

WE DESIGN **USEFUL THINGS**. WE KEEP EVERYONE AND EVERYTHING SECURE. WE **EMPOWER USERS** TO BE THE MASTERS OF THEIR TOOLS. WE ARE AN ACTIVE PART OF THE **DIGITAL CHANGE**. WE DESIGN FOR **REAL PEOPLE** NOT FOR TECHNOLOGY.

UX DESIGN MANIFESTO

WE **LISTEN** THEN WE ACT. WE ITERATE BUT WE STRIVE TO **REVOLUTIONIZE**. WE IGNITE AND ACCELERATE. WE CONVENE AND **CONNECT**. WE HUNT DOWN NEW **SKILLS**, WE ARE KIND TO THE ENVIRONMENT, WE KEEP OUR WORK SUSTAINABLE. WE ACTIVELY **PROMOTE** UX AND CX DESIGN. WE BELIEVE IN THEM AND WE LIVE OUR PASSION. WE **CREATE**, CURATE AND SHARE KNOWLEDGE AND EXPERIENCES. WE PUT ETHICS, **INNOVATION** AND INSPIRATION AS OUR CORE VALUES. WE CELEBRATE SUCCESS AND **LEARN** FROM FAILURE. WE FOCUS ON CREATING **AMAZING** AND DELIGHTFUL PRODUCTS AND **EXPERIENCES**. WE DO IT AND WE HELP OTHERS DO IT.