

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- Innovation Strategy: Challenge legacy systems and outdated approaches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