

## Maude Design Group



### **Design Solutions for Complex Systems**

Transform Complex Challenges Through Human-Centered Design

Since 2007, Maude Design Group has been revolutionizing how organizations approach complex social and systemic challenges. We assemble elite, multidisciplinary teams that combine behavioral psychology, computer science, engineering, design, marketing, healthcare, data science, and policy expertise to create transformative solutions that work in the real world.

### **Our Approach**

Design with Purpose

- Transform complex systems through elegant, human-centered solutions
- Engage stakeholders at every level to ensure successful implementation
- Create lasting impact through sustainable, manageable designs

### **Core Services**

- Systems Analysis: Uncover bottlenecks, inefficiencies, and user pain points
- Design Communications: Develop clear, context-appropriate messaging across all channels
- Innovation Strategy: Challenge legacy systems and outdated approaches
- Scaled Prototyping: Test solutions in real or simulated environments
- Collaborative Implementation: Partner with stakeholders from policy makers to end users
- Experience Design: Create meaningful interactions that enhance daily life

### **Why Choose Maude**

Proven Track Record

- 15+ years of success in complex design challenges
- Diverse portfolio spanning corporate, government, and institutional projects
- Demonstrated expertise in stakeholder engagement and system transformation

## **Notable Partners**

### *Corporate*

- Steelcase
- Grainger Hardware
- Gensler Architects
- Discovery Place Science Museum

### *Government & Community*

- Illinois State Organizations
- South Carolina Public Sector
- Alberta Canada Institutions

### *Educational & Research*

- Illinois Institute of Design
- University of Illinois
- University of Alberta

## **Our Difference**

We believe transformative design must be:

- Inclusive: Engaging all stakeholders from conception to implementation
- Tested: Rigorously validated in real-world conditions
- Sustainable: Built for long-term success through trained management
- Impactful: Focused on measurable improvements in people's lives

## **Connect With Us**

Let's discuss how our multidisciplinary approach can transform your complex challenges into elegant, effective solutions.

Design is not just about elegance—it's about transformation that improves lives every day.

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Maude Design Group | Transforming Complexity into Clarity Since 2007