



**10 THOUSAND
DESIGN**

**We design
for change.**

WHO WE ARE

We're an award-winning team of more than 50 design doers and dreamers with integrated expertise, from design directors to brand strategists, creative technologists to user experience designers, data scientists and content producers.

WHAT WE DO

We harness the magic of our clients' brand to create design systems, experiences and objects that build brand desire today and into the future.

We explore every angle of their brand to discover the authentic building blocks for change within.

SPECIALTIES

BRAND SYSTEM

Brand purpose
Brand identity & voice
Visual systems
Experience strategy

BRAND EXPERIENCE

Retail design
Experiential design
Digital design
3D & Mixed reality design

BRAND OBJECTS

Packaging design
Print collateral
Product design
Custom technology

CLIENT PARTNERS

AIA Minnesota
Anytime Fitness
August Schell Brewing Company
Caribou Coffee
Cub Cadet
Houston White
Indian Motorcycle
Invisalign
Land O'Lakes
Old Navy
Optum
Regis Corporation
Sappi NA
SmartStyle
Supercuts
Target
U. S. Bank
UnitedHealthcare
Zoetis

LEADERSHIP

Ed Bennett, EVP, Design
Kristin Woxland, Managing Director, Design and Account Management
Katie Hartman, VP, Group Account Director
Sam Soulek, VP, Group Creative Director
John Doyle, EVP Brand Experience Design

CONTACT

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