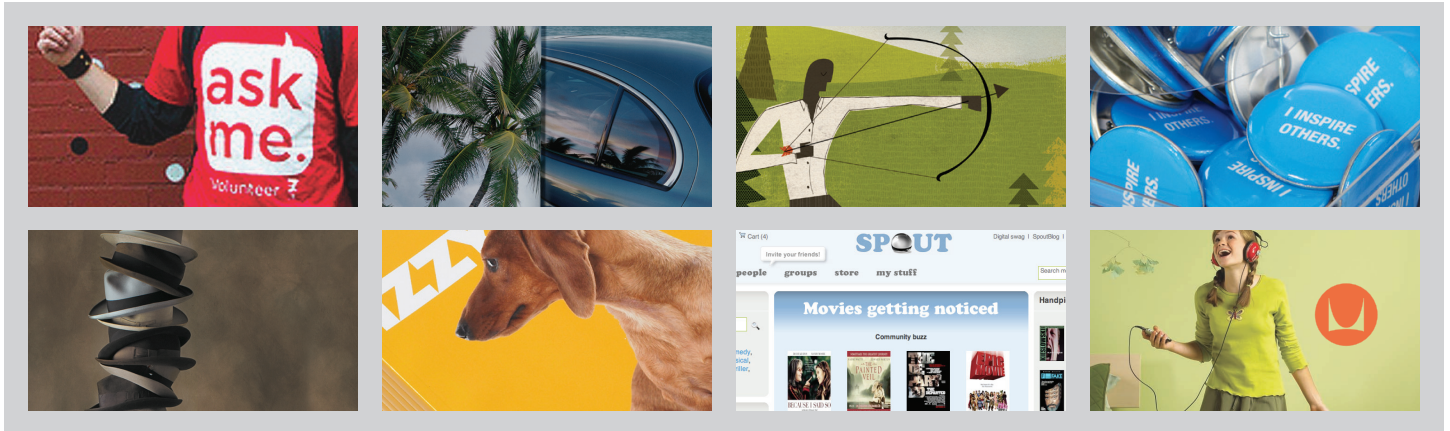


Peopledesign

The Peopledesign Method drives innovation. We discover customer needs, help our clients develop new ways to meet those needs, and design great customer experiences. In short, we help leaders transform their businesses.



Founded in 1997 and privately held by two owners, with a staff of 25 design specialists.

Recognized by international design organizations and publications such as *AIGA*, *Communication Arts*, *Dwell Magazine*, *Fast Company*, and *Graphis*.

Featured in more than 20 books about design and business.

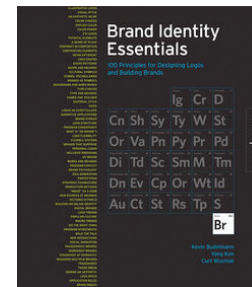
Leadership

Kevin Budelmann, President and co-owner
Yang Kim, Executive Creative Director and co-owner
Sharon Oleniczak, Strategist
Chris Taylor, Strategist
Bill Braden, Client Services Director

We are board members, founders, advisors, and supporters of many organizations, including: AIGA, the professional association for design (founding members, West Michigan Chapter); APDF, the Association of Professional Design Firms (national board member); UICA, Urban Institute for Contemporary Arts (board member); Design West Michigan (advisor); NewNorth Center (advisor)

Clients

AIGA, Amway, ArtPrize, Bloomscape, Central Michigan Paper, Creative Byline, Cumberland, Davenport University, Grand Rapids Art Museum, Grand Valley State University, Herman Miller, HON, izzy, McGarry Bair, Multi-Packaging Solutions, Ogilvy & Mather, Outrider Investors, Philip Anthony Salon, Spartan Stores, Spout.com, Steelcase, Stiles Machinery, True Textiles, UICA, Whirlpool Corporation, X-Rite



*Kevin and Yang wrote, curated, and designed the book **Brand Identity Essentials: 100 Principles for Designing Logos and Building Brands.***

The book is available now through leading booksellers worldwide. Read excerpts online at brand-identity-essentials.com

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