

Design for People, Inc.
1775 Tysons Blvd, FL5
McLean, Virginia 22102
dfpdigital.com

Erin Hunter
Founder and CEO
erin@dfpdigital.com
(703) 582-1844

Design
for
people

Certified Woman-owned
Small Business

NAICS: 512110, 541430, 541511,
541613, 541810, 541820, 541850,
541890, 541910, 541922, 561920,
611430

DUNS: 073529451
Cage Code: 7TA99
GSA Schedule: Pending

Design for People is a woman-owned digital consultancy in the Washington, DC area with a history of creating value for Federal and other government clients.

Working within your brand and tactical parameters, we conceive and implement higher-performing, mission-focused digital experiences. Because Design for People packages design, production, and development services together, clients benefit from streamlined single-vendor project management with clear lines of authority and responsibility.

Design for People always leads with strategy – the fastest route to success. Our experienced consultants define project goals, mission, audience, and intended outcomes. Within that strategic framework we develop brands and awareness campaigns to raise the profiles of federal initiatives, plus e-learning systems, websites, video, and apps.

In federal engagements, our award-winning artists and graphic designers are often challenged to extend an established, tightly governed brand into new environments without sacrificing consistency. We are adept at respecting heritage brand norms while designing new experiences for emerging digital channels and devices. We have a strong track record, too, working on brand or logo evolution, or “freshening,” as well as original concepts.

Finally, we reap insight and best practices from our private sector engagements -- often involving entrepreneurs, startups, or small, agile innovators -- and put the learnings to work for federal clients. Our work in the public sector is improved by our familiarity with the relentless focus on customer experience required of private-sector B2C initiatives.

When Design for People is engaged with the United States government, we simply help forge better connections between an organization and its customers. We know how to deliver messages, services, and processes in more attractive, empathetic ways. The same skills we use to make a shoestring private venture tangible, or make a provocative business idea clear and memorable, go to work for your agency or organization.

Government clients include: FDA, DFHV, WMATA; *Key staff past experience includes Federal Government clients:* Air Force, Army, DAU, DISA, DHS, EPA, FAA, FAI, FAS, GSA, IRS, Navy, NHTSA, NOAA, OPM, USAID, USDA, VA

Key Capabilities for Federal Clients

Project Strategy
and Mission Definition
Brand and Visual Identity Design
Awareness Campaigns and
Web/Social-Based Marketing
Customer Experience Design
E-Learning and Remote Training
Solutions
Website/Mobile App Design
and Development
Video Production
Exhibit Design and
Implementation
Content Creation
and Maintenance
Data Visualization
Specialized Intranets and
Extranets
Performance Analytics

Product and Service Codes

R701 Advertising
T001 Arts/Graphics
T016 Audio/Visual
U008 Training/Curriculum
Development
R420 Certifications and Accreditations
R422 Market Research/Public Opinion
R426 Communications
R425 Engineering/Technical