



idean

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ceo & founder



idean

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

San Francisco ●
Palo Alto ● NYC ●
Los Angeles ● Austin ●

● Tampere
● Helsinki
● Berlin

**Life Too
Short For
Crappy UX**



A man in a dark suit and light green shirt stands with his hands covering his eyes, looking distressed. He is positioned in front of a large, bold, white text overlay on a solid orange background.

LIFE'S TOO SHORT
FOR CRAPPY UX

<https://www.youtube.com/watch?v=WGLwXOAo6N0>

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**We engage new
conversations**



**Our role is to
design for the
future.**

Future of Smart TV



THE VERGE

"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."

engadget

In Fact, we'd say it's the best smart TV UI we've ever used.

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https://www.youtube.com/watch?v=OZm2j_-6FWU

As more people
discover webOS



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

Seattle
San Francisco
Palo Alto
Los Angeles
Toronto
New York
Austin
Mexico City

Stockholm
Oslo
London
Paris
Amsterdam
Malmö
Berlin
Munich
Tampere
Helsinki

Bangalore
Singapore

Sydney
Melbourne

20+ STUDIOS, 1000 TALENTS,
GLOBAL CATEGORY LEADER

2017-2018

FROM 8 to 15 STUDIOS

Seattle
San Francisco
Palo Alto
Los Angeles
Austin
New York

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

Oslo
Stockholm
Tampere
Helsinki
London
Berlin
Paris
Munich

Bangalore

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.



Mercedes-Benz

3M

HYUNDAI



Prudential

PEARSON

CISCO

IBM



SAMSUNG

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