

ELIASSEN GROUP CREATIVE

Eliassen Group Creative provides impactful digital design and effective marketing solutions. We understand design-oriented thinking, the benefits of mobile-first design concepts, and marketing through technology.

Eliassen Group Creative Teams provide digital design and development, mobile and web development, technology-focused marketing, eLearning, content strategy (content creation, search engine, social media, etc.) and videography delivered to the web.



CREATIVE ENGAGEMENTS



Digital Solutions

We build solutions for clients that range from strategic to tactical.



Building Teams

Our teams are experts in user experience, digital design / implementation and technology marketing.



Advisory & Education

With design as a differentiator for leading companies in most industries, executive and team training on Design Thinking and UX process are keys to success.



THE CHALLENGE

This global innovation and telecommunications firm approached Eliassen Group to assist in aligning leadership in design, UX, communications, and marketing to ensure that the concept of “Data-Powered” was easily understood and integrated across the enterprise, as “Data-Powered” was one of the key tenets of 2017’s strategic goals.

THE SOLUTION

Eliassen Group’s Creative and Agile SMEs led a four-day, big board brainstorming session across the organization in partnership with leadership. The intended output of the session was for all employees to understand more about building an effective website and multi-channel campaign in order to align all of the enterprise on the “Data-Powered” approach.



WHAT WAS THE RESULT?

As anticipated, leadership and implementation teams fully aligned on this new approach and concept. As a result, the client is confident in Eliassen Group to serve as an appropriate and effective implementation partner. From our Creative and Agile engagement, this global enterprise sees us as a specialist agency that can be more thoughtful and nimble than incumbent organizations.

ELIASSEN’S FUTURE INVOLVEMENT

Eliassen built and is preparing to execute a multi-work stream approach, which will require:

- Establishment of success metrics from the “Data-Powered” Initiative
- Creation of a downloadable Data-Powered Initiative Key Items (Talking Points, PPT, Elevator Pitch)
- Creation of a monthly Data-Powered highlight video on the company intranet and video channels
- Construction of Data-Powered online awareness courses with gamification



TESTIMONIAL: Competing with Large Solutions Firms

From our Creative and Agile engagement, this global innovation and telecommunications firm sees us as a specialist agency that can be more thoughtful and nimble than the incumbents.

 accenture



IBM Design



BUILDING TEAMS

CASE STUDY: Global Investment Firm UXD



THE CHALLENGE

As the go-to leader in financial investments and benefits, this Boston-based Fortune 100 firm understands that the common technology paradigm has evolved to a mobile format, and that the interface with their customers has changed. This firm's response to this evolution required rapid mobile development and their UX, development, and project management approaches needed to follow suit.

THE SOLUTION

As a long-time partner of this financial institution, Eliassen was brought in to build the internal UX, development, and Agile teams. Eliassen was a key contributor on the team that guided the evolution of the organization and impacted the building and managing of the workforce. Since 2013, Eliassen has placed in excess of 1,200 consultants, all working on-site in all of this client's major US locations.



TESTIMONIAL: Benefit Summary

Effective consulting, partnership and staffing have allowed this client to build a UX function based on an Agile platform that allows the entire enterprise to utilize a unified UX practice.



WHAT WAS THE RESULT?

Utilizing this new UX and Agile methodology, this financial company has moved the needle in terms of how they serve their customer, winning numerous industry awards for best-in-class applications. The teams operate at high-efficiency and produce results that set the pace for the industry.

ELIASSEN WAS THE PERFECT FIT

Eliassen provided solutions spanning from consulting on the organizational approach, to building a workforce with a unified staffing engine. Eliassen provided structure and talent across the creative and UX design, technology, and project management teams. Eliassen enables high-quality teams and proactive problem solving through staffing management.



BUILDING TEAMS

DIGITAL DELIVERY

- UX/UI designer
- UX/UI engineer
- Information architect
- Mobile developer
- Web developer
- Game designer/developer
- Digital project manager

TECHNOLOGY MARKETING

- Digital designer
- Digital marketer
- eLearning specialist
- Web content writer
- SEM/SEO specialist
- Social media specialist
- Art director
- Creative director
- Video director/producer
- Videographer
- Video editor
- Data scientist

ADVISORY & EDUCATION

CASE STUDY: MedAllies



THE CHALLENGE

MedAllies requested help in planning a critical product enhancement. The client specifically asked for someone to lead a cross-functional Product Discovery session, which was to include and align end-to-end user experience and high-level user stories.

THE SOLUTION

Two of our industry-leading consultants who specialize in User Experience and Agile, respectively, conducted a one-day onsite discovery session to gain a better understanding of the current operating system and the way end users interact with such a system. Following this session, our consultants conducted a two day UX/Story Mapping workshop to align the product roadmap to customer needs and desires.



TESTIMONIAL: Benefit Summary

MedAllies now has a concise roadmap to build user-centric applications that will provide on-time data to customers. MedAllies intends to have Eliassen Group as the partner to implement these applications.



WHAT WAS THE RESULT?

This project was successful because both consultants and the MedAllies executive team remained true to the user-focused product direction. All parties shared a united definition of success. The client has now developed trust in our user experience expertise, and our UX consultant in their go-to Product Owner.

ELIASSEN'S FUTURE INVOLVEMENT

This project requires continuing work, which includes:

- Hands-on creation of user stories by Eliassen in partnership with MedAllies
- Refinement and sizing of the user stories with the Agile team
- Creation of detailed user experience flows and screen layouts to accompany the user stories, also in partnership with MedAllies



CREATIVE SERVICES: STAYING CURRENT

- National Conferences in Marketing, Digital Innovation and Content



- Local Chapter for Professional Associations



- Lunch and Learns with all teams and consultants
 - Overall project momentum and personal engagement
 - Industry conversation around what we are seeing as key talking points and skillsets