



we are the makers of a better world.™

WE ARE CREATIVE PARTNERS FOR AMBITIOUS LEADERS WHO WANT TO ACT ON THE OPPORTUNITIES THAT MATTER. WE PIT CREATIVITY AGAINST THE BIG CHALLENGES IN RADICALLY DIFFERENT AND RADICALLY BETTER WAYS. OUR GLOBAL TEAMS OF DESIGNERS, STRATEGISTS, TECHNOLOGISTS, PROGRAM MANAGERS AND EDUCATORS DELIVER DEEP, MEANINGFUL CHANGE ACROSS AND BEYOND OUR CLIENTS' ORGANIZATIONS.

WE PARTNER LONG-TERM AND WORK AT PACE TO CREATE BETTER BRANDS AND BETTER BUSINESSES.

PROJECT BRIEF

Client: Philip Morris International (Marlboro Brand Group), New York

Team: 1 creative director, 1 project lead, 1 copy writer,
1 production designer, 1 packaging designer

Length: 60 days to production with bi-weekly client check-ins

Budget: \$1.1m

Brief: Philip Morris has conducted market research that shows a significant decline in cigarette purchasing amongst millennials and increased market interest in e-cigarettes. Competitors have a youthful, wholesome, and energetic vibe while research indicates that the Marlboro brand is perceived as dated and old fashioned. Joe Johnson, Chief Marketing Officer of Philip Morris said, "we need to 2.0 our entire brand from the product to the packaging." Mr. Johnson indicated a strong interest in decreasing the age of their current demographic through visually appealing designs that speak to millennials — hipsters in particular. "We need to move the needle on sales and want to be ready to get new packaging and branding on store shelves by next summer."

Requirements and Key Objectives:

- Redesign the packaging for Marlboro's five product lines with youthful appeal.
- Redesign Marlboro's identity system that reflects its heritage and legacy while bringing it into the 21st century.
- Redesign the packaging in an innovative new way, but that still ships 10 packs to a carton and 200 cartons to a palette. Point of sale displays must maintain same dimensions.
- Develop a road map for the roll-out of the five refreshed product lines.

Life&Form

A DESIGN + INNOVATION STUDIO
SAN FRANCISCO / NEW YORK

LIFE & FORM IS AN AWARD-WINNING GLOBAL DESIGN FIRM THAT TAKES A HUMAN-CENTERED, DESIGN-BASED APPROACH TO HELPING ORGANIZATIONS IN THE PUBLIC AND PRIVATE SECTORS INNOVATE AND GROW.

WE IDENTIFY NEW WAYS TO SERVE AND SUPPORT PEOPLE BY UNCOVERING LATENT NEEDS, BEHAVIORS, AND DESIRES.

WE ENVISION NEW COMPANIES AND BRANDS, AND WE DESIGN THE PRODUCTS, SERVICES, SPACES, AND INTERACTIVE EXPERIENCES THAT BRING THEM TO LIFE.

WE HELP ORGANIZATIONS BUILD CREATIVE CULTURE AND THE INTERNAL SYSTEMS REQUIRED TO SUSTAIN INNOVATION AND LAUNCH NEW VENTURES.

PROJECT BRIEF

Client: United States Air Force, Arlington VA; Central Intelligence Agency, Langley VA

Team: 1 industrial engineer, 1 industrial designer, 1 design researcher, 1 3D shop fabricator, 1 junior designer / CAD monkey

Length: 90 days prototype development; 8 days testing; 3 days in fab lab for final prototype

Budget: \$1.2m prototype / \$82.2m implementation and production phases

Brief: The USAF and CIA have approached us to prototype and test the next generation Predator Drone — the Predator MQ-2 — which they intend to deploy as the military's standard service drone by 2025. The current MQ-1 conducts aerial reconnaissance, serves in forward observation roles, can be modified to support two hellfire missiles and other munitions, and stay aloft for 120 days. The next generation is requested to carry three missiles, have a 20% reduced physical footprint, and solar cells to yield extended flight times of 3 to 5 years. Current unit cost is approximately \$4.3m; the client seeks to reduce production costs by 15% while employing modern polymers and lightweight aluminums. The MQ-2 must be designed and prepared for unforeseeable military missions in the 21st century including desert and arctic climates. The team is also tasked with designing control boards for military personnel to program, fly, surveil, and neutralize threats from remote locations. This deliverable will need to undergo human factors studies for ease of use, precision, efficiency, and maximum effectiveness.

Requirements and Key Objectives:

- Design the MQ-2 for maximum effectiveness, longevity, durability, and ease of use.
- Designs must employ the most modern materials while reducing production costs.
- Rapid prototype 30+ models for airflow and engineering studies.
- Build 3 functional prototypes on CNC machines for client presentation.
- Prototype dashboard UIs for human factors/ergonomics (HFE) and usability studies.

ORANGE CIRCLE DIGITAL

LIFE IS A USER EXPERIENCE

OCD IS A TEAM OF DESIGNERS FOCUSED ON THE CAPABILITIES OF HUMAN-CENTERED APPROACHES TO IMPROVE PRODUCTS, SERVICES, AND SYSTEMS. OUR MISSION IS TO INSPIRE, ENABLE, AND INVOLVE OTHERS TO CREATE GREAT HUMAN EXPERIENCES THAT IMPACT THE COMMUNITY AND TRANSFORM US ALL.

PROJECT BRIEF

Client: Facebook, Menlo Park CA

Team: 2 backend developers, 2 design researchers, 1 user interface designer

Length: 2 days exploratory research; 14 days to a functioning prototype;
5 days product testing

Budget: \$800k prototype / \$3.9m final deliverable

Brief: Facebook has approached us to prototype a concept that they expect to be a fundamental change in the company's core product and the way the world works. We will be building a new single-sign-on (SSO) system for Facebook that then integrates with other sites on the internet. Users will no longer have to remember dozens of passwords to anything other than their Facebook SSO since other services will route their traffic through this new universal SSO. By using Facebook as the primary sign-on and identity system, it is the client's belief that the internet will become a more transparent and humane place. Facebook has conducted research amongst online retail, media, financial, and communication services and determined that a high percentage of these sites would abandon their existing sign-on systems and allow Facebook to control the process. The system will also enable Facebook to collect user data beyond a user's Facebook activity alone, creating what they expect to be the largest repository of personal preferences, behaviors, and interactions in history. Users will benefit from a more personalized internet, one that is woven in to their experience of life. User data will be accessible in troves to the participating sites – commerce, communications, finance, media, gaming, etc – which have previously never had such a wide perspective on their users lives and tastes. With this, Facebook expects to overtake Alphabet as the largest data broker in the world.

Requirements and Key Objectives:

- Build a super simple user-friendly system for signing in to Facebook.
- Build an API for partner sites to use as they migrate to Facebook's new SSO.
- Build a prototype visual dashboard for partner sites to monitor user data.
- Build a series of UIs for product testing with a fictitious product name (e.g. "The Circle")

PLUMBER AND CHEF ASSOCIATES

ARCHITECTURE
URBAN DESIGN
MASTER PLANNING

A SUBSIDIARY OF AECOM®

PCA WAS CREATED TO DESIGN, BUILD, FINANCE AND OPERATE THE WORLD'S INFRASTRUCTURE.

WHETHER WE SERVE CLIENTS AT ONE PHASE OF THE PROJECT LIFECYCLE OR THROUGHOUT IT, OUR ROLE IS TO APPLY CREATIVE VISION, TECHNICAL EXPERTISE, INTERDISCIPLINARY INSIGHT, AND LOCAL EXPERIENCE TO ADDRESS COMPLEX CHALLENGES IN NEW AND BETTER WAYS.

WE HELP OUR CLIENTS DELIVER CRITICAL RESOURCES AND SERVICES, IMPROVE THE PLACES WHERE PEOPLE LIVE AND WORK, AND SUSTAIN A WORLD IN WHICH WE CAN ALL FLOURISH.

PROJECT BRIEF

Clients: New York City Department of City Planning, City Planning Commission, City Housing Authority, Mayor's Office

Team: 1 urban designer, 1 master planner, 1 data scientist (GIS + spacial data), 1 architect, 1 landscape architect

Length: Q1 2016 – Q4 2019

Budget: \$2.0m master planning and design;
\$5.5b construction over 9 phases (10% commission)

Brief: The City Planning Commission has approached us to master plan a section of Brooklyn with the goal of increasing mixed-use public space, greenways, street programming, and human-scale architectures. The intended acreage will be transformed into a superblock, eliminating connecting roads entirely. The existing neighborhood consists of blighted public housing and has amongst the highest concentration of crime in the city. Mayor Will de Lazio wants this to be "The High Line of Brooklyn," giving neighbors a place to indulge in the great outdoors. Railroad tracks can be installed to mimic the High Line and remind visitors of the neighborhood's rich industrial past. The approximately 12,000 residents will be given stipends to relocate to housing of their choice outside of a 17 block radius. Relocation is expected to begin Q3 2017 with demolition to commence Q1 2018. It is the Planning Commission's intent to zero-out the land, build the public spaces, then begin redeveloping the surrounding neighborhood. The CHA will privatize the public housing and off-board the lots to developers.

Requirements and Key Objectives:

- Develop a design standards guide for greenscapes, historic features, special design elements, public services, universal access implementations, commerce, zoning, utilities.
- Master plan the landscapes, pedestrian walkways, and shared public spaces including a playground, urban garden, horse stables, and amphitheater.
- Develop concepts for commercial activities (e.g., coffee shops, burrito trucks) and other revenue generators.
- Develop CAD drawings and 3D-printed models.