

N O T
E N T I R E L Y
D E A D

EASON / Y

**Social Impact
is like teenage sex.**

**Everyone
talks about it.**

**Nobody really
knows how to do it.**

**Everyone thinks
everyone else
is doing it.**

**So everyone
claims
they are doing it.**

***2005**

“What do you do?”

“Graphic design.”

***2025**

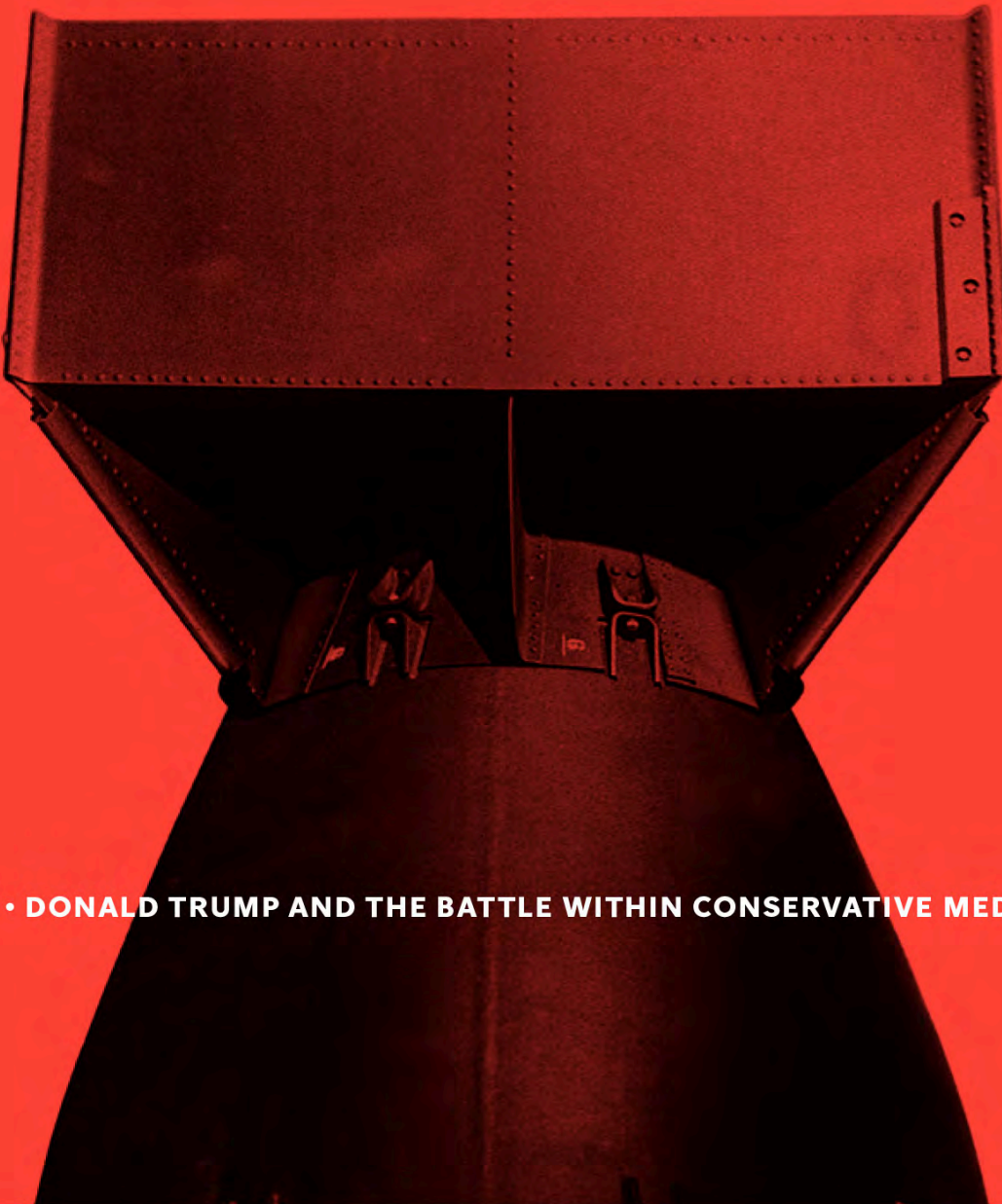
“What about now?”

**“Creating positive
change in the world,
focusing on**

**focusing on
systemic social
issues. Design is just
a tool I use to make
social impact.”**

The New York Times Magazine

October 2, 2016



RIGHT-WING AIR WAR! • DONALD TRUMP AND THE BATTLE WITHIN CONSERVATIVE MEDIA. BY ROBERT DRAPER



Is hand
sanitizing
a lot
good
or bad?

Can it become a habit?
It's alcohol, right?

Is being a hydroalcoholic
a thing?

Is there a group for that?

What is this?
Chicken? No?

How can these nuggets
be plant-based?

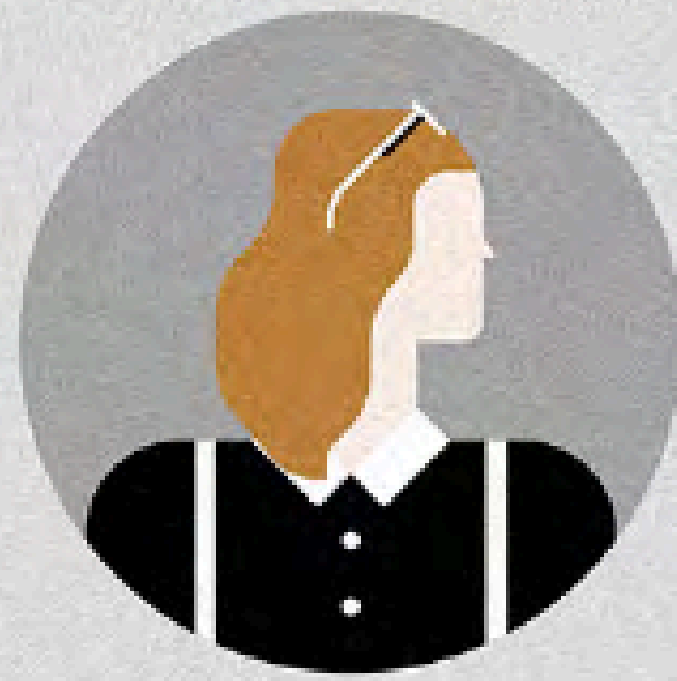
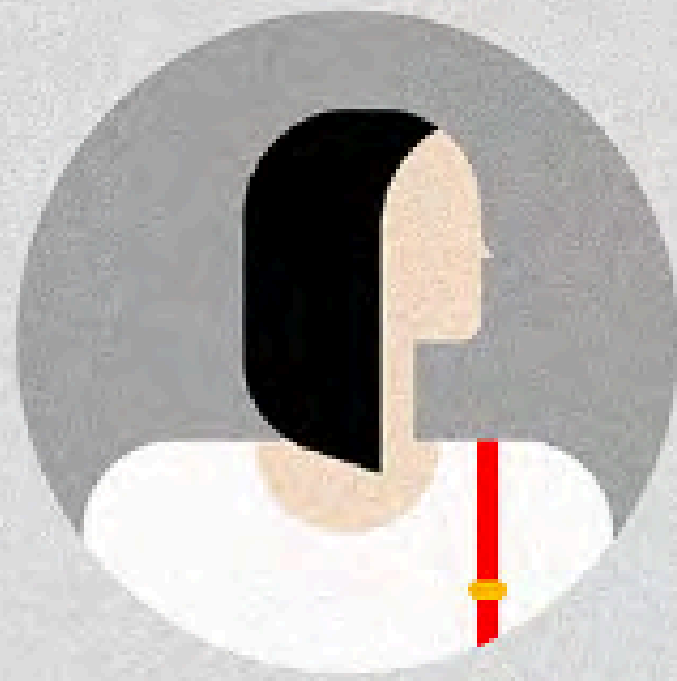
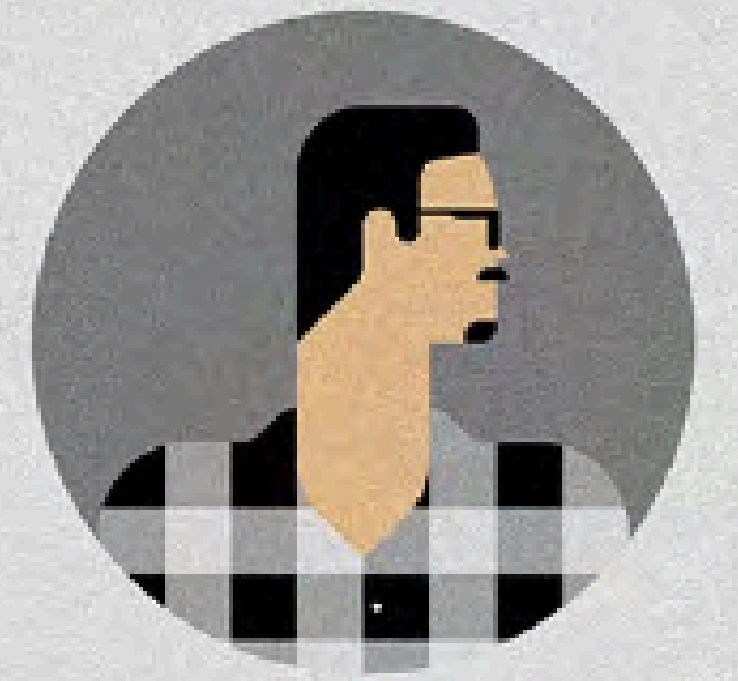
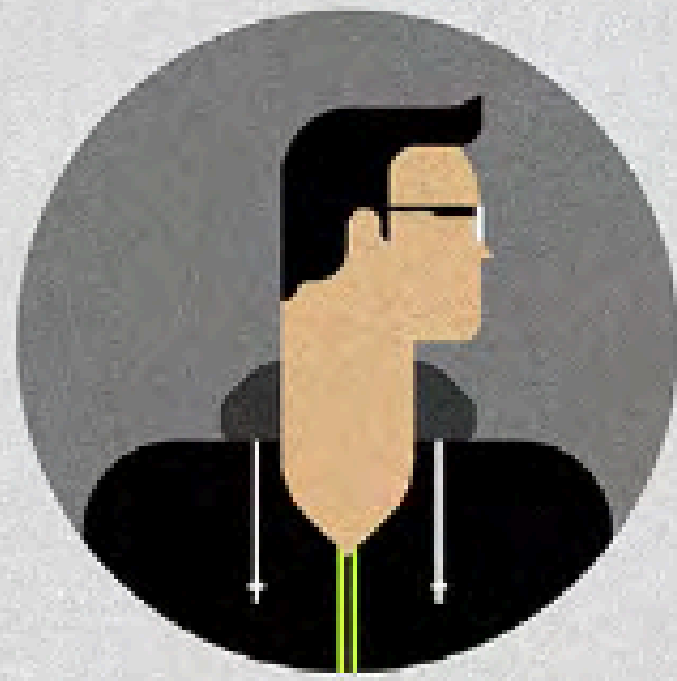


100% confusing.
0% chicken.
Plant-based Nuggets.

Hard-working

Hard-working
Highly intelligent

Hard-working
Highly intelligent
Good-looking







What impact?

ONE SHOW
DESIGN
MERIT AWARD
FOR EXCELLENCE IN
DESIGN

EASON YANG
ART DIRECTOR

SHINHO FOODS
CHINESE NEW YEAR TV COMMERCIAL
2012

www.shinhotv.com

© 2012 Shinho Foods

Eason Yang

www.easonyang.com

CANNES
LIONS
59TH INTERNATIONAL FESTIVAL OF CREATIVITY
17-23 JUNE 2012



Cancer turned life
nbz!qe qomU

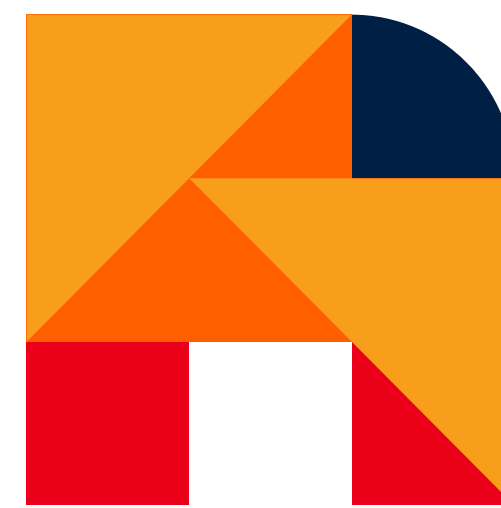
**Not
Entirely
Dead**

Rusty working

Irrelevant intelligent

Sick-looking

FIN E



**Not
Entirely
Dead**



FOCUS



MULTI-TASKING



OWNERSHIP



MULTI-TASKING



THOUGHTFULNESS



STRENGTH



GRIT



ASSERTION



EMPATHY



DETERMINATION



CONSCIENTIOUSNESS



CONFIDENCE



PROACTIVITY



TENACITY



FOCUS



EXPERIENCE



RESILIENCE



PERSISTENCE



SELF-DISCIPLINE



DEDICATION

Care is 
but never   

Hard-won skills
are not soft.

**Each year
recruitment cost
trillions of dollars.**

RESUME GAP



Add experience



Learn more about [employment types](#).

Company name*



NED

Location

Ex: London, United Kingdom



I am currently working in this role

Start date*

January



End date*

Month



Year

2022

2021

2020

2019

2018

✓ 2017

2016

2015

2014

2013

2012

2011

2010

2009

2008

**We all deserve
comebacks.**

**It's about living up
to our full potential.**



**The desire to get back
onto the field turns
people into remarkable,
generous players.**

BRIAN COLLINS

CO-FOUNDER, COLLINS

Not Entirely Dead

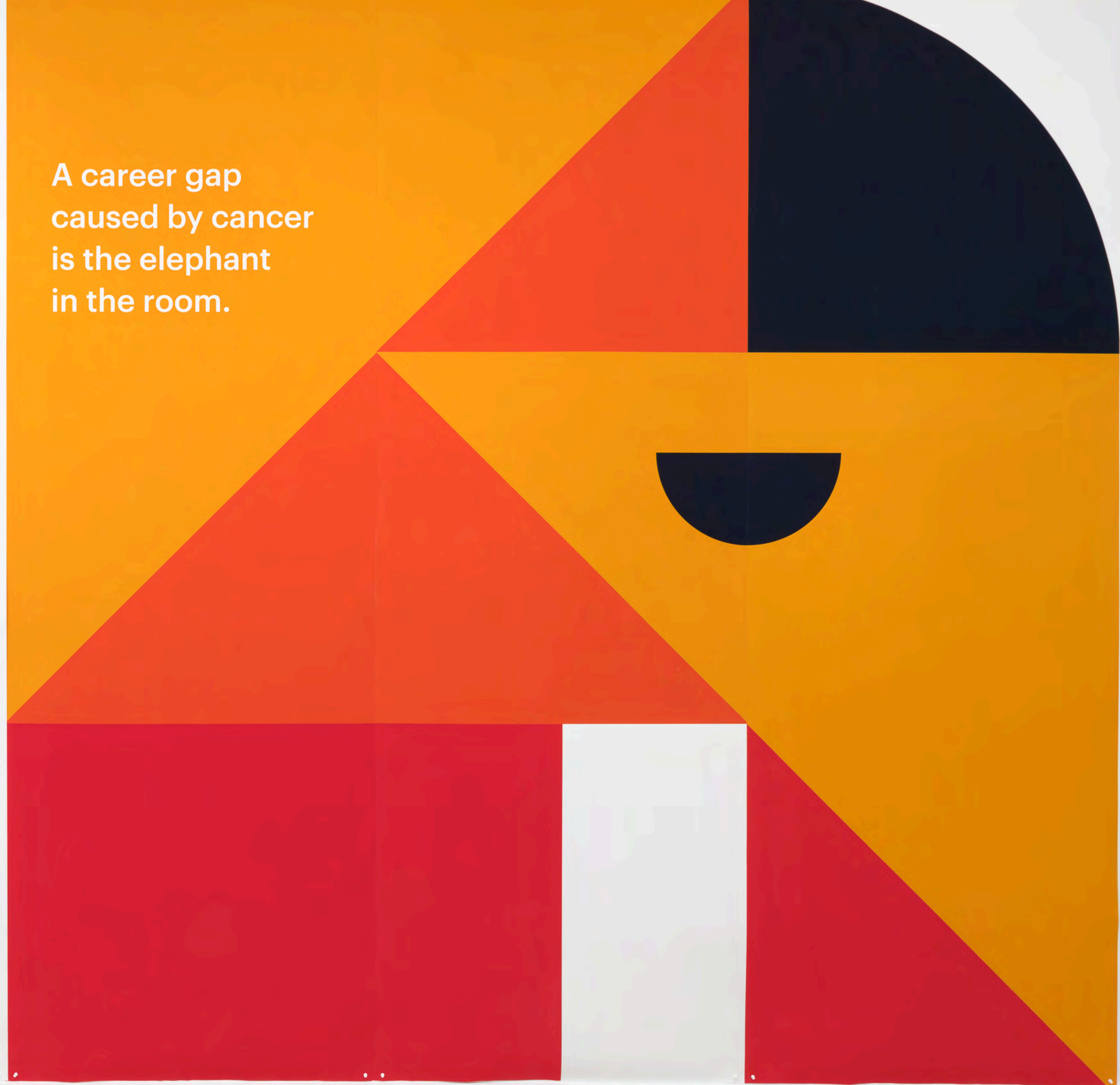
No Evidence of Disease

The hard work of defeating cancer is often seen as an unfavorable career gap. But fighting cancer is one of the toughest jobs an individual will ever have and it deserves a place on the resume. The competencies cancer survivors cultivate through adversity are *Super-Abilities*, not disabilities or liabilities, as current workplace biases might suggest. *Grit, determination, resilience, ownership, dedication, empathy*; these are the important skills companies looking for in prospective hires.

NED is a social enterprise championing the 600,000+ young adult cancer survivors (ages 19–39) in the U.S. who are ready to work again.

Learn more at notentirelydead.org
Follow us at [linkedin.com/company/we-are-ned](https://www.linkedin.com/company/we-are-ned)

A career gap
caused by cancer
is the elephant
in the room.



New York Public Library





Microsoft



Not
Entirely
Dead

The Notorious N.E.D.

**Summon the will
to fight on,
rise again.**





Steve Jobs Comes Back

At 33, the computer wunderkind has a slick new product and sales pitch to match. It may be the most exciting machine in years. But will it sell?

It's less than a week before the most important day of his life, and Steve Jobs is doing what comes naturally: fussing over details. At a high-school gym in Berkeley, Calif., he's rehearsing the rollout that will introduce his new baby, the NeXT computer, to the world. Dressed in blue jeans and a red flannel shirt, Jobs paces back and forth, reading lines into a wireless microphone. Jobs has hired multimedia artist George Coates to stage the unveiling in San Francisco's futuristic Davies Symphony Hall. When the first slide appears on the screen, Jobs enthuses: "I really like that green." Around him, other NeXT executives chime in: "Great green. Great green."

The computer goes through its paces, playing music with the sound of a live orchestra, pulling up images as clear as photographs, retrieving quotes from a memory bank big enough to hold a bookshelf full of classics. Then a software glitch makes the image on the sleek black monitor freeze. NeXT employees tense up, expecting a

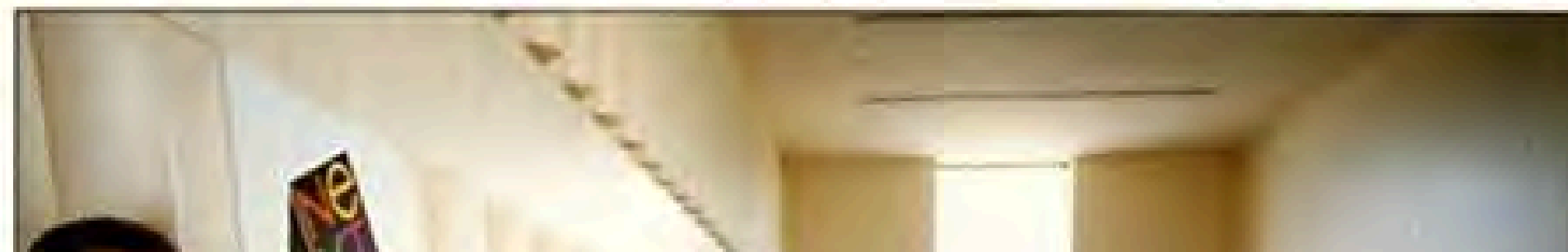
software with the Macintosh. Now, at 33, he's billing the NeXT as a computer that will revolutionize the higher-education market and point the industry toward the 1990s (next story). Love him or hate him, people in the computer world couldn't wait to see what Jobs had secretly worked on for three years in his Palo Alto headquarters. When a NeXT marketer called The Wall Street Journal to buy an ad for the rollout, the salesman quipped, "Why bother?"

Jobs has much more at stake than the \$12 million he has invested in NeXT. He's rebuilding his reputation, too. Critics say Jobs's success at Apple was an accident, and that he is little more than a showman with a knack for packaging other people's engineering. Jobs is still smarting over his



A meticulous showman: The boss and his logo (above), introducing the system

PHOTOS BY CHUCK NACKE—PICTURE GROUP



'A Neat, Neat Box'

The NeXT computer wowed industry analysts by offering more bang—and byte—for the buck. Whatever its commercial chances, it qualifies as state of the art in six areas.



N O T
E N T I R E L Y
D E A D



**Let's race,
Copenhagen.**