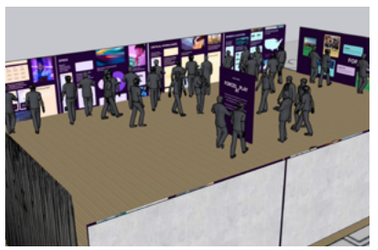











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Massive print and iPad rollout to 8,000 Starbucks locations in seven days

The moment

After a troubling 2018 event in Philadelphia, Starbucks called on SYPartners to help them navigate perhaps their boldest move yet—closing all 8,000 stores for racial bias training. SYP collaborated with a number of experts to envision, design, and ultimately execute this half-day, multi-platform experience.

The work

The concept of a public-facing training session that prevented American consumers from getting their afternoon caffeine fix was a high-risk, high-reward proposal.

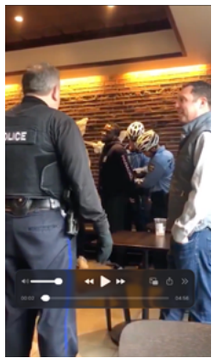
Beyond working on the team's planning, research and interviews, I contributed the following:

- Designed, resourced and coordinated newsprint vendors to produce and deliver 52,000 broadsheets (64pp) and 200,000 supporting notebooks to 8,000 locations in 7 days, successfully navigating industry consolidation and 24/7 press constraints to hit the launch window
- Collaborated with documentary filmmaker Stanley Nelson to produce and prototype video content deployed across 23,000 iPads, designing the clone workflow that enabled rapid at-scale distribution

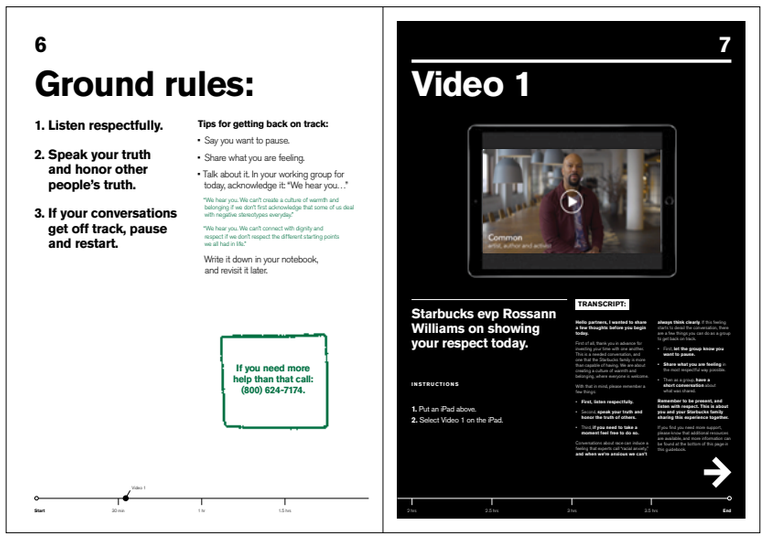
The impact

This work, along with Starbucks' commitment to ongoing and concrete policy changes, was a bold move to restore their image of "the third place," and a healing moment for Starbucks to show empathy to their customers and their staff.

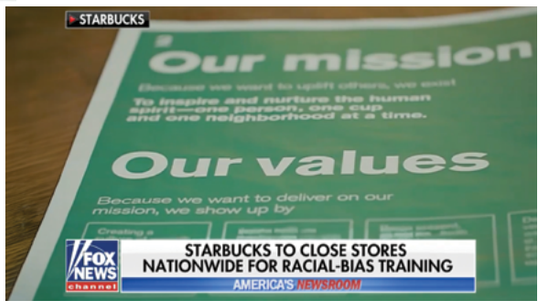
Starbucks to Close 8,000 U.S. Stores for Racial-Bias Training After Arrests

















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