

Maude Design Group

We are a design consulting group with an emphasis on social change, systemic complexity and human factors. Our approach uses design processes on unusual, complex or hard to solve problems. Our mission is to assemble teams of behavioral psychologists, computer scientists, engineers, designers, marketers, healthcare workers, data scientists and policy makers that can effect change with solutions that have been tested. We invite community stakeholders to get input and support designs that will impact them to ensure smooth implementation and longevity with trained management. Design is not just an elegant solution but one that is transformative, to improve the lives of those who see it, use it and live with it everyday.

What we do

Design Communications of all modes that are appropriate for the environments they are needed.

Question the Status Quo of legacy environments, antiquated approaches and stubborn misconceptions

Analyse Systems to uncover bottle necks, shortages, misunderstandings, and user error.

Prototype at Scale within current or simulated systems to understand the impact in the real world.

Implement Together with stakeholders at both ends of the system from policy makers to individual users.

Create Experiences that help people live better, feel better, and find purpose in the design that surrounds them.

Our partners

We have worked with many fortune 500 companies such as Steelcase, Grainger Hardware and Gensler Architects, community and government organizations in Illinois, South Carolina, and Alberta Canada and both public and private institutions such as the Illinois Institute of Design, University of Illinois, Clemson University, and the Discovery Place Science Museum. In every project we bring a broad perspective from people who have been in the design field researching every aspect of the design space. Our diversity is our strength and has been since 2007.

Join us in developing design solutions that have a better world in mind.