# Introducción

# Metodología

# Desarrollo

## Rubro. - Producto & Servicios

Diseño xD

## Fortalezas

## Historia

Founded in 1997 as a design and technology company, we’ve seen the landscape change dramatically. Our industry has transformed, our clients’ businesses and their challenges have become more complex, consumer behavior has shifted, and we, as a company, have evolved with those changes.

Twenty years ago, Firstborn was founded on the belief that intuitive and engaging consumer experiences and digital products will help move our clients’ businesses forward. We still believe that today.

Today, we help our clients realize the full potential of being a modern digital brand through a combination of our proprietary design process and the work forged from it.

## Organigrama: Como se maneja la empresa de forma jerárquica

## Mercado

## Eventos, noticias

## Visión, misión

*“Design is a potent strategic tool that companies can use to gain a sustainable competitive advantage.”*

## Valores, principios

## Modalidad de trabajo

**Company Vitals**

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La firma basada en Nueva York Firstborn ha acumulado más de 200 premios desde que Michael Ferdman la estableciera en 1997. La compañía se describe a sí misma como una empresa digital multiplataforma que cubre campos relacionados entre sí como las aplicaciones digitales, los modelos 3D, los sitios web, las herramientas de gestión de contenidos y las presentaciones interactivas, junto con «cualquier otra cosa que saque partido de la tecnología digital».

La lista de sus clientes incluye PepsiCo, M&M’s, Puma, Ford, Microsoft y JBL. En 2013 recibió un León de oro en Cannes por su trabajo para la marca japonesa de ropa Uniqlo. No obstante su clara misión digital –llevada a cabo con “software” y equipos de última generación– el arsenal de Firstborn contiene también «los más viejos y auténticos de todos los instrumentos artísticos: lápices, papel y un puñado de mentes creativas y espíritus artísticos».

# Biblografía:

<https://www.firstborn.com/>