

## Design Services

Beautiful, user-focused interface design is the first step in building scalable, logical, and maintainable systems. Formidable's design team is expert at creating design solutions to meet these goals. Our clients range from Fortune 500 companies to start-ups and we've designed for some of the world's most well-known sites and applications. Wherever you are in your process—whether at inception or full redesign—we can partner with you to bring your site or app to life and to market.

### WHY WE DO IT

Because our design and engineering teams are fully integrated, we have perfected a seamless design-development flow, making it easier to build digital products by identifying and removing roadblocks early on. This agile approach mitigates design-to-dev handoff risks and fosters an inclusive workflow that ensures the final designs are not only beautiful, but functional and developmentally sound.

The outcome is not only better-engineered products, but more successful ones that include user perspectives from day one.

### WANT MORE?

To see all our services or to learn more, go to [formidable.com](https://formidable.com).

### WANT TO JOIN OUR TEAM?

Visit [formidable.com/careers](https://formidable.com/careers) to view open positions.

### OUR PROCESS

We partner with our clients to establish requirements, vision, and product needs. Once we uncover how to achieve your stated design goals, we then iterate on the finest holistic solutions. We can also create technically validated information architectures, UX maps, and recommended tech stacks to support your project.

We employ a user-first approach to create consistent interfaces with a basic set of human-centered design principles. From this, a pattern library emerges that is scalable and maintainable. We standardize on established user and market research practices to establish not just the *How* but also the *What* for all projects.

The result is a design system that emphasizes consistency and scalability to meet the needs of any site or app.

### OUR OFFERINGS

- Design Thinking & Ideation
- UX & CX Research
- UI & Visual Design
- Prototyping
- Motion / Illustration / Animation
- Digital Product Design

