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Jessica DeJong



MANAGING DIRECTOR, DESIGN



The Ether Advantage

The Invisible Connections That Transform Motion Into Momentum



Jessica DeJong

MANAGING DIRECTOR, DESIGN





MOON LANDING

EINSTEIN

DAN WIEDEN

ARTEMIS II

THE MOON

JOHN CLEESE

LEBRON JAMES

PUERTO RICO

AI

SIMON SINEK

WSJ

JFK

DESIGN SYSTEMS

NASA

DUSTY MAY

GLUE EMPLOYEES

NAVY SEALS

GEORGE LOW

NIKE

ANTHROPIC

NUTELLA



ARTEMIS II MISSION
APRIL 2026











U.S.S. JOHN P. MURTHA
ASTRONAUT
GLOVER
ARTEMIS II

U.S.S. JOHN P. MURTHA
ASTRONAUT
KOCH

VICTOR GLOVER

CHRISTINA H. KOCH



NASA





A photograph of a Saturn V rocket being launched from a launch pad. The rocket is white with black and blue markings, and is surrounded by a large plume of white smoke and fire. The launch pad structure is visible in the background. The sky is a clear blue.

3,000,000

PARTS FOR THE SATURN V ROCKET

A background image of a space shuttle launch. The shuttle is ascending vertically, leaving a large plume of white smoke and fire. The launch pad structure is visible on the right side. The sky is a clear blue with some light clouds. The overall scene is dynamic and powerful.


400,000

PEOPLE

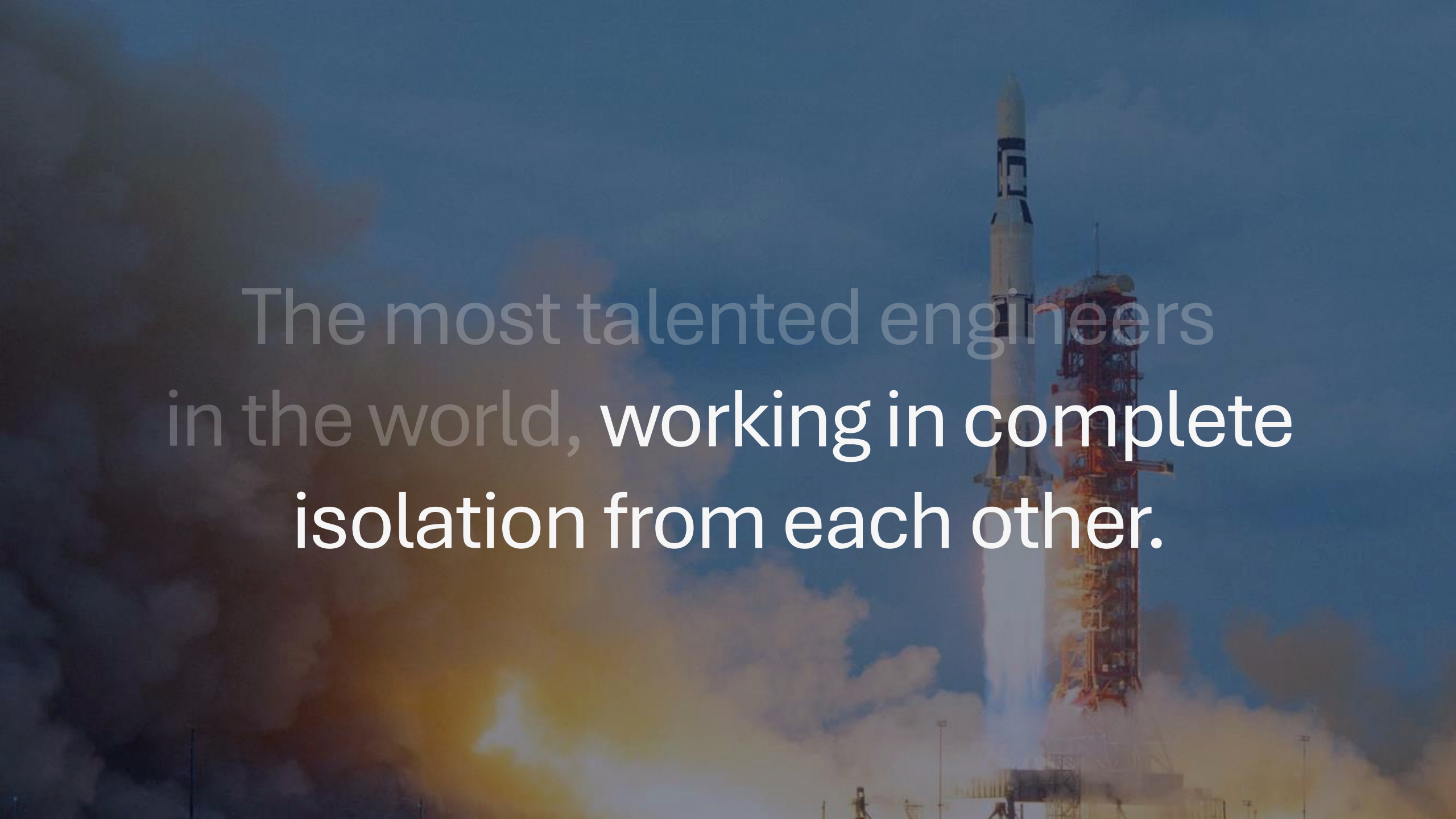
A background image of a space shuttle launch. The shuttle is ascending vertically, leaving a large plume of white smoke and fire. The launch pad structure is visible on the right side. The sky is a clear blue.

20,000

SEPARATE COMPANIES

A photograph of a rocket launch. The rocket is white with a black stripe and is ascending vertically. It is surrounded by a large plume of white smoke and fire. The background is a clear blue sky. The text is overlaid in white, sans-serif font, centered on the image.

The most talented engineers
in the world, working in complete
isolation from each other.

A photograph of a rocket launch. The rocket is white with a black and white logo on its side. It is being launched from a launch pad, with a large plume of white smoke and fire at the base. The background is a clear blue sky. The text is overlaid on the image, with the first part in a light blue color and the second part in white.

The most talented engineers
in the world, working in complete
isolation from each other.

More Details On Cape Tragedy...Pages 4-A, 5-A

On The Inside

Bonus Pg. 11A Movies 11A
 Classified 8B Obituaries 8B
 Comics 8B Radio-TV 12A
 Editorial 8A Sports 2B
 Financial 8A Women 18B

Vol. 82—No. 260 30 Pages

Orlando Sentinel

Tis a Privilege to Live in Central Florida

Orlando, Florida, Saturday, January 28, 1967



OPENING AT
 ORLANDO AFB
 JULY, 1968
 NAVY RECRUIT
 TRAINING CENTER

SENTINEL TELEPHONE
 (AREA 312)

10 Cts.

3 Astronauts Killed

Chiefs Vow Continued Space Push

WASHINGTON — The nation's space leaders expressed determination Friday night to press ahead in space exploration despite the tragic deaths of all three members of the Apollo space crew at Cape Kennedy.

Vice President Hubert H. Humphrey, as President Johnson's special agent in the space field, joined the President and James E. Webb, administrator of the National Aeronautics and Space Administration, in expressing sorrow for the loss of the three astronauts.

"THREE VALIANT young men have given their lives in the nation's service," Johnson said in a statement. "We mourn this great loss and our hearts go out to their families."

"The United States will push ever forward in space and the memory of these men will be an inspiration to all future spacefarers," said Humphrey, chairman of the National Aeronautics and Space Council.

Webb, similarly said, "We in NASA know that their greatest desire was that this nation press forward with manned space flight exploration, despite the outcome of any one flight. With renewed dedication and purpose we intend to do just that."

SOME MEMBERS of Senate and House committees that deal with space, while expressing shock at the deaths, commented that they do not believe that it will slow down the U.S. space effort.

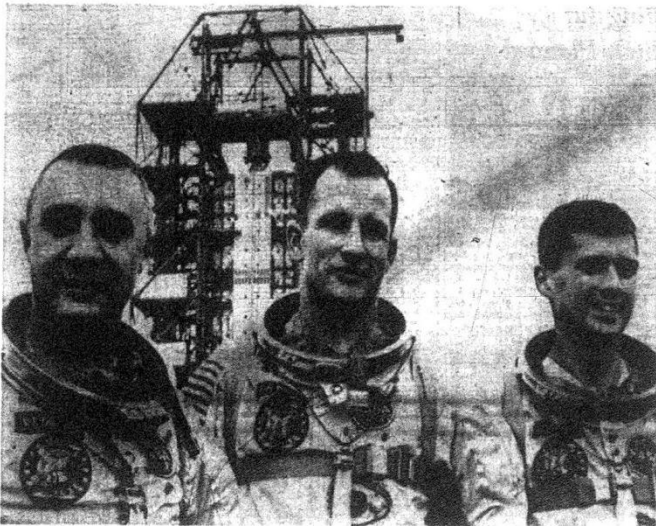
Humphrey, who often visits the Cape Kennedy space center to observe its operations, said, "The deaths of these three brilliant young men, true pioneers and wonderfully brave, is a profound and personal loss to me."

"I have had such close relationships with them that my sorrow is very deep. My heart goes out to their families and loved ones."

AND WEBB said, "I have extended my sympathy and that of all employees of NASA to the families of astronaut Virgil I. Grissom, Edward H. White II and Roger B. Chaffee."

"The nation tonight feels a great sense of loss. That feeling is even greater among those of us who worked with those competitive young men who were so completely devoted to enlarging man's capability in space flight."

Secretary of Defense Robert S. McNamara sent the following message to the families of the



Astronauts Virgil Grissom, Edward White, Roger Chaffee

Apollo Smoke Fells 27 Men

CAPE KENNEDY — Twenty-seven Apollo launch crew workers were treated for smoke inhalation at the Cape Kennedy Dispensary Friday night following the flash fire which claimed the lives of three American astronauts.

Only two of the 27, Donald Babbitt and J. D. Gleaves, were held overnight for observation.

THOSE TREATED included Bert Belt, R. C. Hedlund, S. E. Hickenbottom, L. D. Reece, W. M. Metcalf, Steve Clemmons, W. H. Wingfield, John McConnell, B. W. Davis, Terry Hawkins, George Rackleff and C. A. Journey.

Cape Workers' Families Seek Reassurance

Blast Report Brings Terror To Kin

By JEANNE GOLD

TITUSVILLE — "Terror for my husband" was the first reaction of Mrs. Richard Case, whose engineer husband is employed at Cape Kennedy, when she heard of the Saturn explosion there.

"I was in such a state of shock because my husband is working the night shift I could only sit and stare at the phone," Mrs. Case added. "Numbness engulfed me so completely and quickly that I got cold chills before I could lift the telephone receiver to dial his number. When I finally could telephone and I heard his voice, all I could do was cry."

Also, D. E. Howard, William Schneider, Jess Owens, J. C. Scott, W. D. Brown, R. L. Bacland, J. E. Markovich, P. E. Mitchell and R. C. Foster.

ANOTHER IBM wife, Mrs. Thomas Cimsfranca whose hus-

band stated, "The fire on 34 had us thinking it was a ground fire — functional on the ground the same as happened on our pad when paint caught fire and burned up 80,000

Space Sandwich Recalled

By DICK YOUNG

Cocoa Beach — "It all started as a joke."

This is how a saddened Paul Ransom, a friend of Astronaut Gus Grissom and a prime figure in the famed corn beef sandwich caper of Gemini 3, recalled the incident.

GRISSOM was command pilot and Orlando's John Young the pilot of Gemini 3, first manned flight of Project Gemini in March, 1965.

the other six Mercury astronauts once owned a share. The joke progressed and they speculated on what a laugh it would be if John was able to ask Grissom if he wanted a corn beef sandwich with or without mustard. Ransom recalled that a very thin corn beef sandwich was prepared in Wolfes kitchen.

"THE SANDWICH was taken aboard the spacecraft," Ransom said, "but Gus never knew it until the flight was off the ground."

Ransom, now manager of the

Flash Fire Hits Craft On Ground

By DICK YOUNG

CAPE KENNEDY — The prime crew for the first manned flight of Project Apollo died at 6:31 p.m. Friday in a flash fire inside the three-man spacecraft atop its Saturn booster at Complex 34.

Gus Grissom, Edward White and Roger Chaffee — scheduled to ride the nation's 17th manned spacecraft into orbit on Feb. 21 — were inside the spacecraft's command module during the countdown of a simulated flight test.

THE ACCIDENT occurred at the T minus 10 minute mark of a planned simulated liftoff.

Some early reports indicated that the fire started in the service module and then spread to the command module.

A NASA spokesman denied this, however.

THE FIRE, the spokesman said, started in the interior of the conical command module and was confined within the cabin section. Speculation immediately arose as to the fire's origin but NASA shut the door on details pending a formal inquiry.

"There was a flash and that was it," said a spokesman watching the screen in the blockhouse a few hundred yards away. The screen went blank "and there were no communications from the crewmen at that time."

THE SPACECRAFT was in a simulated flight position and the astronauts were breathing the pure oxygen used as a spacecraft environment.


Apollo 13 was to have been a mission lasting up to two weeks.

The Space Agency had no information on spacecraft damage or when the mission will be flown.

IN WASHINGTON, James E. Webb, administrator of NASA, said "We'll go ahead with the space-flight program."

"Although everyone realized that some day space pilots would die, who would have thought the



A photograph of a rocket launch. The rocket is white with a black and white logo on its side. It is surrounded by a large plume of white smoke and a blue sky. The text "The problem was never the talent or the technology." is overlaid in white on the image.

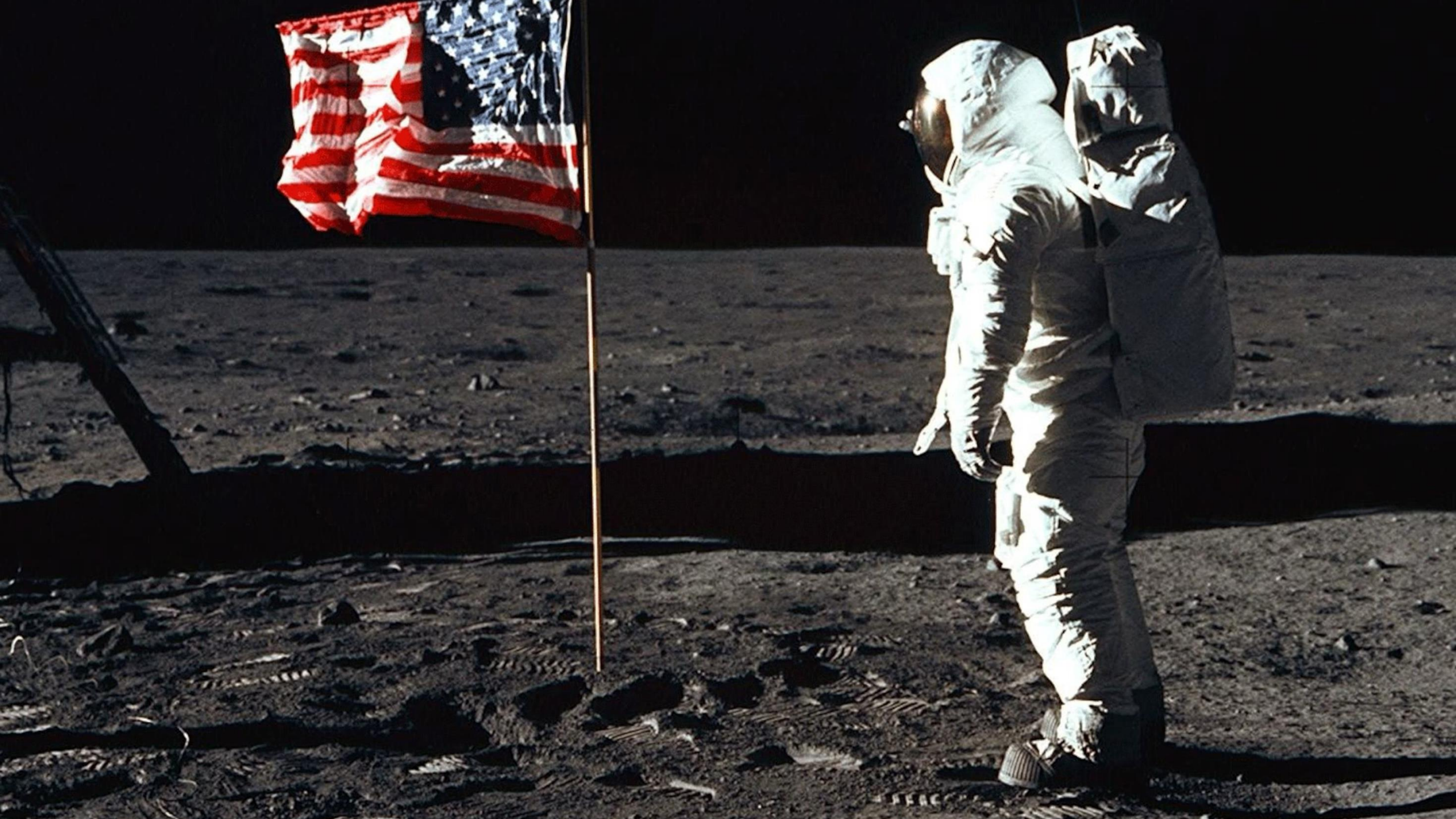
The problem was never the
talent or the technology.



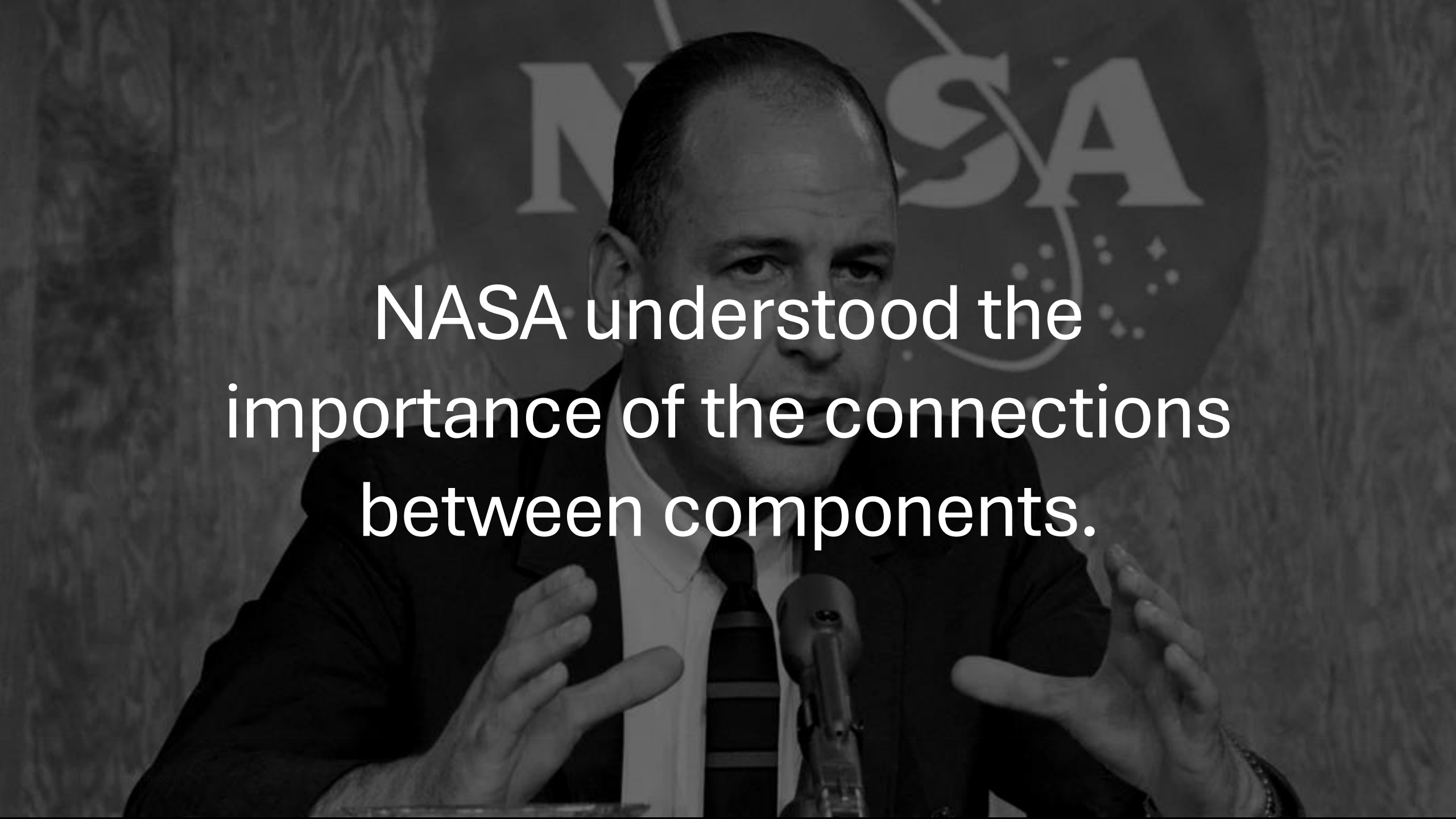
A black and white photograph of George Low, a NASA administrator, speaking at a press conference. He is wearing a dark suit, white shirt, and striped tie. He is gesturing with both hands while speaking into a microphone. In the background, the NASA logo is visible, featuring the letters 'NASA' and a stylized spacecraft trajectory with stars.

George Low

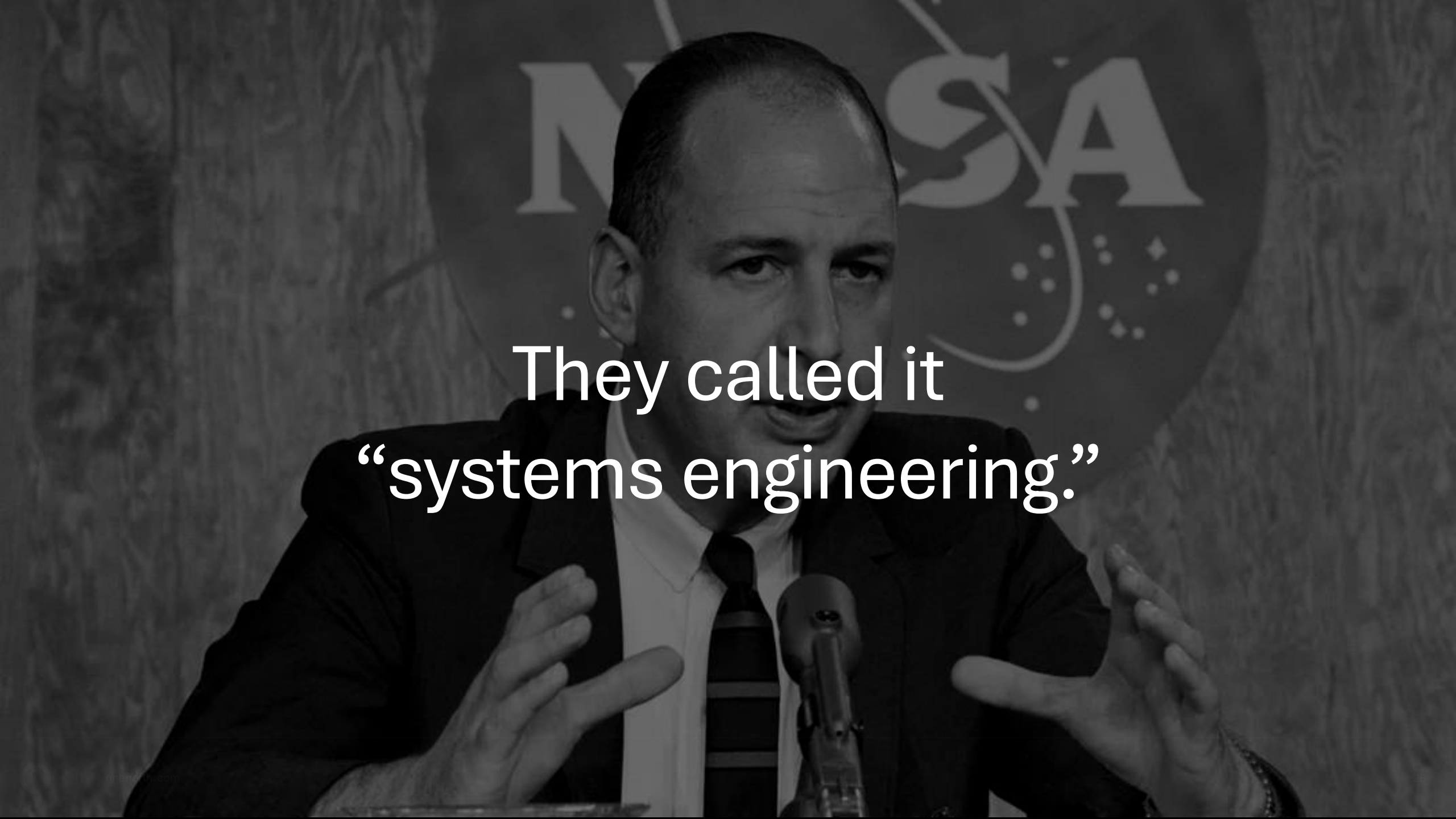
NASA CONFIGURATION CONTROL BOARD





A man in a dark suit, white shirt, and striped tie is speaking at a podium. He has his hands raised in a gesture. In the background, a large, faint NASA logo is visible. The text is overlaid in white on a dark background.

NASA understood the
importance of the connections
between components.

A black and white photograph of a man in a dark suit, white shirt, and striped tie, speaking at a podium. He is gesturing with both hands raised. In the background, a large, faint NASA logo is visible. The text "They called it 'systems engineering.'" is overlaid in white on the center of the image.

They called it
“systems engineering.”

The ancient Greeks called it:

ether

ether

The invisible medium that fills space
and connects all the elements.

“Luminiferous ether”

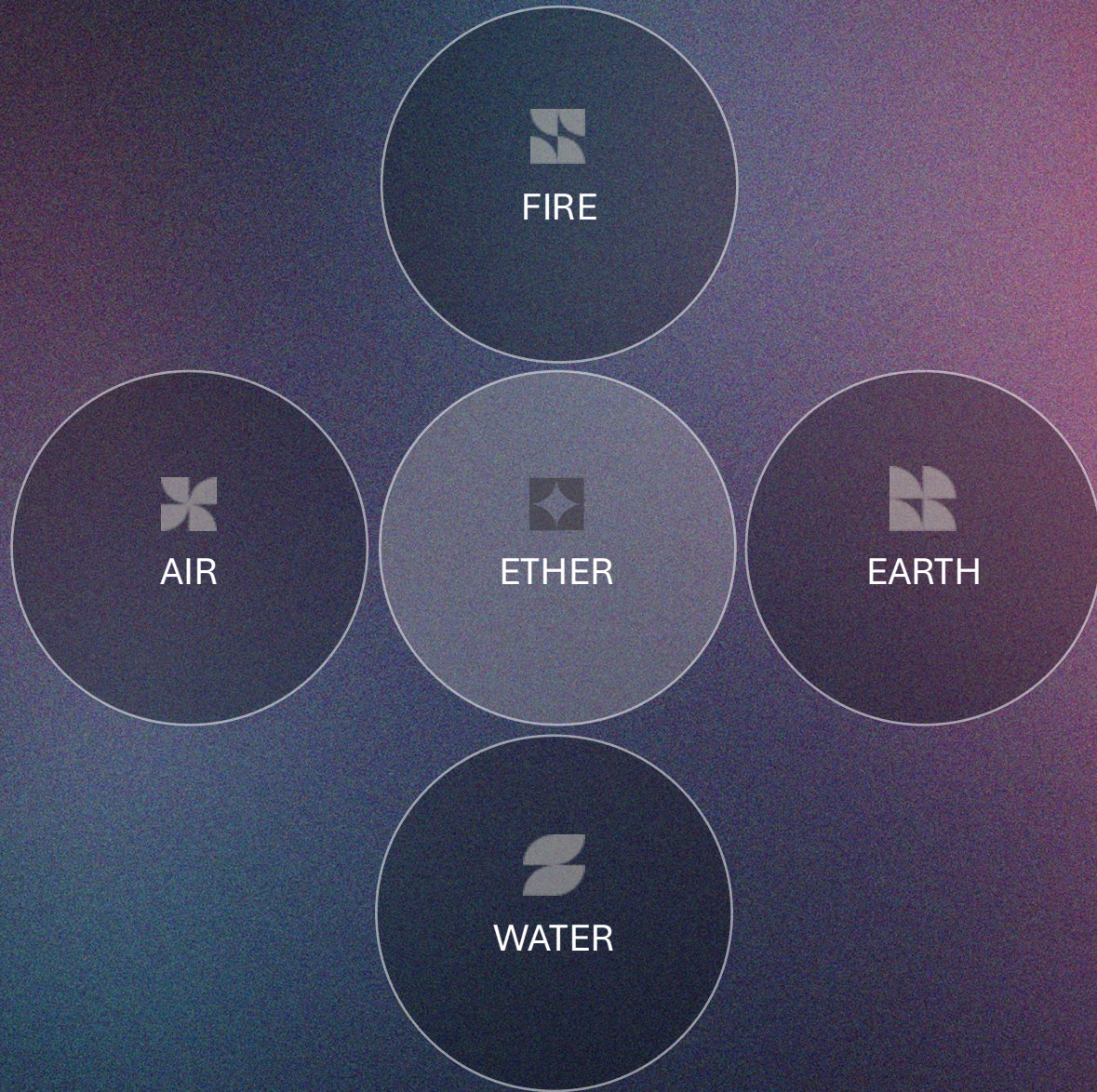
“Quintessence”

✧ “Star dust” ✧



THE ELEMENTS

Tangible
Discrete
Observable

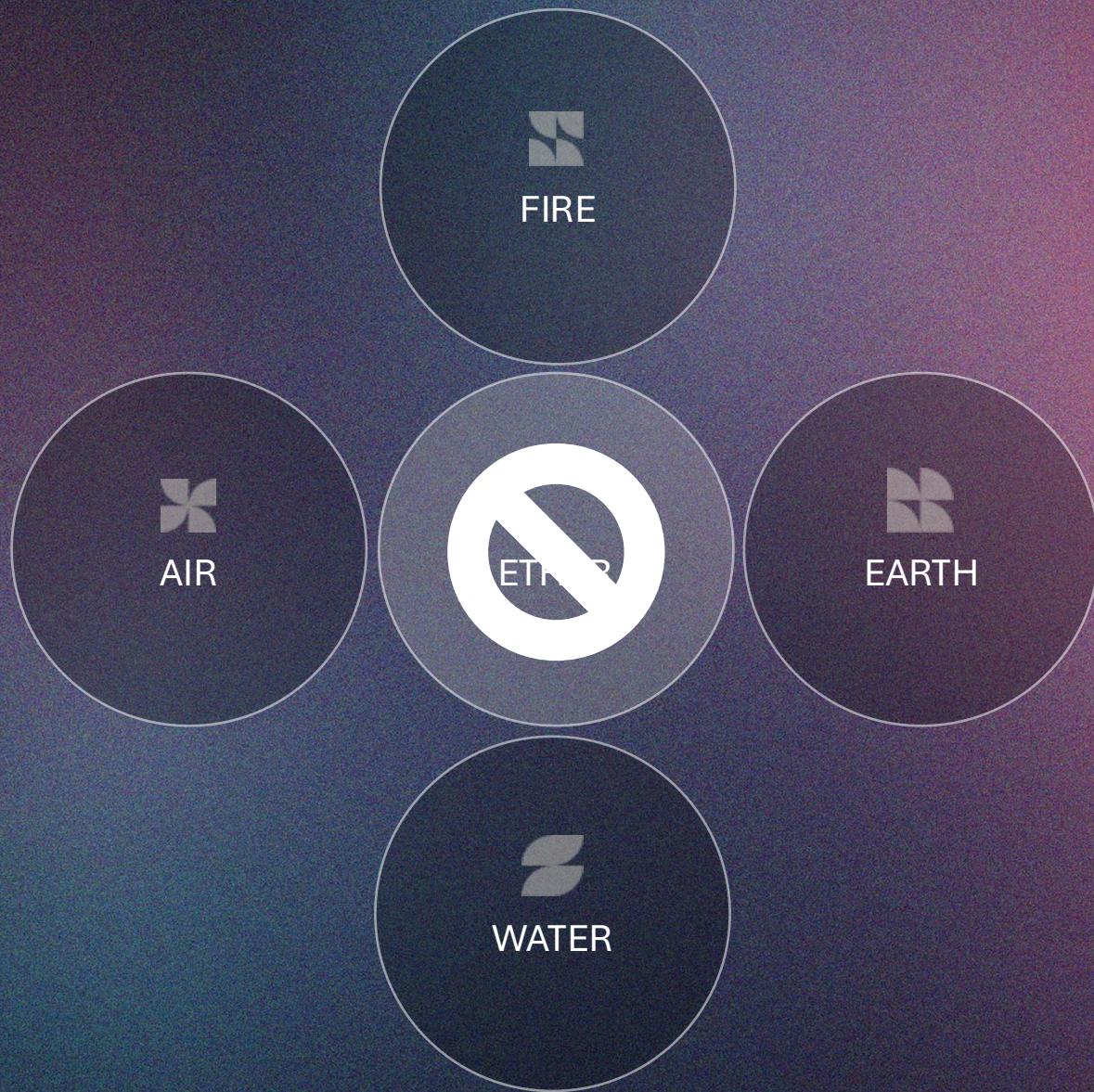


THE ELEMENTS

Tangible

Discrete

Observable



THE ELEMENTS

Tangible

Discrete

Observable



THE ELEMENTS

Tangible

Discrete

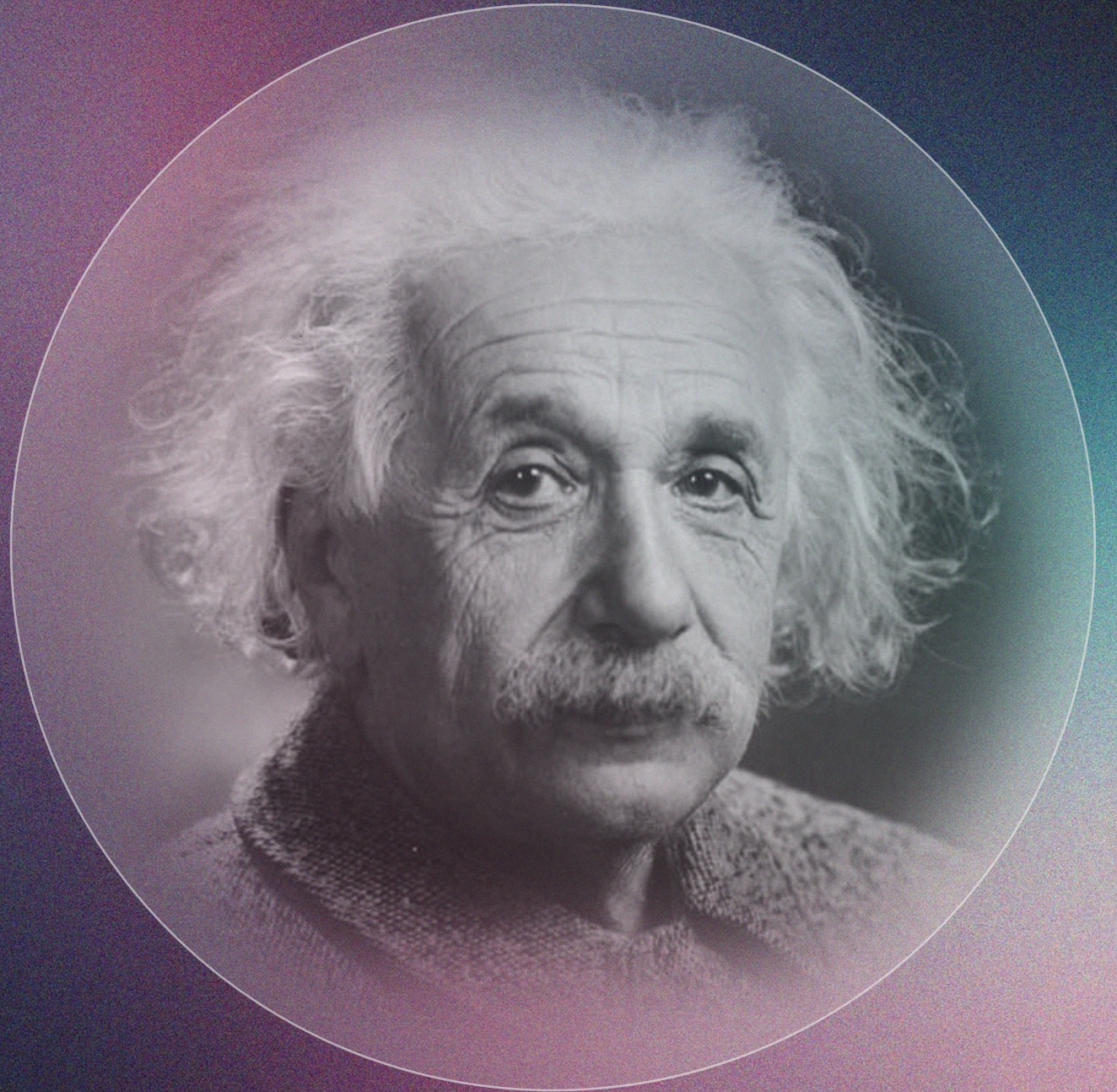
Observable

ETHER

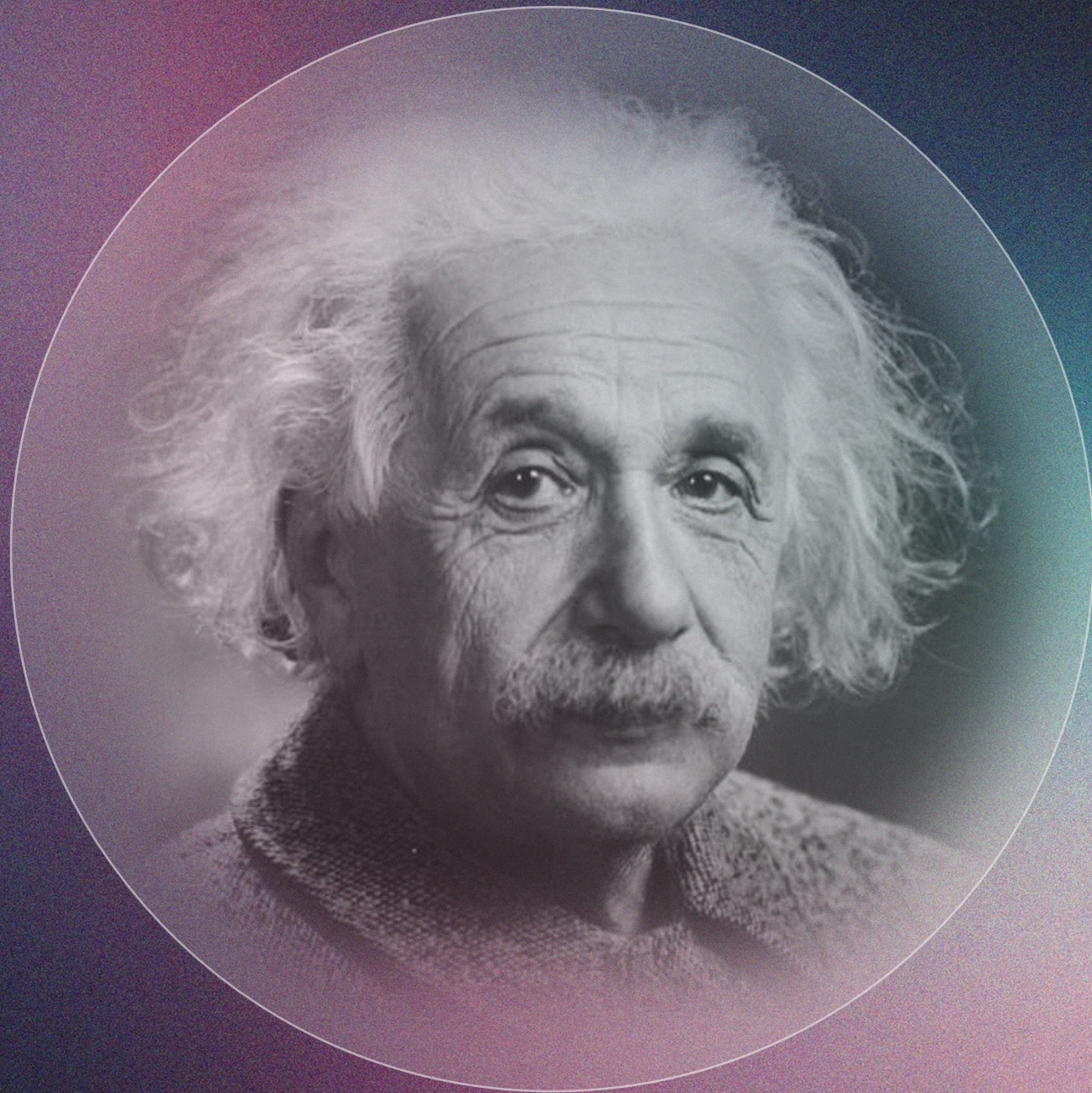
Intangible
Amorphous
Essential



ether



ether
spacetime



02

The Modern Problem



We are in an ether vacuum.

Ancient Elements



Air



Fire



Earth



Water

Modern Alchemy



Brand



Product



Marketing



Technology

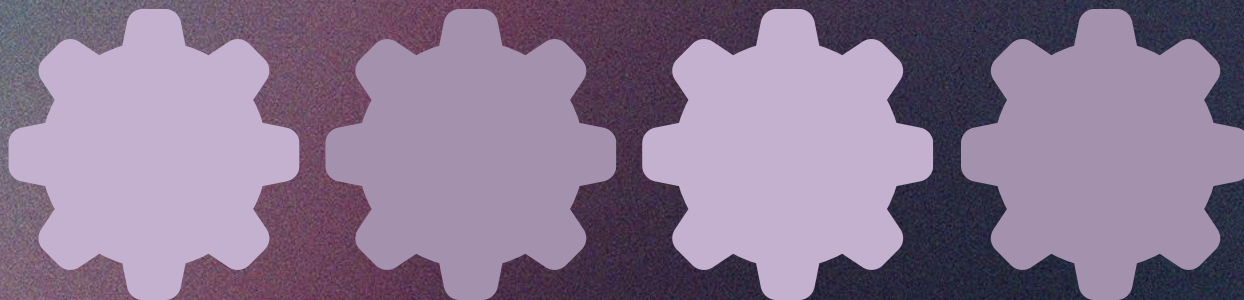
AI is accelerating
our ability to do things.

AI is accelerating
our ability to do things.

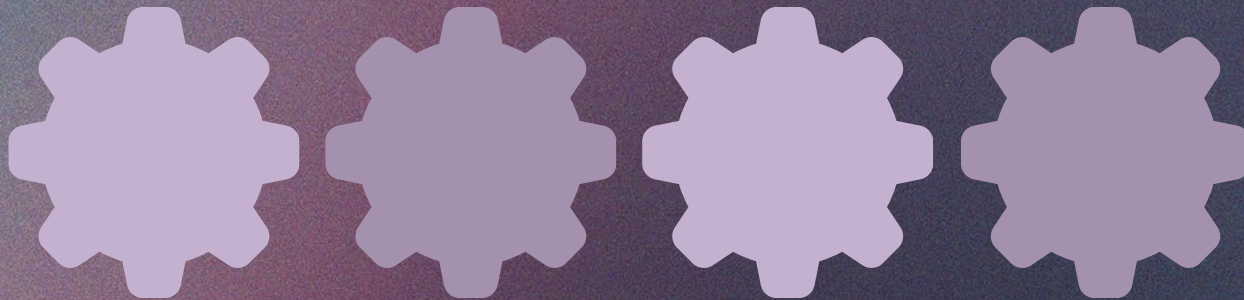
But it isn't helping
them cohere.

Motion v. Momentum

Motion v. Momentum



Motion v. Momentum



03

The Modern Solution



01

Who

Build for Cohesion

02

What

Connect the Dots

03

How

Make Connections Visible

01

Who

Build for Cohesion

02

What

Connect the Dots

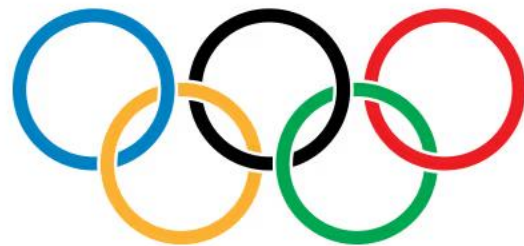
03

How

Make Connections Visible



ATHENS 2004





USA
11

USA
14

USA
12

USA
13

USA
10

USA
7

USA
6

USA
9

USA
5

USA
4

USA
8

USA
15



73

USA



92

PUERTO RICO



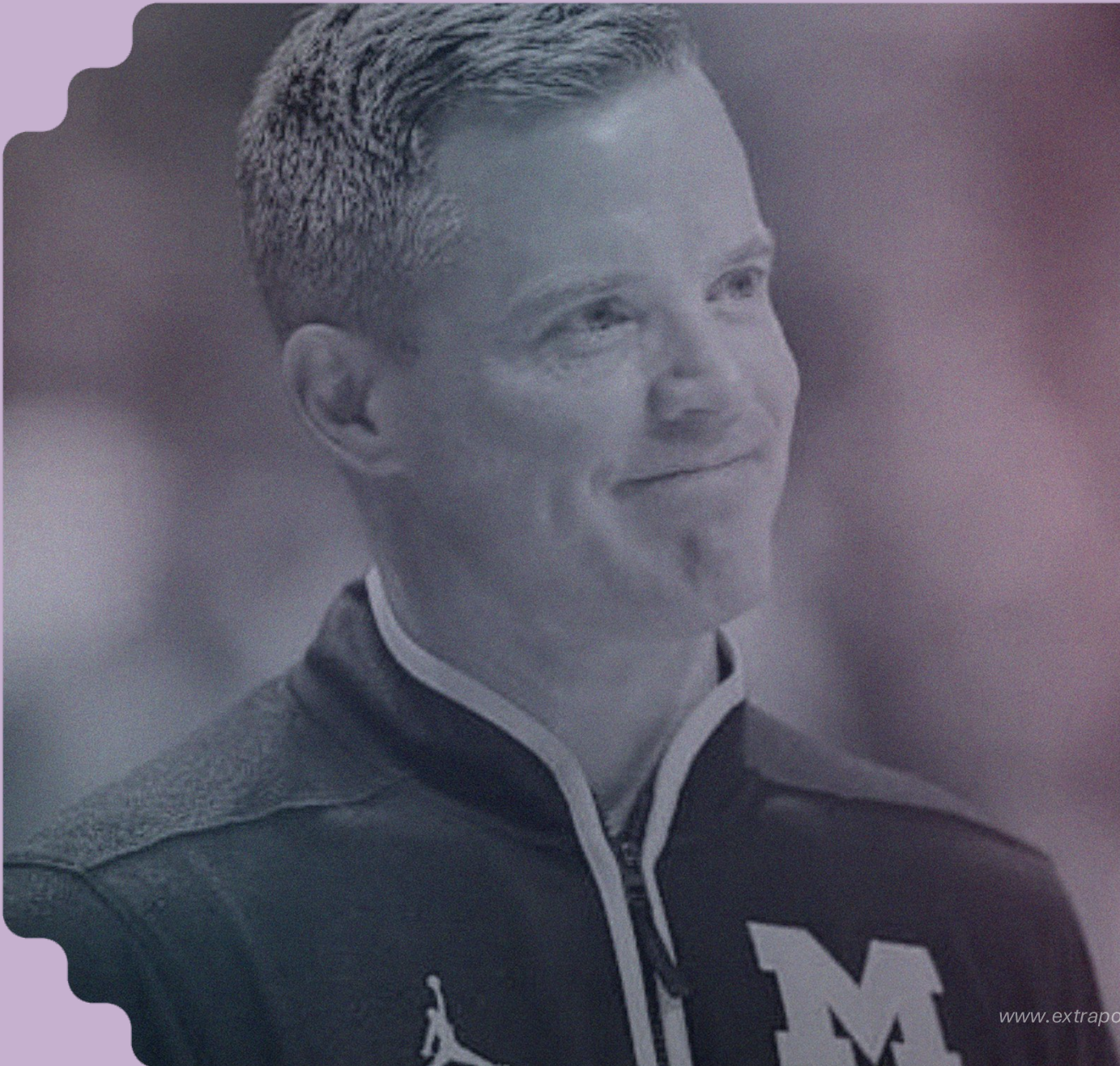
Contrast with ...







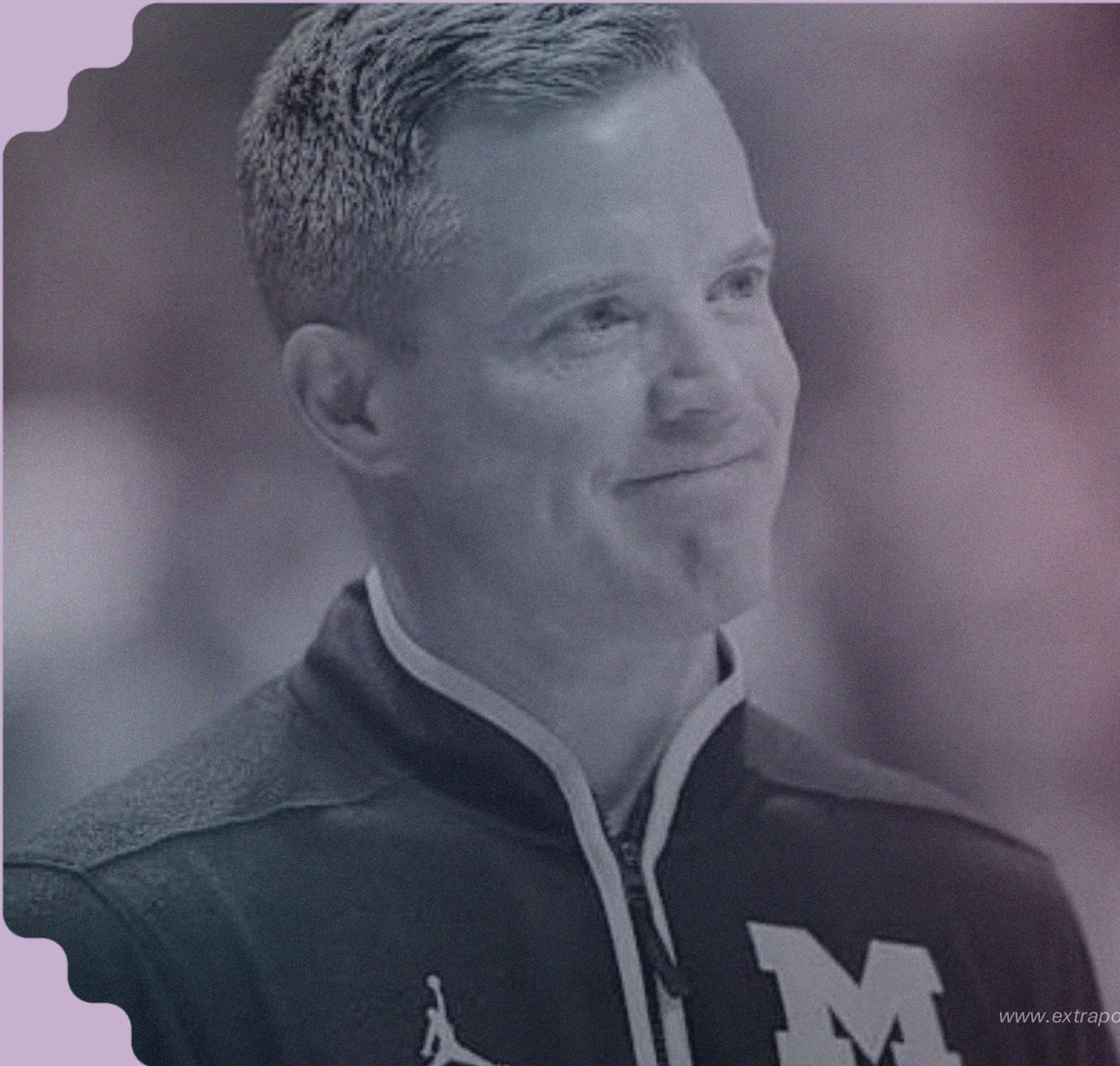




Big Ten Men's Basketball 2025 Total Expenses

Scholarships, Salaries, Travel, Recruiting

INDIANA	\$32.0M
MICHIGAN STATE	\$21.0M
RUTGERS	16.1M
MINNESOTA	\$15.7M
PENN STATE	\$15.0M
OHIO STATE	\$14.6M
MICHIGAN	\$14.4M
OREGON	\$14.1M
PURDUE	\$14.0M



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OREGON	\$14.1M
PURDUE	\$14.0M




23	LENDEBORG	3	0	0	0	1	10	PEAT	0	0	0	0		
			1	0	1	0	2	13	KRIVAS	4	3	0	0	1
										2	1	0	1	0
FG	10/21	AST	6	BLK	1	FG	6/18	AST	1	BLK	1			
2PT%	54	OREB	4	TO	4	3PT%	36	OREB	3	TO	6			
3PT%	38	DREB	9	POT	7	3PT%	25	DREB	7	POT	4			
FT%	100	STL	2	STP	10	FT%	50	STL	2	STP	10			

BONUS FLS 3 TOL 4 M 2 51 IST 14 TOL 3 FLS 3 BONUS 3

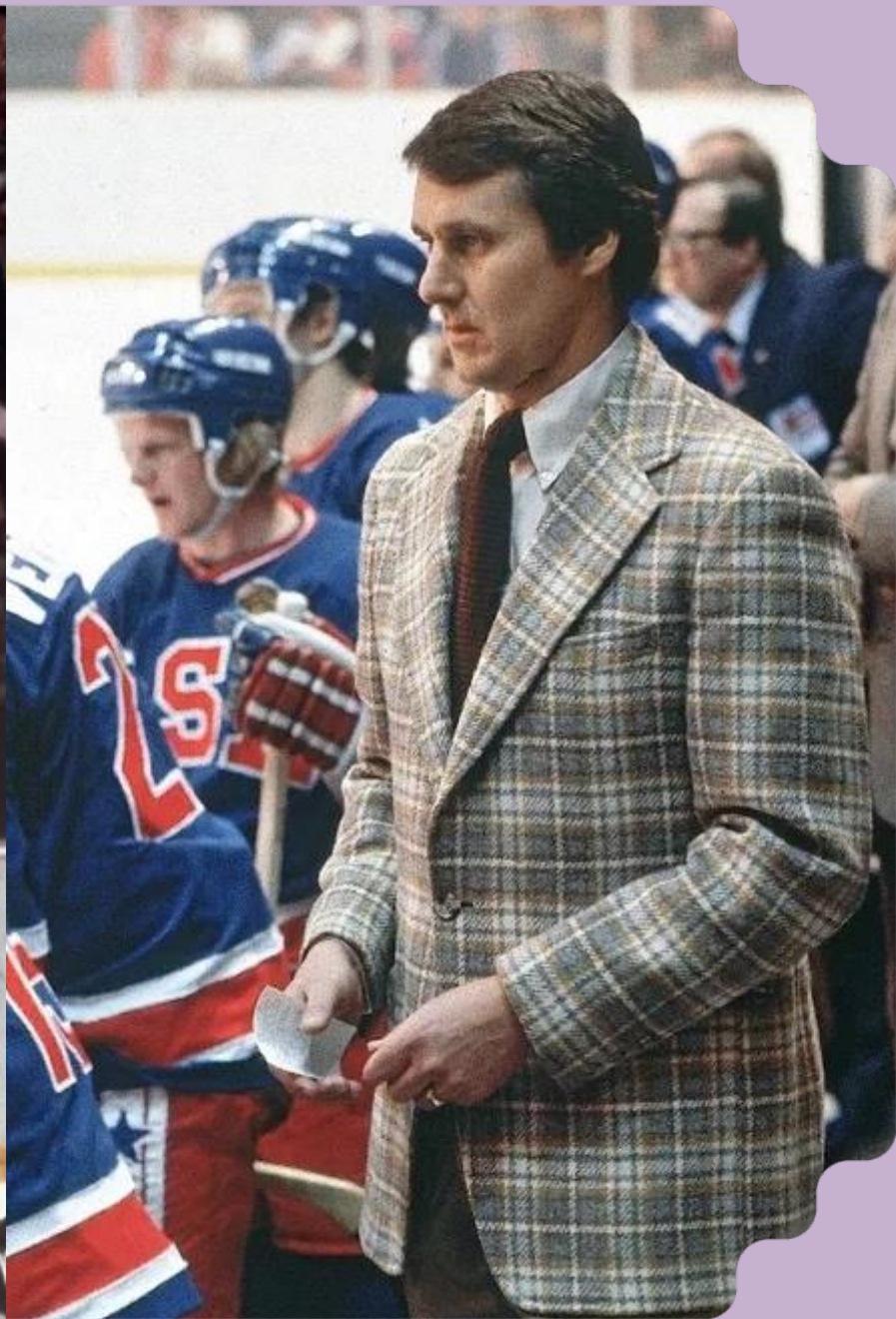
68 16 8 4



A group of basketball players and coaches are gathered on a court, celebrating a victory. They are holding a large trophy in the center. In the background, a sign reads "SHOCK THE WORLD BOYS GO BLUE!". The image is overlaid with a semi-transparent purple and blue gradient.

“Their ability to share the spotlight, to share their resources, to put their teammates ahead of themselves...”

– DUSTY MAY, HEAD COACH



Let's say you're not
a basketball coach ...

LIFESTYLE | WORKPLACE

The Underrated Power of ‘Glue Employees’ Who Hold Everything Together

Successful teams aren’t necessarily about star talent, but more often depend on the quiet leaders who hold organizations together

By Heidi Mitchell

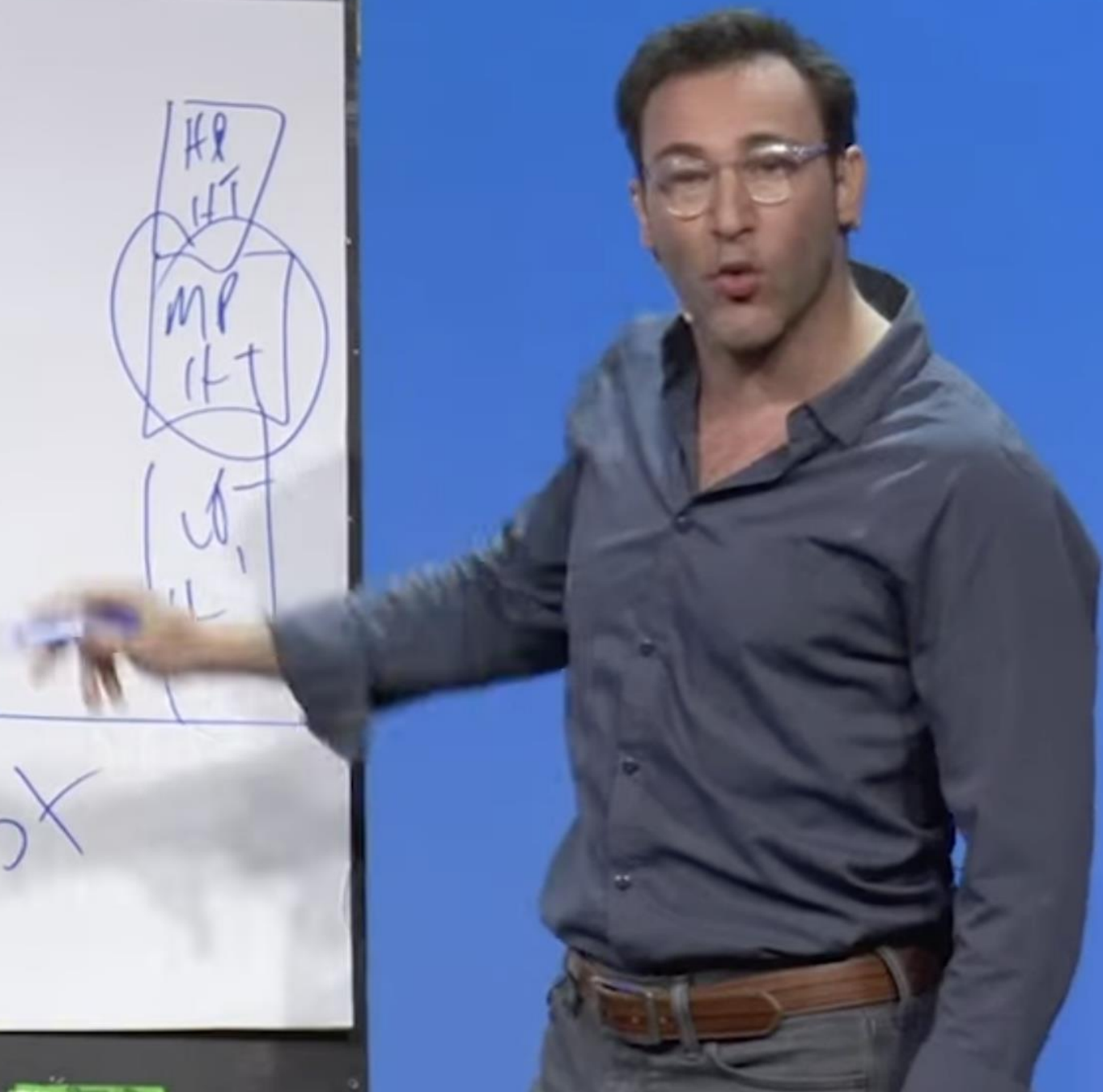
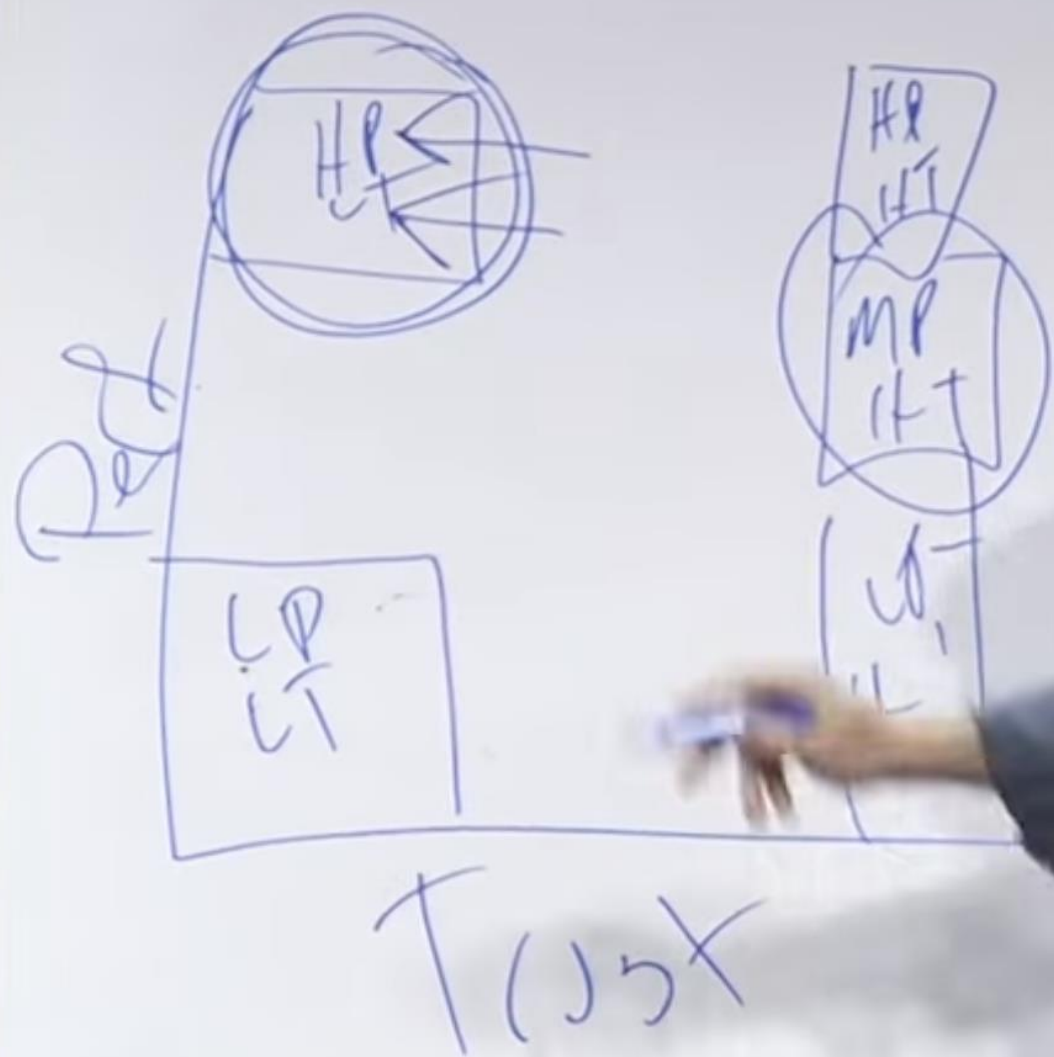
Oct. 12, 2025 5:30 am ET

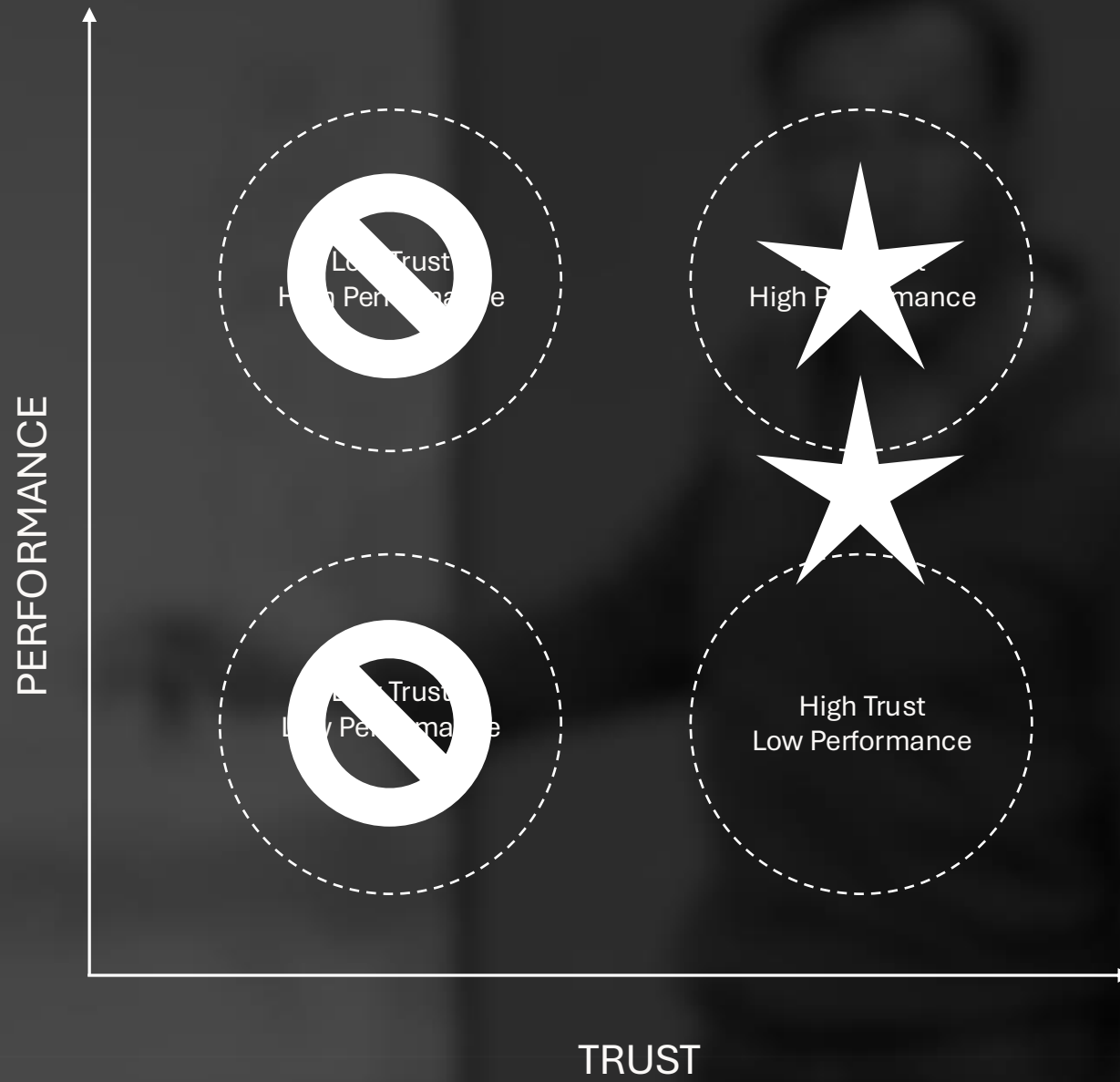


LARS LEETARU

Behavioral scientist Jon Levy has spent the past 15 years studying what makes teams

Invisible yet essential.





Does your organization hire,
measure, and reward for both?

Invisible yet essential.

01

Who

Build for Cohesion

02

What

Connect the Dots

03

How

Make Connections Visible

01

Who

Build for Cohesion

02

What

Connect the Dots

03

How

Make Connections Visible

This is about intentionality.

Something – or someone –
has to own making the
connections.

Reproduction Art: Logotype

This page contains camera-ready
reproduction artwork for the NASA
logotype. This artwork may be re-
produced in unlimited quantities for
NASA supplies of reproduction
artwork. Contact the graphics coordi-
nator at NASA Headquarters.





Enterprise Design System

UI Kit

Code

Docs &
Governance

Process &
Operations

Ether: Design System Product Owner or Team



UI Kit

Code

Docs &
Governance

Process &
Operations

The teams that will win in the future won't be the ones with the most or newest tools.

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This is where design and
storytelling are superpowers.

CMO TODAY

Companies Are Desperately Seeking ‘Storytellers’

Brands trying to wrest greater control of their narratives are asking for ‘storytelling’ skill sets—without a campfire in sight

By [Katie Deighton](#) **Follow**

Dec. 12, 2025 6:00 am ET

 Aa |  Listen (2 min) 



Executives saying “storyteller” on earnings calls.

147_x

2015

359_x

2024

469_x

2025

LinkedIn job posts with the word
“storytelling” doubled last year.

Source: WSJ

Rise of Executive Storytelling Roles



Nelson Farris, 1990s



Team of 30



PayPal



2025

AI

[< Back to jobs](#)

Presentation Design Lead

📍 San Francisco, CA | New York City, NY

Apply

About Anthropic

Anthropic's mission is to create reliable, interpretable, and steerable AI systems. We want AI to be safe and beneficial for our users and for society as a whole. Our team is a quickly growing group of committed researchers, engineers, policy experts, and business leaders working together to build beneficial AI systems.

About the role

The Creative Studio is Anthropic's in-house creative team responsible for the brand expression across Anthropic and Claude. We care about craft, making things by hand and using AI when it makes sense. The team is growing, and we're looking for people who do excellent work to join us. The stakes are real, and there's room to shape what all this becomes.

We're looking for a Presentation Design Lead to manage the presentation design function at Anthropic. You'll work on presentations for both external and internal audiences, shaping how we tell our story and express our brand through visual storytelling.

You'll shape how our ideas land on the stage and screen. That means deeply understanding content strategy and brand narrative, translating complex concepts into visual storytelling, and art directing with a sharp eye for motion design. You'll know how to bring our product to life—whether through live demos, pre-recorded video, or live action—and you'll be comfortable doing this work right alongside C-suite stakeholders in fast-moving, high-stakes environments.

AI

[< Back to jobs](#)

Presentation Design Lead

📍 San Francisco, CA | New York City, NY

Apply

About Anthropic

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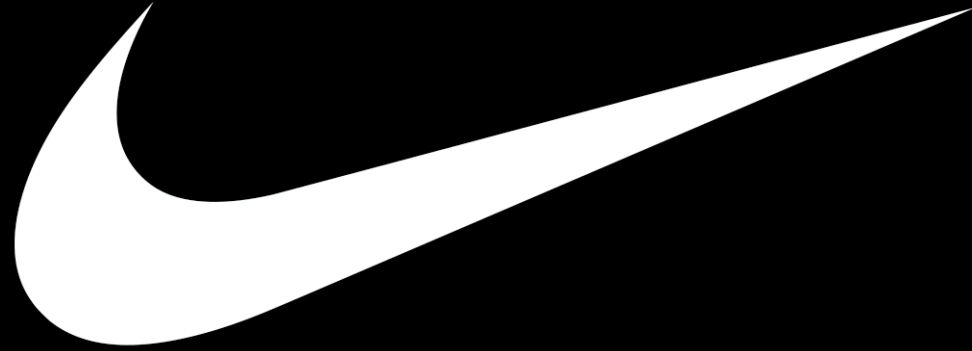
creative team responsible for the brand expression across Anthropic by hand and using AI when it makes sense. The team is growing, work to join us. The stakes are real, and there's room to shape what

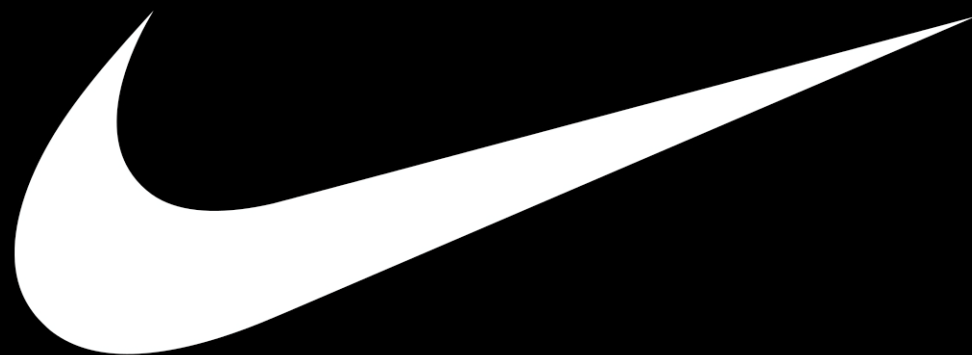
manage the presentation design function at Anthropic. You'll work audiences, shaping how we tell our story and express our brand

screen. That means deeply understanding content strategy and to visual storytelling, and art directing with a sharp eye for product to life—whether through live demos, pre-recorded video, or his work right alongside C-suite stakeholders in fast-moving, high-

The background is a dark, gradient-colored space with a starry pattern. A faint constellation of white lines and dots is visible, resembling a network or a star map. The text is centered in the middle of the image.

Make the connections
visual and visible.





JUST DO IT.

1987 Wieden & Kennedy Campaign

Running

Walking

Cross
Training

Basketball

Women's
Fitness

“In reviewing the work the night before
the client presentation, I felt ...
we needed some unity to the work.”

Dan Wieden

FOUNDER, WIEDEN + KENNEDY

“Creatives in the agency
questioned if we needed it.
Nike questioned it.”

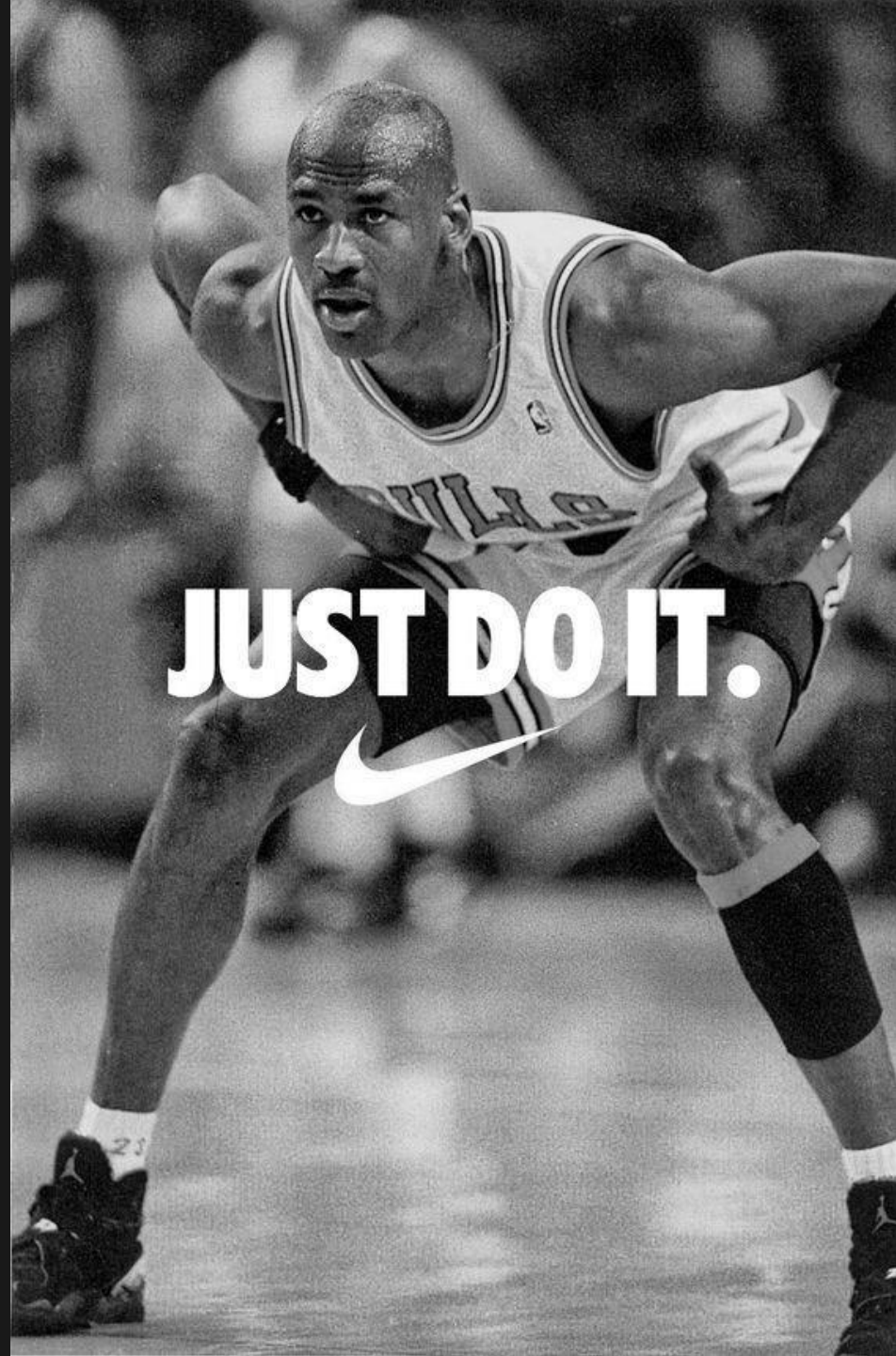
Dan Wieden

FOUNDER, WIEDEN + KENNEDY

“I said: Look, I think we do. I believe we have too many disparate commercials that don’t add up to anything.”

Dan Wieden

FOUNDER, WIEDEN + KENNEDY




JUST DO IT.





Believe in something.
Even if it means sacrificing everything.

 Just do it.



Girls from Compton don't play tennis. They own it.

 Just do it.





JUST DO IT.



Make the connections
visual and visible.

01

Who

Build for Cohesion

02

What

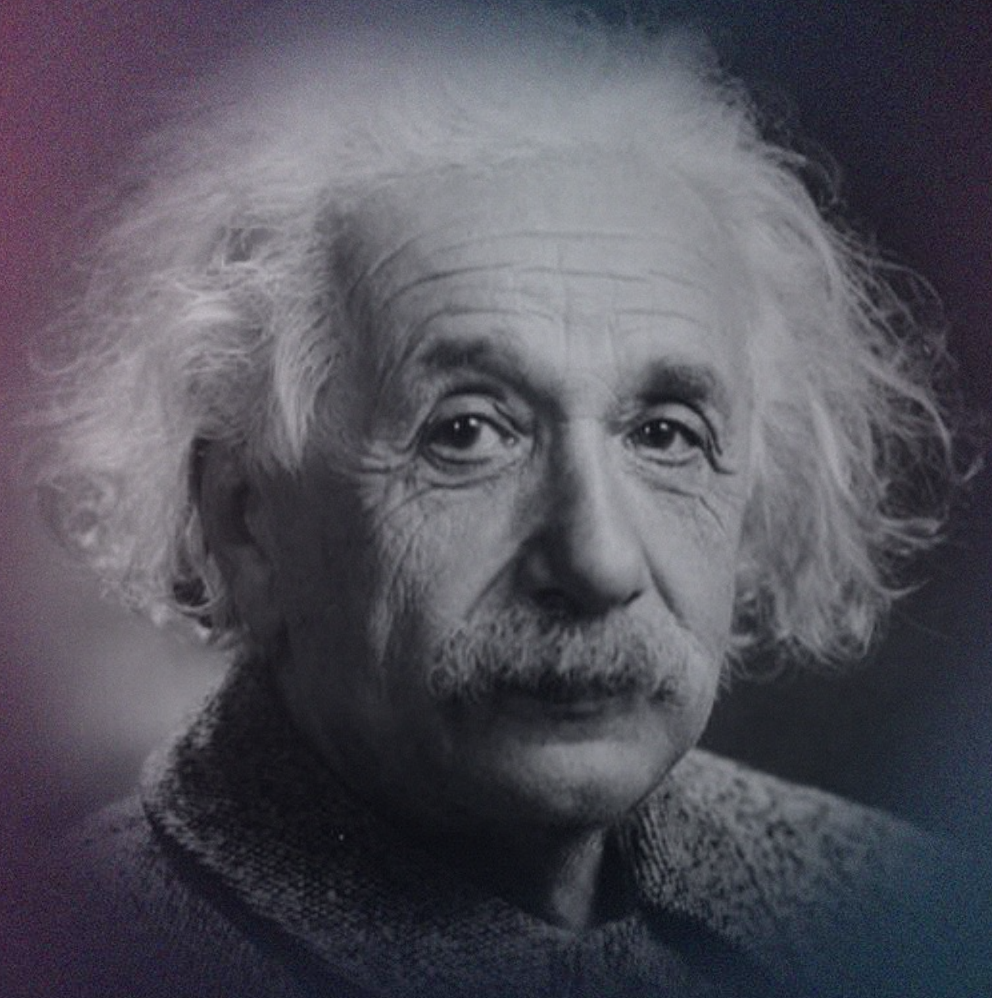
Connect the Dots

03

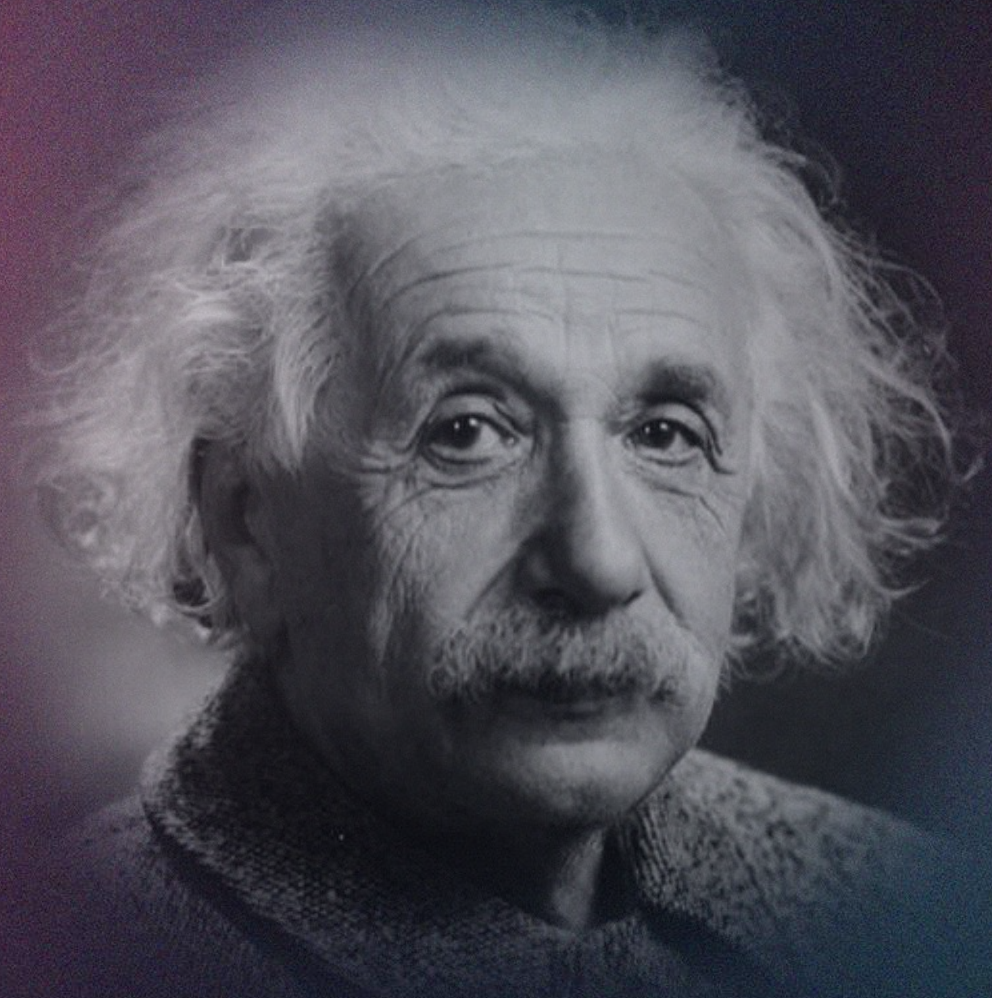
How

Make Connections Visible

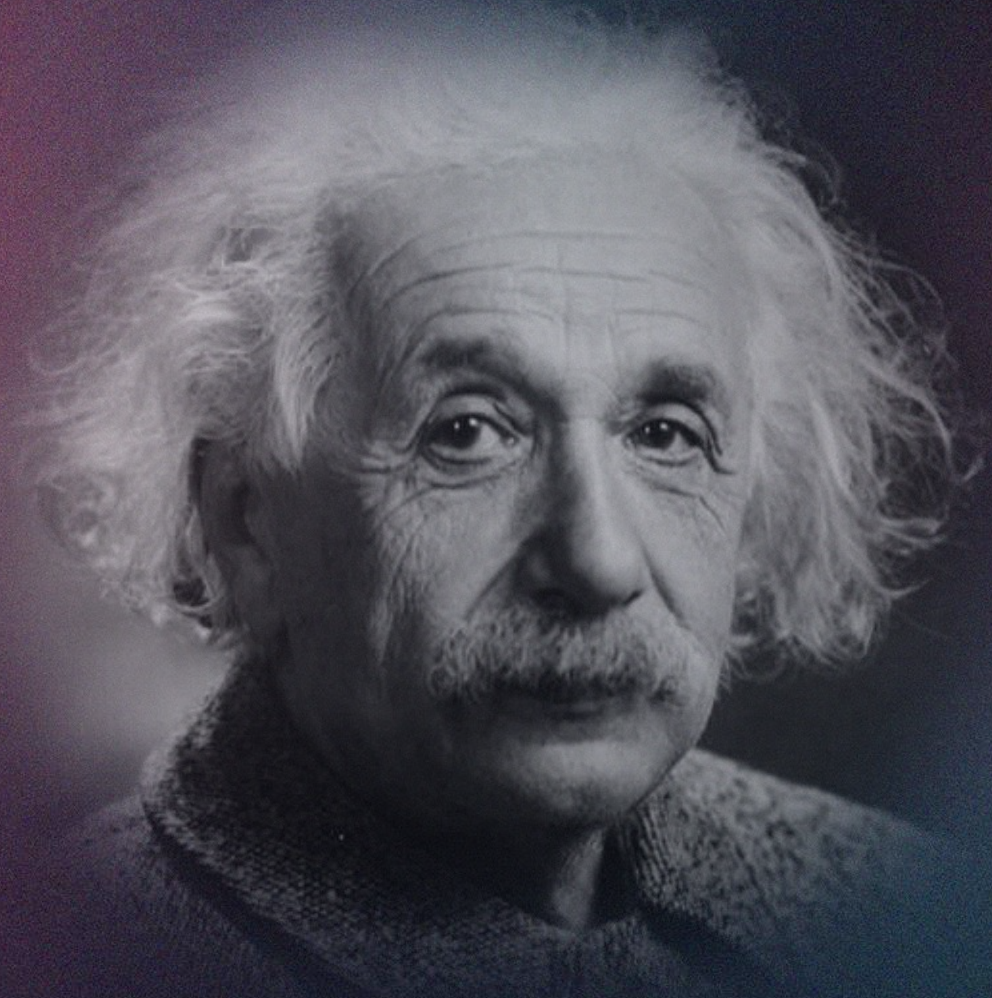
spacetime

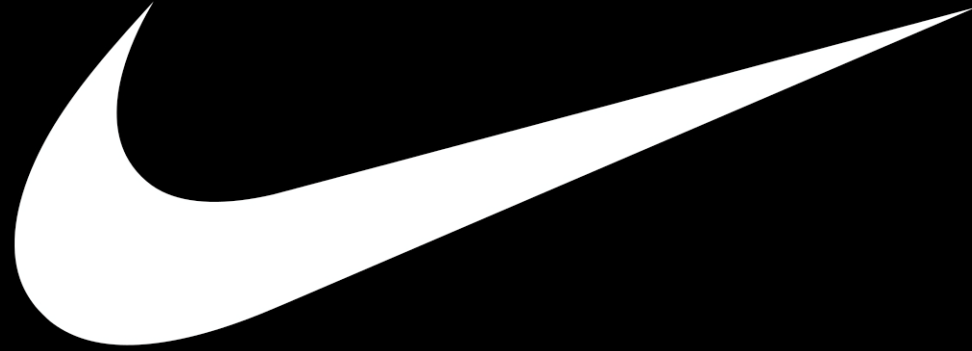


spacetime



spacetime





“In reviewing the work the night before the client presentation, I felt ... we needed some unity to the work.”

Dan Wieden

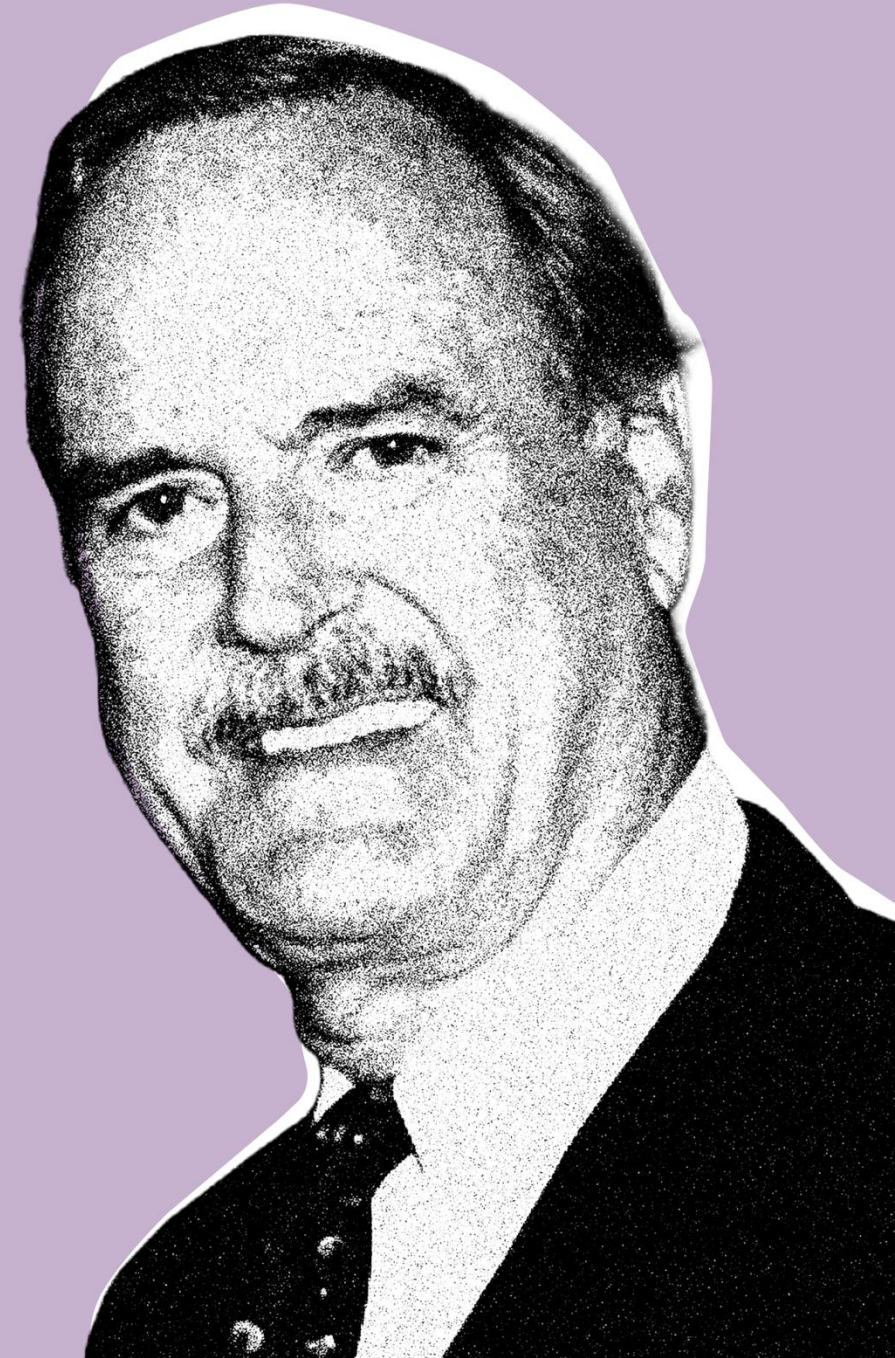
FOUNDER, WIEDEN + KENNEDY

“In reviewing the work **the night before** the client presentation, I felt ... we needed some unity to the work.”

Dan Wieden

FOUNDER, WIEDEN + KENNEDY

Productive Procrastination





Cleese's point is that the discomfort of the unresolved problem was doing something.

It was the time in which
connections were made.

We are in an ether vacuum.

05

Closing Thoughts





The “magic” is
not any one element.

❖ The magic is ether. ❖

silos → systems

motion → momentum

NG

MOON LANDING

ARTEMIS II

DAN WIEDEN

EINSTEIN

THE MOON

JOHN CLEESE

LEBRON JAMES

PUERTO RICO

AI

SIMON SINEK

WSJ

JFK

DESIGN SYSTEMS

NASA

DUSTY MAY

GLUE EMPLOYEES

NAVY SEALS

GEORGE LOW

ANTHROPIC

NUTELLA

NIKE

M



The Alchemy *of*
Experience