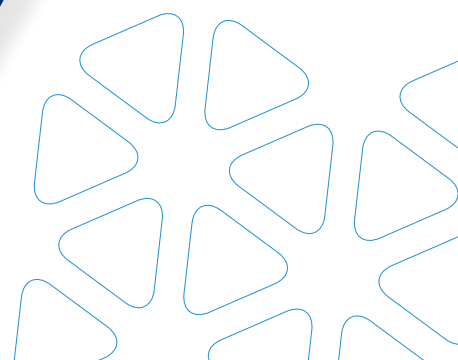


Better by Design

A STORY OF OWNING CHANGE



Designing a workforce for product UX design

Our client is one of the largest appliance manufacturers in the world, with over \$20 billion in annual sales and more than a dozen brands reaching millions of homes across the globe. Their new connected appliances aim to deliver distinctly modern convenience and efficiency to their customers.

THE PROPOSITION:

New technology, new challenges

A cooktop that responds to your voice.
A microwave that knows how to cook your meal from the scan of a barcode.
A dishwasher you control from an app. Our client is at the forefront of next-gen convenience and connectivity. But integrating new technology into their appliances requires niche skill sets and substantial time, especially for larger projects.

Previously, our client's design team had followed two tracks to workforce design: track one—recruit full-time employees, or track two—outsource projects wholesale to cover bandwidth and skill shortages. But their former sourcing strategy didn't work for their new needs. It was far too slow and expensive to keep pace with the onrush of digital transformation.

As a long-time partner working with us to find IT talent, they knew we were perfectly positioned to bring in the digital talent they needed—when and where they needed it.

OUR PROPOSAL:

Expanding the approach to workforce design

The local labor market lacked the digital and creative talent required to support their initiatives, so we cast a wider net. By including nearby metro areas both in and out of state, we attracted, interviewed and vetted highly skilled candidates well-suited to the client's brand sensibilities and company culture.

Ultimately, we placed eight digital consultants—five UX designers, two graphic designers and a motion graphics designer—six of whom were on site within five weeks. The other two were added a month later. Blending seamlessly into the existing design team, the new team members filled the gaps. Our consultants improved the on-unit screen UX for some of the company's top-selling major appliances, like washers, dryers and

refrigerators. They also designed the UX for a new mobile application through which customers could regulate their connected in-home appliances.


POWERFUL PARTNERSHIP:

Bringing it home


Through our partnership, our client was able to consistently meet deadlines for product launches and deepen the team's UX capabilities. In addition, we helped their design team reclaim oversight of their brand and creative direction, bringing it in-house, relinquishing dependency on an outside agency. This allowed their design team to focus on their inherent strengths—product knowledge and design—while our consultants provided critical input to their initiatives.

In fact, several of our digital consultants made such an impact, they were offered full-time positions. That's the definition of a win-win. As our client's projects and talent needs continue to evolve, we'll be there.


Skill Sets Placed



UX Design



Graphic Design



Motion Graphics Design

About TEKsystems

We're partners in transformation. We help clients activate ideas and solutions to take advantage of a new world of opportunity. We are a team of 80,000 strong, working with over 6,000 clients, including 80% of the Fortune 500, across North America, Europe and Asia. As an industry leader in Full-Stack Technology Services, Talent Services and real-world application, we work with progressive leaders to drive change. That's the power of true partnership. TEKsystems is an Allegis Group company.

Experience the power of real partnership. [TEKsystems.com](https://www.teksystems.com)