



# Big Ideas Personal Execution

A STRATEGIC BLEND OF MARKETING,  
DESIGN, PUBLISHING, & TECHNOLOGY  
— CRAFTED FOR AMBITIOUS BRANDS.



**workingarts**<sup>™</sup>  
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## CASE STUDY

### Design Thinking In Action

#### Why Design Thinking?

At Workingarts, we know that every challenge deserves a thoughtful, human-centered approach. That's why **Design Thinking is at the heart of everything we do.** Our iterative, user-focused process helps us uncover deep insights, align with our clients' goals, and deliver solutions that are not only functional but deeply meaningful. From branding and web design to educational innovation, our approach transforms every business challenge into elegant, impactful solutions that resonate.



# Who We Are

Workingarts Marketing is not just another agency, we're a carefully structured micro-corporation designed to deliver exceptional results through deliberate, thoughtful execution.

For over two decades, we've specialized in helping forward-thinking businesses transcend their perceived limitations and achieve remarkable outcomes that typically require much larger teams or and, typically, require vastly longer execution schedules. Our strength lies in our intentional approach to organizational design: we've eliminated the bureaucratic layers that slow traditional agencies, instead creating direct and agile pathways between decision-makers and creative execution. This allows us to move with extraordinary flexibility while maintaining the strategic depth and creative excellence of much larger firms. We excel particularly in environments where the stakes are high, timelines are compressed, and clarity of vision is essential. By combining strategic insight with masterful execution, we help brands navigate complex challenges, design more meaningful customer experiences, and implement transformative strategies that drive measurable, sustainable success.

# The Workingarts Advantage

- **More Agility, Less Bureaucracy** — Our streamlined structure eliminates unnecessary approval chains and administrative overhead. We've built our processes to emphasize momentum and clarity, allowing us to pivot quickly, respond to emerging opportunities, and maintain focus on what truly drives results.
- **Personal Over Corporate** — We've intentionally eliminated the traditional account management layers that often dilute communication and slow progress. Our clients work directly with the specialists handling their projects, the strategists, designers, and developers who are actively shaping the work. This direct connection ensures nothing is lost in translation and that every decision is informed by both strategic understanding and practical expertise.
- **Full-Spectrum Expertise, All Connected** — Rather than maintaining siloed departments that hand off work sequentially, we've developed integrated teams that collaborate fluidly across strategy, design, digital execution, and publishing. This interconnected approach ensures that insights from one discipline naturally inform and enhance the others, creating solutions that are both conceptually strong and practically effective.
- **Built for Evolution** — Over two decades of operation, we've continuously refined our methods, embraced emerging technologies, and deepened our understanding of what drives meaningful brand growth. This commitment to evolution means we bring not just contemporary skills to our work, but a rich historical perspective that helps us distinguish between passing trends and genuine opportunities for transformation.



# Why Should You Choose Us?

## **At Workingarts Marketing,**

**Inc.,** we prioritize your success through strategically designed marketing services tailored to your specific needs. Whether you're a small business or an established industry leader, we provide comprehensive marketing, lead generation, and online sales solutions from a single, integrated source. Our IT infrastructure consultancy further enhances your operations by optimizing internet technologies for your business objectives. As your marketing partner, we take time to understand your unique

challenges and work collaboratively to develop affordable solutions that drive measurable growth. We deliver high-quality work efficiently, creating tangible improvements in your sales performance and market visibility.

We begin with a strategic foundation, aligning brand positioning, messaging architecture, audience engagement strategies, and business transformation opportunities with your market realities. Every creative and digital execution—from visual identities and content ecosystems

to web platforms and interactive experiences—is guided by this intent, ensuring designs don't just capture attention but drive meaningful engagement. Technology serves as a strategic enabler, streamlining workflows, optimizing editorial systems, and enhancing digital publishing to amplify impact while reducing friction in operations.



### **MARKETING TOOLS**

We're excited to help you enhance your sales and marketing tools with a polished and professional look! Are you ready to take your business to new heights? We can't wait to support you on this journey!



### **ONLINE SALES**

Let's discover innovative strategies and effective ways to significantly boost your online sales, ultimately unlocking the full potential of your business for greater success and sustainability.



### **GENERATE LEADS**

You're in the perfect spot to begin generating valuable leads and harnessing the incredible potential of your business, paving the way for remarkable growth and success in your industry!



### **MARKETING SUPPORT**

Not every business can afford an in-house marketing team, but every business needs smart marketing. We provide expert guidance that helps you attract the right customers, strengthen your brand, and drive growth—without the overhead.



### **SOCIAL MARKETING**

Let's take a deeper dive and explore how you can effectively leverage social marketing tools that are specifically tailored for the unique needs of your business to enhance your online presence and engagement.



### **CONTENT STRATEGY**

Ready to get your business the recognition it deserves? We'll help you craft a compelling content strategy that gets your brand in front of the right audience—authentically and effectively.



### **TELL YOUR STORY**

Transform your website with a dynamic blog that captivates your audience and showcases your unique insights. We are fully equipped to provide the resources and guidance you need to embark on this remarkable journey with confidence!



### **IT SUPPORT**

We offer expert solutions to enhance your IT infrastructure, enabling your business to remain competitive and efficient in the modern digital landscape.



# Why Design Thinking?

At Workingarts, we've embraced Design Thinking not simply as a methodology, but as a fundamental philosophy that shapes every aspect of our approach. We believe that truly effective solutions emerge only when we combine deep empathy for user needs with rigorous analysis, creative exploration, and iterative refinement.

This human-centered, iterative process allows us to uncover insights that might otherwise remain hidden, to align our work precisely with both stated and unstated client objectives, and to create solutions that transcend mere functionality to achieve genuine meaning and impact. From brand identity development to comprehensive web experiences to educational innovation initiatives, our Design Thinking approach transforms even the most complex challenges into elegant, impactful solutions that resonate deeply with their intended audiences.



What distinguishes our application of Design Thinking is our commitment to its holistic implementation. Rather than treating it as a series of checkboxes or a linear progression, we view it as a fluid, interconnected system of exploration and refinement that adapts to the specific demands of each project. This adaptive approach ensures that our solutions are not merely technically sound or aesthetically pleasing, but genuinely transformative in addressing the core needs they target.



# OUR DESIGN THINKING PROCESS

We use a flexible, five-stage framework to guide our work.

1

**EMPATHIZE** — We begin by listening, deeply. Our empathy process goes beyond surface-level research to create genuine understanding. Through structured interviews, contextual observation, immersive research, and data analysis, we uncover not just what people say they need, but what they truly value and how they actually behave. This foundational understanding of the people for whom we're designing, their needs, challenges, aspirations, and contextual realities, creates the essential foundation for meaningful innovation.

2

**DEFINE** — The insights gathered during our empathy work become valuable only when properly synthesized and focused. We distill what we've learned into a clear, compelling problem statement that bridges your organizational objectives with the real-world needs of your audience. This critical phase prevents the common pitfall of solving elegantly for the wrong problem, ensuring instead that our efforts address challenges that, when resolved, create genuine value for both your organization and the people you serve.

3

**IDEATE** — With a clear problem definition established, we engage in structured creative exploration. Our ideation process combines systematic brainstorming techniques, cross-disciplinary collaboration, and deliberate constraint manipulation to push beyond obvious solutions toward breakthrough concepts. We consciously nurture both divergent thinking (generating many possibilities) and convergent thinking (selecting the most promising directions), creating a rich palette of potential approaches before committing to specific solutions.

4

**PROTOTYPE** — Ideas become tangible as we rapidly develop low-fidelity representations of potential solutions. These prototypes, whether they're sketches, digital mockups, physical models, or interactive simulations, allow us to explore concepts quickly without the cost and commitment of full development. By making ideas concrete early in the process, we can evaluate approaches, identify unforeseen challenges, and refine details to ensure every solution is functionally sound, aesthetically appropriate, and effectively aligned with both user needs and business objectives.

5

**TEST** — We rigorously evaluate our prototypes through structured feedback sessions, usability testing, and performance analysis. This vital stage transforms assumptions into validated knowledge, revealing how our solutions perform in real-world contexts and highlighting opportunities for refinement. By establishing continuous feedback loops, we progressively enhance the effectiveness of our solutions, ensuring that the final product not only functions as intended but genuinely enhances the experience of its users.

# PROVEN RESULTS: Real-World Impact, Delivered

We've helped businesses overcome challenges and accelerate success through our Design Thinking methodology

## MADERA UNIFIED SCHOOL DISTRICT: Phoenix Logo that Met the Moment

**Challenge** — Creating a unifying logo for a diverse school district presented multiple layers of complexity. We needed to develop a visual identity that simultaneously embraced renewal, collaboration, and bilingual inclusivity while navigating a traditionally conservative environment resistant to change. The solution needed to feel both contemporary and respectful of established community values.

**Solution** — Through our Design Thinking process, we identified the phoenix as a powerful symbol of transformation that resonated across cultural contexts. We made the unconventional choice to develop a hand-drawn phoenix, deliberately embracing the balance between structured design and human creativity, and positioned it within a perfect circle with carefully arced typography. This intentional contrast between organic expression and geometric precision created a visual metaphor for the district's commitment to both individual growth and collective unity.

**Outcome** — What began as a logo project evolved into a district-wide symbol of cultural transformation. The phoenix has been widely adopted across school sites, communications materials, and community events, transcending its role as mere visual identification to become a genuine emblem of the district's renewed commitment to unity and progress. Its successful implementation demonstrates how thoughtful design can bridge divides and create common ground even in communities with diverse priorities and perspectives.



## IMPLEMENTATION & REFINEMENT

The website underwent multiple rounds of testing to ensure usability across all devices, particularly mobile. Key adjustments included:

- **Extensive interviews with Bill Hess, the principal attorney, to capture the essence of his expertise and vision.** Through deep listening and iterative feedback sessions, we authored the content and streamlined the creation and publishing processes, enabling him to review, revise, and expand website content quickly and effectively.
- **Enhancing readability** with an illustrative, accessible font, and intuitive layout.
- **Simplifying navigation** to ensure users could access critical information in three clicks or fewer.
- **Optimizing for performance**, ensuring fast loading times even on slower connections.

We worked closely with Bill Hess to ensure every aspect of the branding and website reflected his core values, refining the design to meet both his vision and clients' needs.



## G.W. HESS LAW: Branding & Website

**Challenge** — Developing a cohesive brand identity and digital presence for a family law practice required a delicate balance between seemingly contradictory qualities. We needed to project both professional authority and approachable empathy, technical expertise and emotional intelligence, established credibility and personal accessibility. Additionally, the digital experience needed to guide visitors through potentially complex legal information during what are often emotionally charged life situations.

**Solution** — Our Design Thinking process revealed that the apparent tension between authority and approachability could actually become a distinctive strength. We developed a modern yet personable visual identity that communicated trustworthiness without intimidation. The website architecture prioritized intuitive navigation with clear pathways to essential information, ensuring that visitors could find what they needed in three clicks or fewer. Content was crafted to maintain legal precision while using accessible, jargon-free language that acknowledged the emotional context of family law matters.

**Outcome** — The integrated brand identity and website have significantly enhanced client engagement and practice growth. User feedback consistently highlights how the digital experience creates a sense of reassurance during challenging circumstances, making complex legal concepts accessible without oversimplification. The practice has seen notable increases in qualified inquiries and client retention, demonstrating how thoughtful user-centered design can tangibly enhance business outcomes while genuinely serving client needs.



# MUSD HIGH SCHOOLS: Digital Hubs

**Challenge** — Creating effective digital platforms for three distinct high school communities required addressing complex accessibility challenges. We needed to develop mobile-first, bilingual websites that worked seamlessly for users with widely varying digital literacy levels, technical resources, and language preferences. Each site also needed to maintain its school's unique identity while ensuring district-wide consistency and navigational familiarity.

**Solution** — Through extensive user research and community engagement, we developed a responsive web architecture that prioritized the most frequently accessed information and functionality. We implemented a content hierarchy that placed essential resources like calendars, contact directories, and emergency information at the forefront, accessible within minimal taps. The bilingual toggle feature was integrated as a persistent element rather than a buried option, recognizing the equal importance of Spanish-language access for many families. Each school's distinctive culture and traditions were reflected through customized visual treatments, content emphasis, and featured elements, preserving individual identity within a consistent structural framework.

**Outcome** — The reimagined websites have transformed digital engagement across the district, with over 70% of users now successfully accessing critical information via mobile devices. Spanish-speaking families report significantly improved connection to school activities and announcements. Administrative staff note dramatic reductions in routine information requests, freeing resources for more complex community needs. The sites have become essential communication hubs, particularly during unforeseen events requiring rapid information dissemination, demonstrating how thoughtful digital design can strengthen community cohesion and institutional effectiveness.



## IMPLEMENTATION & REFINEMENT

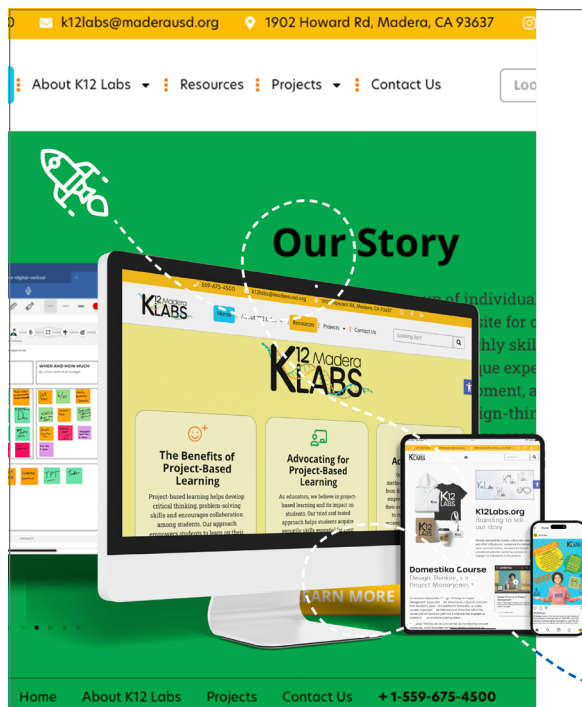
We tested prototypes with students, parents, and staff, gathering critical feedback to refine navigation, readability, and bilingual features. Iterations focused on improving flow, ensuring all content was accessible in three taps or fewer.

### THE FINAL DESIGNS INCLUDED:

- **Responsive layouts** for flawless performance on any device.
- **Centralized resources** like calendars and contact directories for easy access.
- **Integrated social media links**, helping families stay engaged with school activities.

Once launched, the websites quickly demonstrated their value as vital communication hubs for the district.





## CASE STUDY

### MUSD PBL Ecosystem Development

#### Applying Design Thinking to Transformative Educational Innovation

The Madera Unified School District (MUSD) envisioned a bold leap forward: a comprehensive, research-ready **Project-Based Learning (PBL) website and companion branding** that quickly evolved into an ecosystem to enhance education for its diverse community. The project aimed to integrate innovative tools and methodologies, supporting **four key audiences: students, educators, parents, and the community.**

Workingarts was engaged to lead this transformative effort, beginning with a robust **website prototype** and extending into conceptualizing a dedicated PBL lab (vital to the research and testing components of the program), customizable educational tools, and a broader ecosystem to foster collaboration, creativity, and student-centered learning. However, leadership turnover and shifting priorities introduced significant challenges.



## MUSD PBL ECOSYSTEM DEVELOPMENT: Lessons In Innovation

**Challenge** — Designing a comprehensive Project-Based Learning (PBL) ecosystem for the district required balancing ambitious innovation with practical institutional constraints. The initiative needed to integrate cutting-edge educational methodologies within existing systems, create tools accessible to educators with varying technical comfort levels, and build structures that could support rigorous research while remaining flexible enough for everyday classroom implementation.

**Solution** — Our Design Thinking approach allowed us to simultaneously explore aspirational possibilities and practical realities. We developed a functional website prototype that served as both an educational resource and a collaboration platform, conceptualized a physical accelerator lab space for hands-on innovation, and created interactive learning tools aligned with established curricular frameworks. Throughout the process, we maintained a dual focus on immediate practicality and long-term transformational potential.

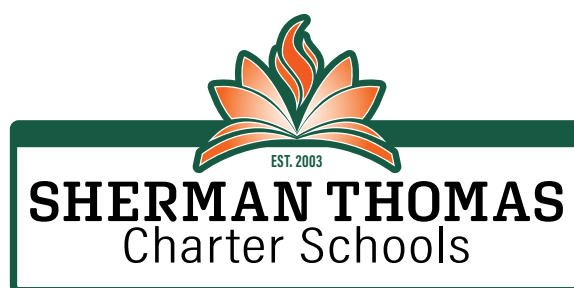
**Outcome** — While leadership changes ultimately redirected the project's trajectory, the process yielded invaluable insights and tangible assets that continue to inform educational innovation within the district. The prototype established new benchmarks for digital tool integration in project-based learning environments. More importantly, the initiative demonstrated the power of Design Thinking as a methodology for educational transformation, establishing models for stakeholder engagement, iterative development, and adaptive planning that have influenced subsequent innovation initiatives. These lessons now inform our approach to educational innovation and large-scale transformation projects across multiple contexts.

# RESTORING TRUST THROUGH DESIGN

**Challenge** — Sherman Thomas Charter Schools came to us with a fractured digital presence—broken navigation, outdated content, and a generic CMS that left families frustrated and disengaged. With trust eroding and access blocked by clunky systems, the stakes were high. The site needed to do more than inform—it had to restore confidence, build connection, and reflect the school’s values.

**Solution** — We reimagined the website not as a static brochure, but as a living, service-oriented platform. By prioritizing mobile-first design, we ensured that all content—from enrollment to staff directories—was accessible in three taps or fewer. Bilingual toggles were fully integrated, and cryptic URLs were replaced with clear, meaningful links. We also developed a cohesive brand identity, uniting all STCS campuses with a shared visual language that honored their unique strengths.

**Outcome** — The result was a transformation: a responsive, intuitive website that invites families in, supports two-way communication, and reflects the school’s commitment to transparency and inclusion. What began as a rebuild became a restoration of community trust. This project demonstrates that even under-resourced schools can gain world-class tools—when strategy and empathy lead the design.



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## CASE STUDY Sherman Thomas Charter Schools

Workingarts partnered with Sherman Thomas Charter Schools to address a fractured digital presence and improve stakeholder communication. The result: a streamlined, mobile-first website that empowers community engagement and builds institutional credibility.

### THE CHALLENGE WAS TWOFOLD:

- **Restore Trust Through Clarity:** The original website lacked essential content, had broken navigation, and delivered a confusing user experience. Families, staff, and prospective parents couldn't find the information they needed—undermining confidence in the school's credibility and professionalism.
- **Create a Functional, Mobile-First Platform:** With most families accessing school resources via smartphones, the new site needed to be intuitive, responsive, and inclusive—delivering key tools and information in three taps or fewer, and offering bilingual support to reflect the school's community.



## CASE STUDY

### K-12 Educational Solutions

#### Transforming Digital Access for School Communities

Schools today face significant challenges in communication and accessibility, particularly for families who rely on mobile devices and require bilingual resources. Madera Unified School District (MUSD) needed a digital solution that would engage every family, regardless of language proficiency or technological familiarity. Our goal was to create clear, intuitive, and inclusive digital tools to bridge this gap.



## DESIGNING FOR ACCESS: Insights from the Frontlines of Education

**Challenge**—Digital equity remains a critical challenge across the K-12 landscape. Families rely on mobile devices, yet many school websites are desktop-first, poorly structured, or only partially bilingual. Parents struggle to find key information—schedules, staff directories, emergency alerts—especially in underserved or multilingual communities. These gaps limit engagement and trust.

**Solution**—We applied a mobile-first, bilingual design philosophy across both district and charter projects. Our research-driven approach centers on real-world usage: we structure content hierarchies around what families actually need, make bilingual toggles prominent and persistent, and deliver functionality in three taps or fewer. Every design decision balances utility with identity—so school culture is never lost in the pursuit of access.

**Outcome**—Our redesigned platforms now serve as essential community tools:

- 70%+ mobile engagement across multiple schools
- Streamlined staff operations, with fewer daily support calls
- Increased parent participation in events and communications
- Stronger trust between institutions and the families they serve

**Takeaway**—These aren't just better websites—they're digital bridges built with empathy, insight, and precision.



# OUR PROCESS:

## Iterated, Distilled, and Lived

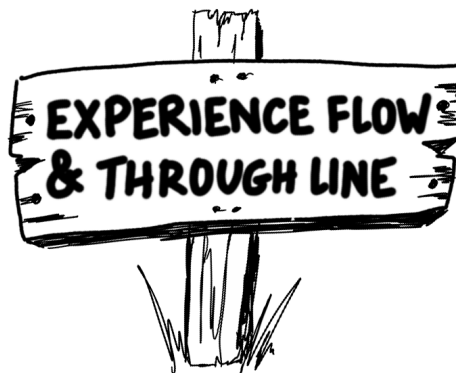
We keep things efficient, transparent, and results-driven. Our approach is designed to bring clarity, creativity, and strategic execution to every project.

**Discover** — We begin by developing a comprehensive understanding of your goals, audience, and challenges. This phase combines structured analysis of existing data, stakeholder interviews, competitive assessment, and collaborative exploration of opportunities. The discovery process creates a shared foundation of insight that aligns our team with your objectives and establishes clear metrics for success.

**Strategize** — With a thorough understanding established, we develop a tailored approach and detailed execution plan. This strategy phase defines not just what we'll create, but the specific mechanisms by which that creation will address your challenges and advance your objectives. We establish clear connections between strategic intent and tactical execution, ensuring that every subsequent decision serves your larger purpose.

**Create & Build** — Our design, development, and production processes emphasize both quality and efficiency. We maintain transparent communication throughout, providing regular opportunities for feedback and refinement while maintaining the momentum necessary to meet timelines and budgets. Our iterative approach allows for continuous improvement without sacrificing clarity of direction or decisiveness in execution.

**Launch & Optimize** — Our agile deployment approach considers it the beginning of a solution rather than its conclusion. Through systematic testing, data analysis, user feedback, and performance evaluation, we refine and enhance our work to ensure it continues delivering value as contexts change and new opportunities emerge. This commitment to optimization ensures that your investment continues generating returns long after initial implementation.





## Digital Decoupling at Scale

We led Get Satisfaction through a seamless separation of its SaaS and marketing platforms—preserving SEO, enhancing UX, and enabling growth. The result? A resilient ecosystem that scaled cleanly to acquisition.



As Get Satisfaction grew, so did the strain on its digital infrastructure. Their marketing site and customer community shared a single domain—causing technical risk, brand confusion, and limited control. They needed to decouple without disruption. We made it happen—zero downtime, full continuity, and measurable gains in performance, autonomy, and brand clarity.

**Challenge**—Get Satisfaction's marketing site and customer communities were hosted on a single domain, creating technical, branding, and SEO risks. As the company scaled, this entanglement made updates difficult, slowed campaign deployment, and diluted the brand's impact. Internal consensus called for a clean separation—but no clear roadmap existed to make it happen without business disruption.

**Solution**—Workingarts designed and executed a full digital decoupling. We created proxy-layer redirects to preserve live URLs and SEO integrity, launched a standalone marketing site, and built a new WordPress-powered support portal. Our work extended beyond infrastructure—developing reusable landing pages, campaign assets, and a flexible content system that empowered the marketing team to scale effectively.

**Outcome**—The transition was seamless: no broken links, no downtime. Teams gained operational independence, campaign turnaround times improved, and the brand's credibility strengthened. Our engagement expanded, supporting thought leadership and lead generation. Get Satisfaction's upgraded infrastructure positioned them for successful acquisition by Sprinklr.

# Automation Rebuilt for Growth

What began as a broken  
Marketo implementation  
became a lead-gen powerhouse.  
We rebuilt the system in under  
60 days—restoring trust,  
increasing conversions, and  
powering scalable growth.





## CASE STUDY

### Aria Systems: From Broken Automation to Lead Engine

#### Turning Around Marketing Automation

Aria Systems, a leading provider of subscription billing software, brought in Workingarts after their Marketo implementation had failed to deliver. Campaigns were barely generating leads, the CRM sync was unreliable, and landing pages looked off-brand. Within 60 days, we transformed their system: thousands of qualified leads were flowing in, scored and routed through a fully integrated Salesforce pipeline. We rebuilt the automation architecture, designed custom-coded landing pages (in Marketo's early days of limited design), and implemented reliable lead scoring. The result? A powerful, scalable lead gen engine—and a restored trust in marketing automation.

#### THE CHALLENGE

Aria Systems had invested in Marketo, a powerful marketing automation platform, to support its lead generation and nurturing strategy. However, the initial implementation—handled by another provider—was underperforming severely. Instead of delivering thousands of new leads per month, the system was producing only a trickle of unqualified leads, offering little value to the sales team. Key issues included:

- Poor campaign architecture and ineffective email flows
- Lack of usable lead scoring or meaningful engagement tracking
- Fragmented or failed integration with Salesforce CRM
- No clear visual or messaging consistency across campaigns
- Rudimentary, out-of-the-box assets that didn't match the brand

Aria Systems was a leading provider of cloud-based billing and monetization solutions for subscription-based enterprises.



For Aria, marketing automation wasn't just failing—it was dragging everything down. Campaigns stalled, syncs failed, and team trust in the system collapsed. In just 60 days, we turned it around—rebuilding the infrastructure, restoring credibility, and transforming Marketo into a scalable lead engine that finally delivered.

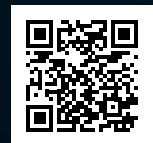
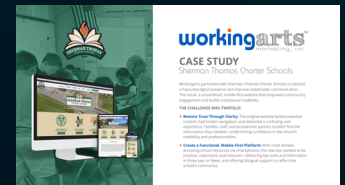
**Challenge**—Aria Systems had invested in Marketo, but its implementation was failing. Campaigns underperformed, lead quality was low, CRM sync was unreliable, and internal trust in marketing automation had eroded. Instead of fueling growth, the system became a bottleneck—both technically and strategically.

**Solution**—Workingarts stepped in to audit and rebuild the entire automation environment. We cleaned the Marketo instance, restructured workflows, implemented lead scoring, and custom-coded responsive landing pages. We restored full integration with Salesforce and created branded campaign assets that aligned with Aria's voice and performance goals.

**Outcome**—In just 60 days, Aria transformed from marketing breakdown to demand-gen engine. Lead volume surged into the thousands, sales teams had real-time lead visibility, and internal confidence was restored. The success of the rebuild led to further collaboration, including trade show design and content strategy support.

# Big Ideas. Unique Value Proposition

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