



Seeley Designworks

Design | Innovation | Research | Strategy | Branding



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We are a full services Design & Innovation consultancy specializing in Human Centered Design (HCD) and Design Thinking methodologies to discover, develop, and deliver new designs, innovations, & brands to the world. **Simply put, we take products, ideas, & brands from concepts to reality.**

We work with you and your team to custom tailor every project or service to ensure the easiest, most streamlined and efficient approach that maximizes return on your design investment.

We are large enough to deliver world class quality, but agile enough to help even the smallest teams. We have elevated and revitalized large fortune 200 brands and have grown small start-ups from inception.



Design & Innovation



Research & Strategy



Branding & Experience



Coaching & Facilitation

Our Values



Passion for Progress

At Seeley Designworks we are a passionate, creative team, obsessed with creating impact and driving progress in the world around us.

We strive to explore, educate, and innovate with others to elevate people, teams, companies, and industries time and time again.



Simplicity for Efficiency

Simple, efficient, and straight to the point every step of the way. No extras and no excess.

We keep it clean, clear, simple, and efficient to maximize your investment and help your relationships go further.

Our process and methods are streamlined, tested, and proven with some of the most successful brands in the world today.



Comfort in Ambiguity

We love exploring the unknown, paving new paths, and pioneering new ways of thinking.

Over the years we have become very comfortable in the "fuzzy front-end" of design, innovation, and brand discovery. Creating order out of chaos and thriving in ambiguity is not an easy task for many, but considered our specialty.

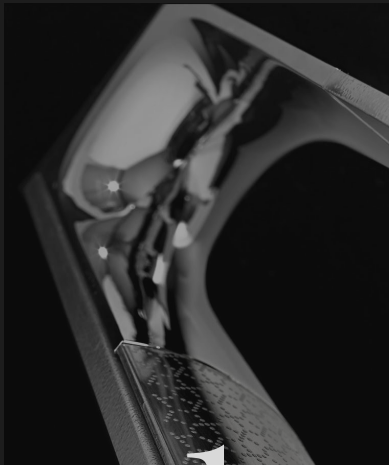


Only the Best

Our team is not only founded from years of corporate fortune 200 experience and success, we've also helped many entrepreneurs and small start-up entities start, grow, and succeed time and time again.

We have the best, work with the best, and will continue to deliver the best in the business. All at a cost and timeline your team can entertain easier than the rest.

Our Capabilities



1

Design & Development



2

Research & Strategy



3

Branding & Experience



1 Design & Development

"Help me engage and influence"

We can help you visualize or innovate on ideas you already have, build and create new ideas, or even help lead the creative process to ensure you reach the right designs with your team. Our expertise has helped both large corporate teams and small agile startup teams innovate, grow, and differentiate effectively and efficiently.

- Concept exploration
- Concept development
- Product & feature innovation
- Design refinement
- Idea visualization

2

Research & Strategy

"Help me find gaps and opportunity"

Whether you're looking to discover new opportunities, validate assumptions, or just need help finding your vision and a better understanding of how to get there, our methods will help you start or grow your ventures, large or small.

- Design process & strategy evaluations
- Workshop & brainstorming facilitation
- Design Thinking Education
- Trend hunting, forecasting
- Opportunity discovery & identification\
- Opportunity validation
- Futuring & vision creation
- Development & Execution Strategy



3

Branding & Experience

"Help me build & refine my brand"

Our brand experience ranges from aiding startups discover and define themselves at inception to elevating and revitalizing globally recognized brands for some of the largest companies around the world. Whether its to help you discover your brand, refine your brand, or manage your brand, we've got you covered.

- Competitive assessments
- Target consumer identification
- Target personification
- Brand positioning
- Brand essence
- Brand experience
- Brand storytelling
- Brand development
- Visual Brand Language Creation
- Brand Experience Creation
- Brand Governance & Guidelines

How We're Different



Decentralized Teaming Model

With a fully remote network of experienced experts, we are able to eliminate critical overhead costs that typical brick and mortar groups offset to you.

We can scale in any direction at any point of the process without incurring additional costs, or liabilities that most consultancies upcharge the client for.



Diversified Experience & Balanced Expertise

We've worked with the world's largest brands as well as successfully helped many startups & solo entrepreneurs succeed. We know the difference and subtleties that come with development needs and processes in both.

Our backgrounds/ experience are vast and diverse including: aviation, automotive, architecture, toys, consumer electronics, durable home goods, packaging, & furniture.



Modular Process & Pricing Agility

While following a process is important to us - we also understand the importance of agility and the reality of accomplishing a goal many different ways depending on the needs and varying perspectives of our clients

Our methods and process can adapt to enable any level of service throughout the development timeline, and are proven in large and small environments.



Partnership Benefits & Process Integration

The longer we work together - the more efficient we can become. We continue to reduce excess in time, and costs wherever possible.

When becoming a loyal client, we can provide priority timing, discounted rates, and streamlined billing process to make interaction with our team seamless to your everyday.

For More



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