
01 Brand Messaging

Our Purpose

We envision a world where anyone can access the level of design once reserved for tech giants – where bold branding, creative AI, and great content fuel growth and connection.

Elevator Pitch

Full Length: From self-taught creatives to design leaders, our journey shapes all we do. Our approach artfully balances brand strategy, design systems, and creative expertise to deliver exceptional results. Unlocking each client's unique potential through thoughtfully crafted identities and streamlined workflows that drive real business growth. Beyond client work, we're committed to empowering the design community with high-quality templates, free educational content, and technical deep-dives that transform skills and unlock opportunity.

Shorter: We balance brand strategy, design systems, and expertise to unlock each client's potential through crafted identities and workflows that drive growth. We're also committed to empowering the design community with valuable resources and content that transform skills and unlock opportunity.

Shortest: We balance brand strategy and design systems to unlock client potential and drive growth. We're also empowering the design community with valuable resources and content.

Values

Curiosity

We believe curiosity is essential to staying on the cutting edge of design and innovation.

Solutions

Every initiative we undertake – whether for clients or our community – is driven by problem-solving and impactful outcomes.

Connection

We nurture relationships within our community and brand ecosystems through meaningful engagement and collaborative design systems.

Respect

We treat everyone with respect and wield technology responsibly, understanding its potential and its limits.

Transparency

Celebrate who we are, how we got here, and how we help clients and community grow

Tagline



Help the world make the most
of design and technology.

Our Story

We're a self-taught design couple who want to help everyone design better.

Frustrated by noise and clutter in the creative industry, we set out to build something different, a studio focused on enablement, intention, and community.

Every project is shaped by close collaboration and a shared commitment to meaningful design.

Karim Bouhdary

As a design leader and strategist, Karim scales design systems across platforms, teams, and workflows while leveraging cross-functional leadership experience from Fortune 500 companies and startups.



Head of Design

- Portfolio
- LinkedIn

Morgan MacKean

With a strong experience in the tech, outdoor, and services industries, Morgan leads creative direction across brand, product, and marketing with exceptional aesthetic instincts and versatile execution skills.



Chief Creative Officer

- Portfolio
- LinkedIn

Tone of Voice

Characteristic	Description	Application Tips	Do's and Don'ts
Expert & Educational	For tutorials, case studies, and technical content across platforms. Both clients and the community should gravitate towards it.	Position yourself as a trusted authority who shares knowledge generously. Use clear explanations and real-world examples to make complex concepts accessible. Support your insights with data and proven methodologies, but avoid overwhelming your audience with jargon.	Do share insights backed with experience. Don't use unexplained jargon. Do provide context/reasoning behind recommendations. Don't oversimplify or condescend.
Conversational & Accessible	For community content, social media, and general audience engagement. Make it feel like they know us and have something to learn.	Communicate as if you're having a friendly conversation over coffee. Use natural language and relatable examples that connect with everyday experiences. Be transparent about challenges and lessons learned. Your voice should feel warm and welcoming, making even complex topics approachable.	Do use "we" and "you" to create connection. Don't use corporate speak. Do share real stories. Don't sacrifice clarity for casualness.
Inspirational & Visionary	For brand storytelling to thought leadership. Explain your credentials while providing solutions to common problems	Paint a picture of what's possible while grounding your vision in practical reality. Draw from industry trends and proven successes to show where the future is heading. Balance aspiration with application, your audience should feel both excited and equipped with concrete next steps.	Do connect present actions to future outcomes. Don't make empty promises or vague predictions. Do use visionary language that motivates. Don't ignore practical implementation.

Content Pillars

Trusted Advisors

Sharing our professional insights, best practices, and design methodology. Content that demonstrates our mastery of design principles, techniques, and tools.

Transparent Truth

Telling our story and being real about our design process and business building process. Revealing client work with the people who made it happen and making an agency feel “alive” not just sexy

Realistic Visionaries

Showcasing practical applications of AI in design workflows, demystifying technology, and empowering creators to learn more. We don't just show use cases but guidance on tool/workflow maturity.

Community Catalysts

Building and nurturing our creative community through interactive content, shared resources, and stories that highlight the human side of design.

Friendly People

Authentic stories from Karim and Morgan about entrepreneurship, creative business building, and personal growth in the design industry.