Design. With meaning.

We’re a design and innovation consultancy. We work across the physical and digital to design meaningful products, services, and experiences that have an enduring impact on organizations and people. We embrace the potential of design to improve lives, and by designing for purpose, not just appearance, we make design matter.

Founded in 1980, Smart has studios in New York and London, and clients all over the world.

EXPERTISE AREAS

**Insights**
- Cultural Insight
- Femme Den
- Experience Insight
- System Insight

**Strategy**
- Business Design
- Experience Strategy
- Capabilities Development

**Design**
- Product Experiences
- Services Experiences

**Realization**
- Product Development
- Digital Realization
- Business Realization

PARTNERSHIPS

- IIT Institute of Design
- Haas School of Business
- Design + Industry
- Helen Hamlyn Center for Design/RCA
- DMI
- Wayra

SELECTED AWARDS

- National Design Awards
- Medical Design Excellence Awards
- IDSA IDEA Design of the Decade Awards
- IDSA IDEA Awards
- iF Awards
- Red Dot Best of the Best Awards

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SELECTED CLIENTS

- BMW
- Cigna
- Coty Beauty
- Ford
- GE
- HP
- HSBC Private Bank
- Hyundai Card
- Intuit
- Johnson & Johnson
- Nestlé
- Nissan
- Novo Nordisk
- OXO
- PepsiCo
- P&G
- Rockefeller Foundation
- Samsung
- SingTel
- Telefónica
- Under Armour
- UCB
- Unilever
- Viacom

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