

2025 LEADERSHIP CHANGES

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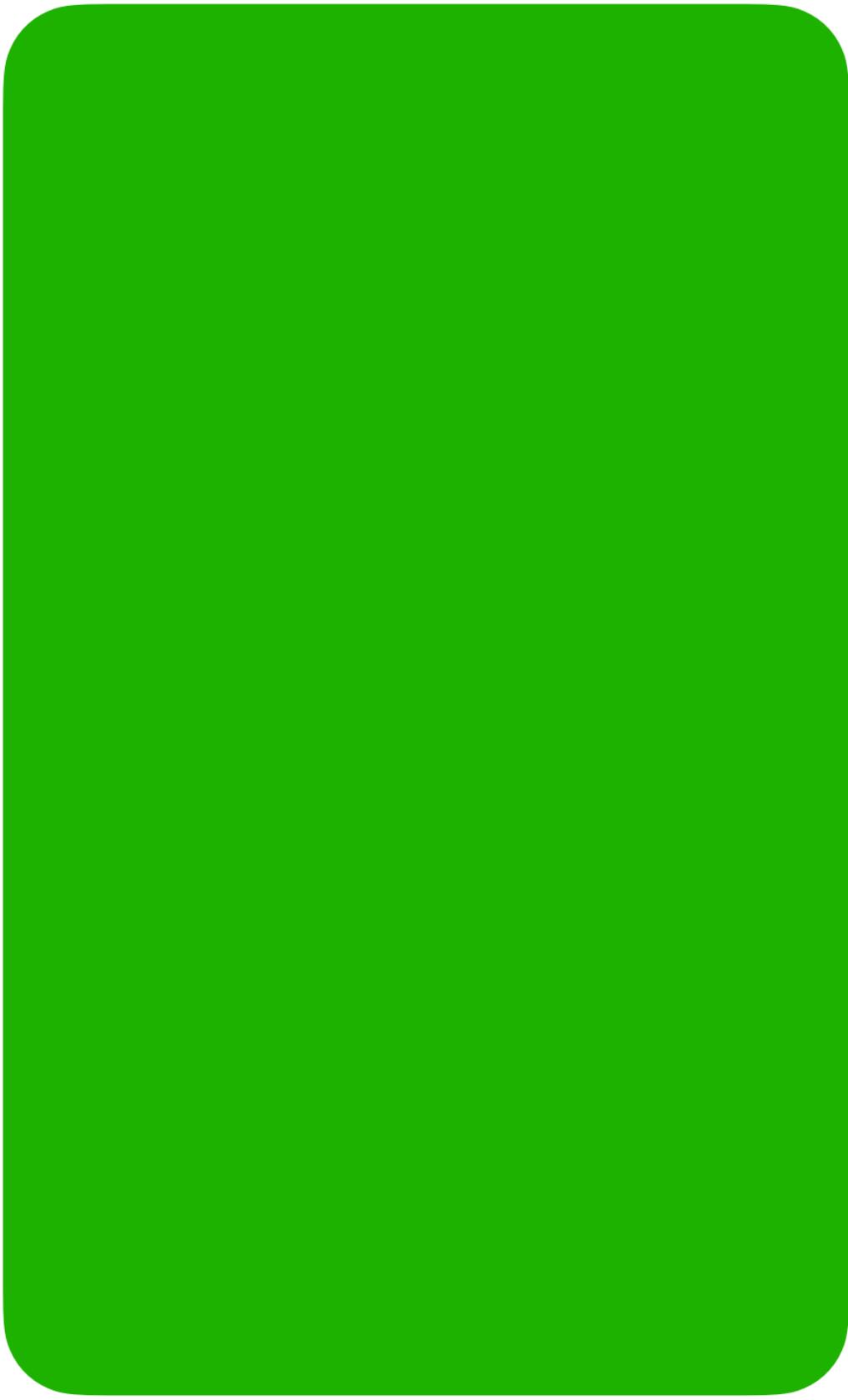
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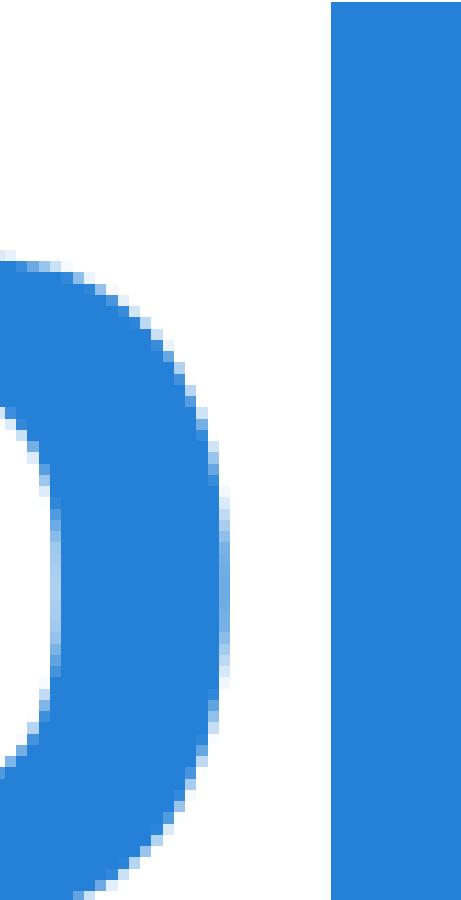
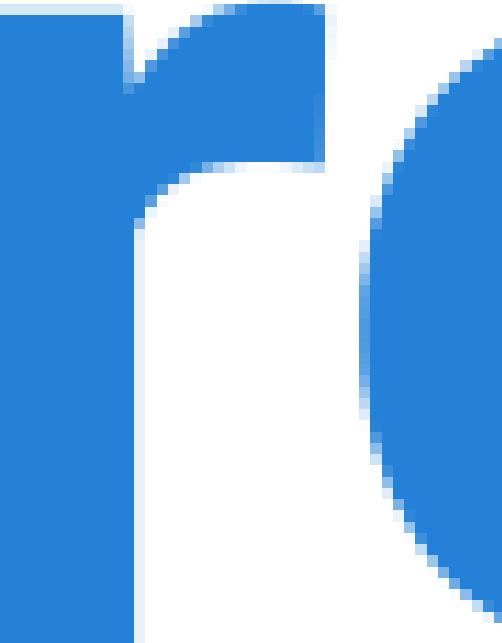












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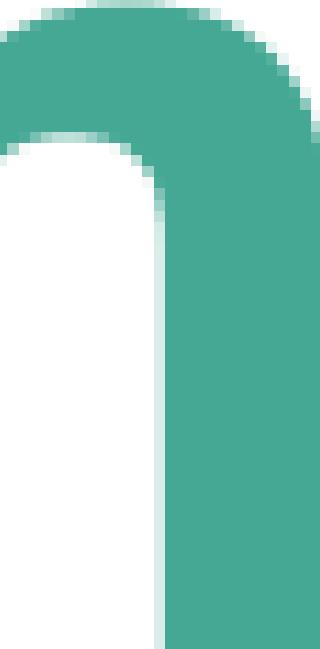
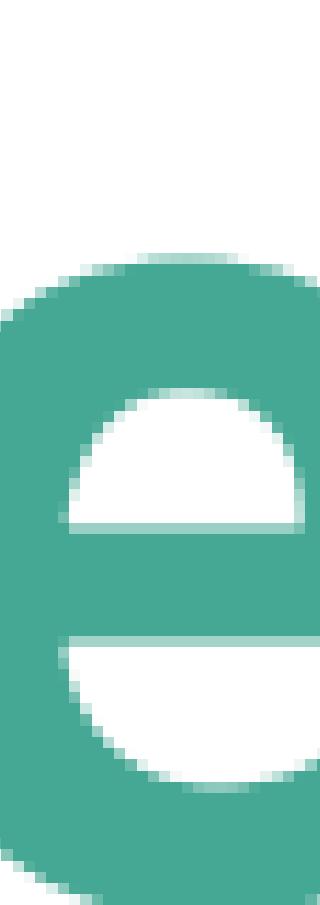
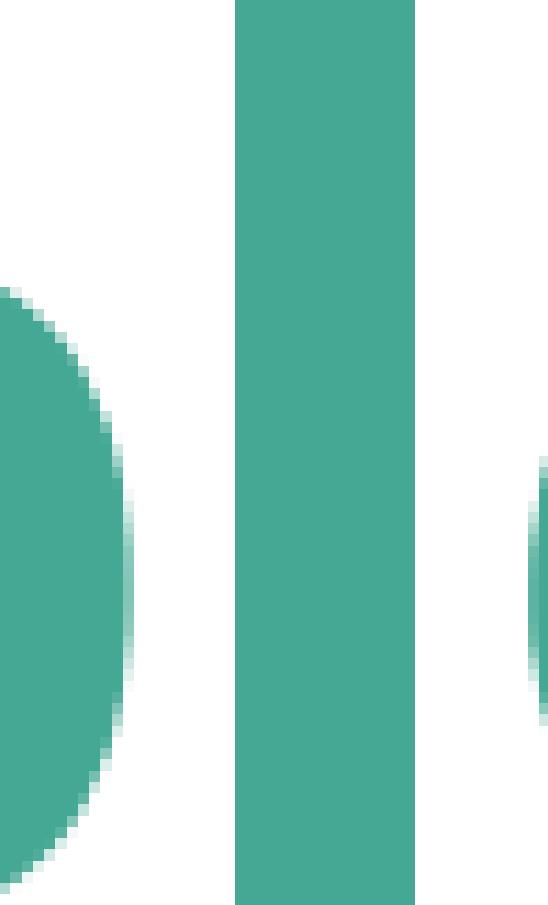
idea! create! connect! we care!

Projectivity point



Introducing Cloudinary





Market + Business Analysis

Product

Analysis

Hypothesis
or ideas

Mockups

LOW Fidelity

Mockups High Fidelity

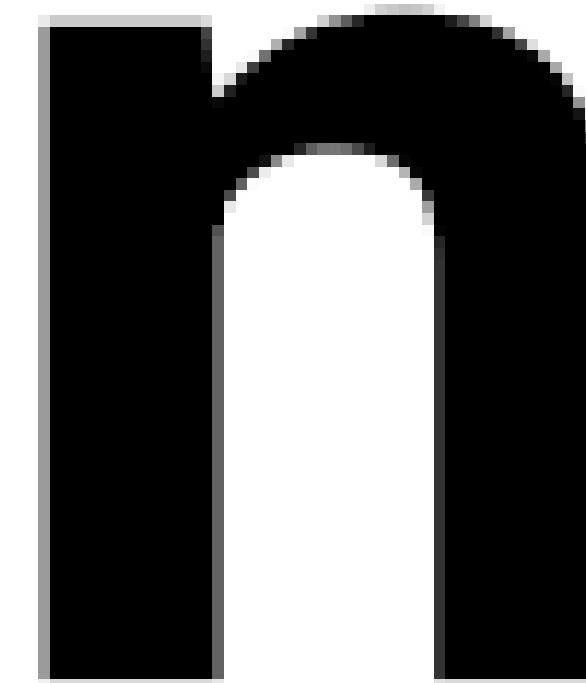
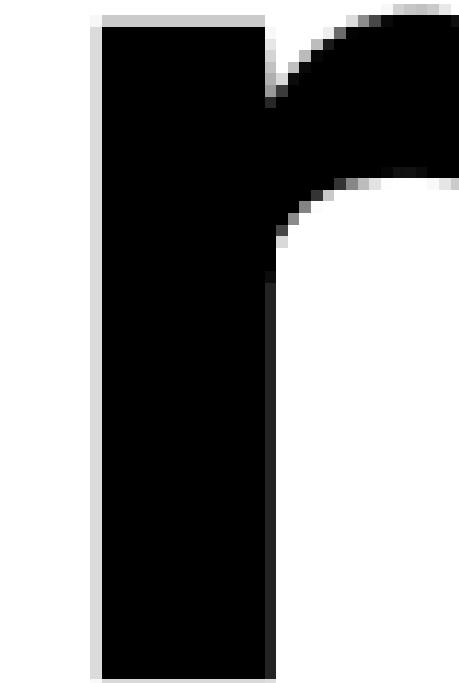
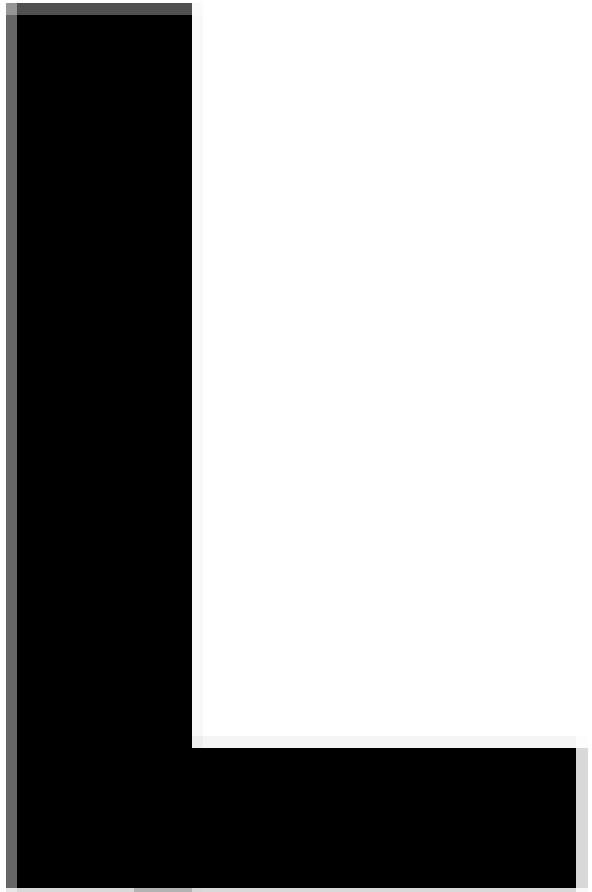


User Test

Building

idiot









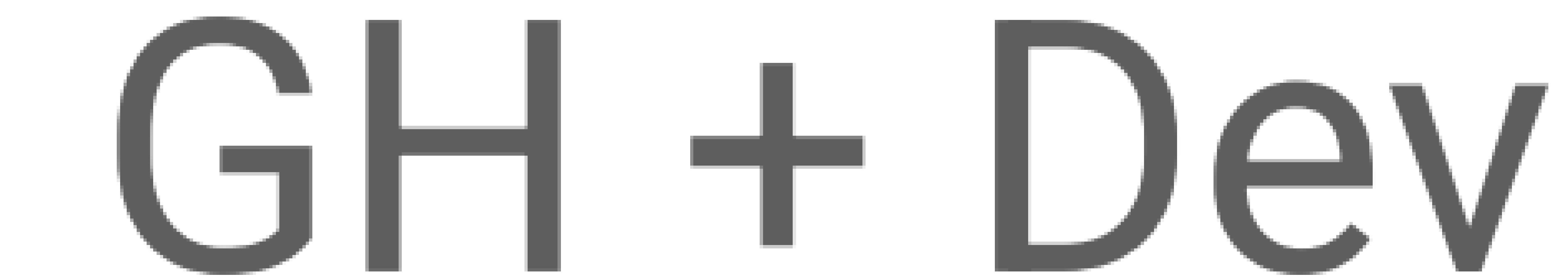
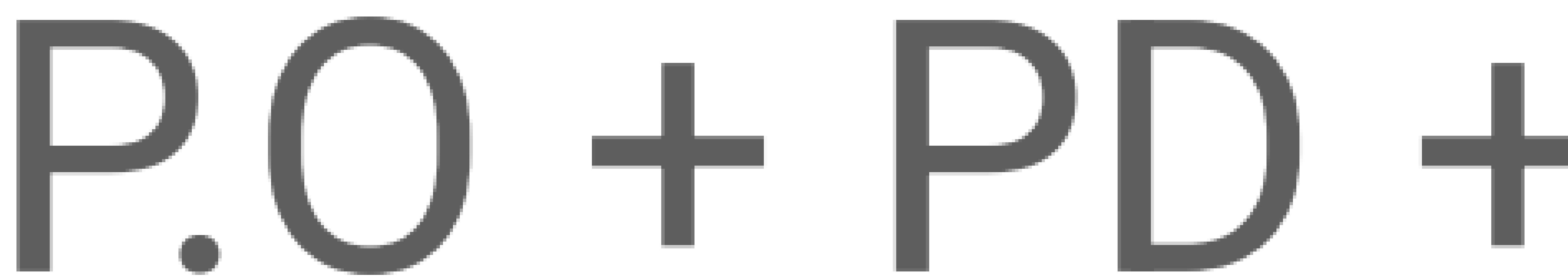






Re search and engineering

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Trickster

stage

Design

Deliverables





product design

product design

product design

Product Design

Product Designing

Production design

Product Design

Designing
product
prototypes

