

Design for people

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

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, awareness campaigns, eLearning initiatives, websites, video, and apps. Working within your brand and tactical parameters, we conceive and implement higher-performing, mission-focused digital experiences. Our award-winning designers are adept at respecting heritage brand norms while designing new experiences for emerging digital channels and devices.

From our private sector engagements – often involving entrepreneurs, startups, and small, agile innovators – we gain insight and best practices that we leverage for our federal clients. Our work in the public sector is improved by our familiarity with the relentless focus on customer experience required of private-sector B2B and B2C initiatives.

When Design for People is engaged with the United States government, we are essentially helping to forge better connections between an organization and its audience. We specialize in delivering messages, services, and processes in more attractive, empathic 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 organization.

Past Government Clients: Architect of the Capitol, Food and Drug Administration, Washington Metropolitan Area Transit Authority

Key Capabilities:

Project Strategy and Mission Definition
Brand and Visual Identity Design
Awareness Campaigns
Marketing & Social Media Marketing
Customer Experience Design
E-Learning and Online Training
Websites & Mobile Apps
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

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

DUNS: 073529451

Cage Code: 7TA99

**Certified Woman-owned
Small Business**



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