

2017 UPDATE

# ELIASSEN CREATIVE SERVICES

Eliassen Group Creative represents the best user experience, digital design and marketing talent. Eliassen builds a path for creatives to realize their full potential—opening doors to work on impactful projects and brands.

Eliassen Group Creative extends the mission of **uniting talented people and quality solutions** to user experience, digital design, marketing and creative teams within our evolving business world.

Eliassen's creative professionals understand design-centered thinking, mobile-first design and technology marketing. They are the best in the business of creative—tech-savvy, customer focused and delivery-oriented.

**WE ARE  
FOCUSED  
ON CREATIVE  
PEOPLE**

## Finding the right team

- Contract
- Contract-to-hire
- Direct Hire

## Business focused workshops

- Executive Design Thinking
- Build In-house creative capability
- Utilize agencies more effectively
- Technology marketing evolution planning

## 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

- Our creative professionals are experts in the **business of creative**— customer focused and delivery-oriented. Skillsets include UX/UI, customer journey, customer focused design, mobile/wearable, tech marketing
- Utilizes Eliassen’s recruiting network/process that has a 20-year track record of success and long-term clients
- Leverage talent and knowledge across our different practices (technology, agile, life sciences, big data, government)
- Experience working within a heavily regulated industry (Biotech, FDA, Fintech, government, accessibility) and know how to find great designers that understand the constraints
- Led by Matt Ferguson, a creative leader that has been in all facets of creative work for 20 years. Matt looks at all candidates as if he would hire them. Matt is also your executive workshop facilitator. (LinkedIn: [www.linkedin.com/in/mfergusonbos](https://www.linkedin.com/in/mfergusonbos))

## What were the needs?

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

## How did Eliassen help?

As a long-time partner of this financial institution, Eliassen was brought in to build the internal UX, development and Agile teams. Eliassen is a key contributor on the team that determined the evolved organization as well as building and managing the workforce. Since 2013, Eliassen has placed in excess of 1,100 consultants working on site in all of this client's major US locations.

## What was the result?

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

## Eliassen was the perfect fit.

Eliassen provided a 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 staffing management problem solving.

Thank you!