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ceo & founder
IDEAN IS THE DIGITAL STRATEGY AND EXPERIENCE DESIGN CONSULTANCY

We innovate digital products that define brands.
In 2016 alone we delivered over 400 projects.

Up to 60% year over year organic growth since 2013.

Close to 200 talents

Founded in 1999
Life Too Short For Crappy UX
LIFE'S TOO SHORT FOR CRAPPY UX

https://www.youtube.com/watch?v=WGLwXOAo6N0
We engage new conversations
Our role is to design for the future.
Future of Smart TV
In Fact, we'd say it's the best smart TV UI we've ever used.

“Reaching the one million mark in just three months is a significant achievement in the TV industry.”

“It's now predicting it will sell 10 million by "the first half of 2015."
As more people discover webOS

https://www.youtube.com/watch?v=OZm2j_-6FWU
Future of Self Driving Car
INTEL: SELF-DRIVING CAR
Bright future with Capgemini: Creative Connect
Create global experience design leader by 2020

• Digital-native and human-centered
• Thought leadership in CX and UX
• World-class talent
• Global scale
• Strategic impact to clients
2020 VISION

20+ STUDIOS, 1000 TALENTS,
GLOBAL CATEGORY LEADER
2017-2018
FROM 8 to 15 STUDIOS

**North America** — Establish leadership by accelerating investment in talent, thought leadership, and marketing to create global halo effect

**Nordics** — Maintain preeminence in the Nordics, leveraging deep local roots, talent, and network. Keep Scandinavian design heritage.

**GE, France and UK** — Accelerate growth and footprint by leveraging Capgemini’s local leadership and existing (and deep) client footprint
Idean Design Leadership Academy

IDEAN DESIGN ACADEMY TRAINS LEADERS IN GLOBAL BRANDS TO TRANSFORM THEIR APPROACH TO DELIVERING PRODUCTS AND SERVICES WITH LEAN, DESIGN THINKING, AND AGILE METHODS. ATTENDEES COME AWAY WITH INSPIRATIONAL CASE STUDIES AND PRACTICAL TOOLS TO CREATE A CULTURE OF INNOVATION TO SOLVE COMPLEX PROBLEMS.
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