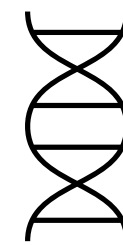


Experiences which reflect:



**USER\_DNA:**

more emotionally engaging, intuitive

**BRAND\_DNA:**

enabling mission and purpose

**CULTURAL\_DNA:**

agile to empower and enable users

catalysts

**Research**

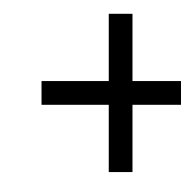
**Data**

**Behavioral science**

**AI**



design thinking, customer journeys and service design  
for convergence of customer, brand and context



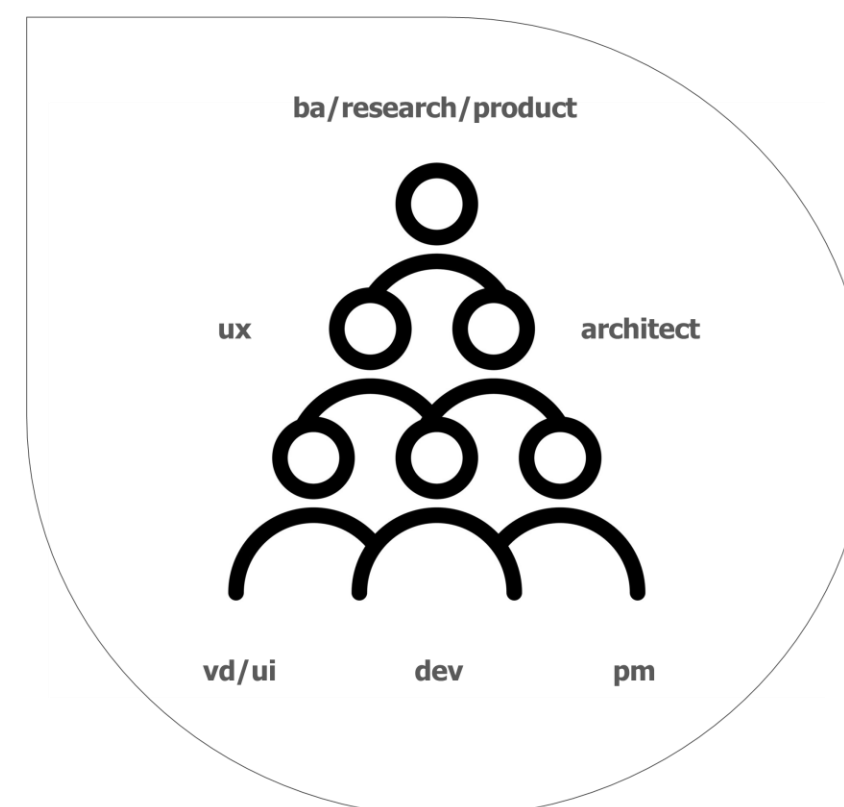
Craft, creativity  
and AI tooling



unique and  
compelling  
experience

**SQUAD<sup>n</sup>**

**data**



**creative**

3 tier services

- Strategic / envisioning / road-mapping
- Prototyping and innovation
- Delivery via partnerships

Platform agnostic



**Omni-channel, hyper-personal, relevant**

Vision

Re-energize brand digital experiences in collaboration with product, marketing, partners

Timing

0-3 months – onboarding, planning, stakeholder & client engagement, first projects

3-6 months – evangelizing and project pipeline build

6-18 months – scale and outputs

KPIs

World class digital experiences with industry leading levels of engagement, conversion, advocacy

Positive impact on growth



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