

THE FOUNDER'S JOURNEY, ON ONE PAGE

One crash. Five ventures. One worldview.

For twenty-five years I designed things for other people — brands, products, murals, experiences. Then a 2020 crash broke my life, and the rebuild became the work: not recovering the person I was, but deliberately designing the one I was becoming. What came out of that isn't one business. It's a network — five ventures, each one feeding the next.

THE FIVE VENTURES

01 CRAFT

Creative Work

Twenty-five years of identity systems, product design, UX, and immersive experiences — the discipline every other node borrows from, for organizations who want to say something true.

youbuildforward.com/work

02 ENVIRONMENTS

Digital Landscaper

Large-format nature installations for clinics, offices, and homes — the restorative effect of real forests, built for the rooms we spend our days in. Started in a hospital bed, building forests in VR.

digital-landscaper.com

03 CREATIVE PRACTICE

Artist Growth System

The studio's client process, turned into a platform working artists run themselves — because a creative practice is one of the most reliable engines of resilience.

youbuildforward.com/ags

04 SPEAKING

The Keynote

You Don't Bounce Back — You Build Forward. The story the other ventures were already telling in practice — for conferences, hospitals, and leadership teams.

youbuildforward.com/speaking

05 THE ROAD

Joe's RV Planner

Home is an RV and whatever forest it's parked next to. The tour route and field notes are planned on the road — and the keynote goes where the RV goes.

joesrvplanner.com

HOW THEY FEED EACH OTHER

- *studio craft becomes healing environments*
- *the studio process, made a product*
- *artists became the first audience*
- *the talk sends rooms back to nature*
- *the keynote goes where the RV goes*

WORK WITH EACH

Commission an environment

digital-landscaper.com

Join the artist platform

youbuildforward.com/ags

Browse the portfolio

youbuildforward.com/work

Book the keynote

joe@joejacksoncreative.com

Follow the route

youbuildforward.com/road

START ANYWHERE

The network isn't a funnel — it's one practice, pointed at five different rooms. Wherever you come in, the same worldview meets you.

joe@joejacksoncreative.com

youbuildforward.com