WE’RE A PRODUCT DEVELOPMENT & INNOVATION STRATEGY FIRM.

We help ambitious leaders build profitable brands through informed design.

**EXPERTISE**
- Research
  - Human & Cultural Insight
  - Insight Activation
  - Global Ethnography
  - Insight Mining
- Growth Strategy
  - Visioning & Strategic Futures
  - New Growth Opportunities
  - Innovation Pipeline Development
  - Customer Experience
- Industrial Design
  - Visual Brand Language
  - Ideation & Rapid Concepting
  - Product Development
  - Color, Material & Finish
- UI / UX
  - User Interface Design
  - User Experience Design
  - Usability & UX Testing
- Engineering
  - Conceptual Engineering
  - Design for Manufacture
  - Proof of Concept
  - Design Validation & Testing
- Brand Communications
  - Brand Strategy
  - Identity Design
  - Packaging Design
- Capability Building
  - Customer Co-Creation
  - Immersion Workshops
  - Iterative Prototyping Workshops
  - Innovation In 90 Days Workshops

**EIGHT WAYS WE CAN HELP YOU DESIGN GROWTH**

- **Shift Perspective**
  We help you see customers with fresh eyes so you can find disruptive insights that let you tap into game-changing opportunities.

- **Activate Insight**
  We distill insights into simple, actionable frameworks that are powerful and easy to understand so you can make smart decisions.

- **Seize New Opportunity**
  We find new ways for you to compete and new markets to scale, then prioritize ideas with the greatest potential.

- **Shape the Future**
  We develop actionable plans that generate growth through innovation so you can set a vision and step into your future.

- **Accelerate Time to Market**
  Our processes enable you to operate agilely, seize opportunity and get products to market quickly and effectively.

- **Create Serious Brand Love**
  Our human-centered, holistic approach to brands delivers big on emotion to keep consumers coming back.

- **Conquer Complexity**
  We can help you tame complexity, achieve clarity and make products and services that are easy to understand and a joy to use.

- **Empower Change**
  We help businesses shift their mindsets, foster new partnerships and create momentum for innovation and growth.

**AWARDS**
- Design Eid Excellence in Design Awards
- Good Design Awards
- IDSA IDEA Awards
- iF Product Design Awards
- Inc. 5000
- Medical Design Excellence Awards
- Reddot Awards

**SELECTED CLIENTS**
- AT&T
- Blue Cross Blue Shield
- Bristol Myers Squibb
- Cisco
- Chick-fil-A
- City of Atlanta
- Coca-Cola
- General Motors
- The Home Depot
- Honeywell
- Mars
- Masco
- McDonalds
- Medtronic
- Moen
- Newell Rubbermaid
- P&G
- Philips
- Sanofi-Aventis
- Wolf Gourmet

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**WE Design Growth**