workingarts™
marketing, inc

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.

OUR DESIGN THINKING PROCESS

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

EMPATHIZE We begin by listening—deeply. Through interviews, research, and observation, we uncover the needs, challenges, and aspirations of the people for whom we're designing.

DEFINE We distill what we've learned into a clear problem statement, aligning the goals of the project with the real-world needs of its audience.

IDEATE Creativity and collaboration fuel this phase. We brainstorm, sketch, and explore multiple directions, pushing the boundaries to develop innovative solutions.

PROTOTYPE Ideas become tangible as we build prototypes, test concepts, and refine details to ensure every solution is functional, adaptable, and effective.

TEST We test, iterate, and test again—gathering feedback to perfect the final product, always with the end user in mind.

PROCESS in Practice

MADERA UNIFIED SCHOOL DISTRICT
PHOENIX LOGO
BALANCING RENEWAL, INCLUSIVITY, & TRADITION

EMPATHIZE Madera Unified School District needed a unifying logo for its diverse, bilingual community. Resistance to change, coupled with a preference for traditional "fierce" imagery, posed challenges.

DEFINE The core challenge was to create a design that symbolized renewal, collaboration, and inclusion while aligning with the district's conservative culture.

IDEATE We explored universal symbols of growth, landing on the phoenix as a metaphor for resilience and unity.

PROTOTYPE We hand-drew the phoenix to embrace the imperfection of human creativity, then overlaid it on a perfect circle and arced type to create balance and precision.

TEST Feedback led to refinements, including a secondary flame mark and bilingual versions to ensure inclusivity.

OUTCOME The logo is now a unifying symbol for the district, adopted widely and recognized as a representation of renewal and collaboration.

EST. 2004

GWH

LAW OFFICES OF G. WILLIAM HESS
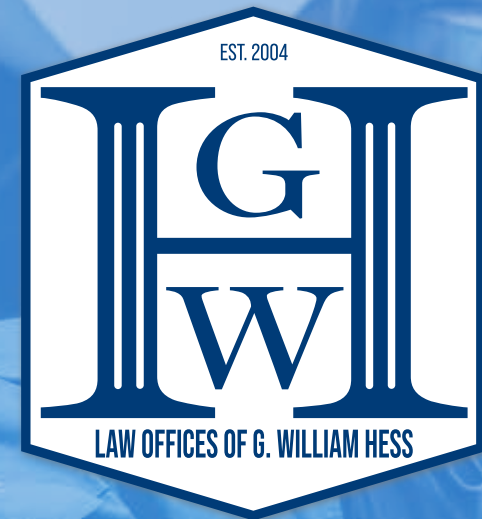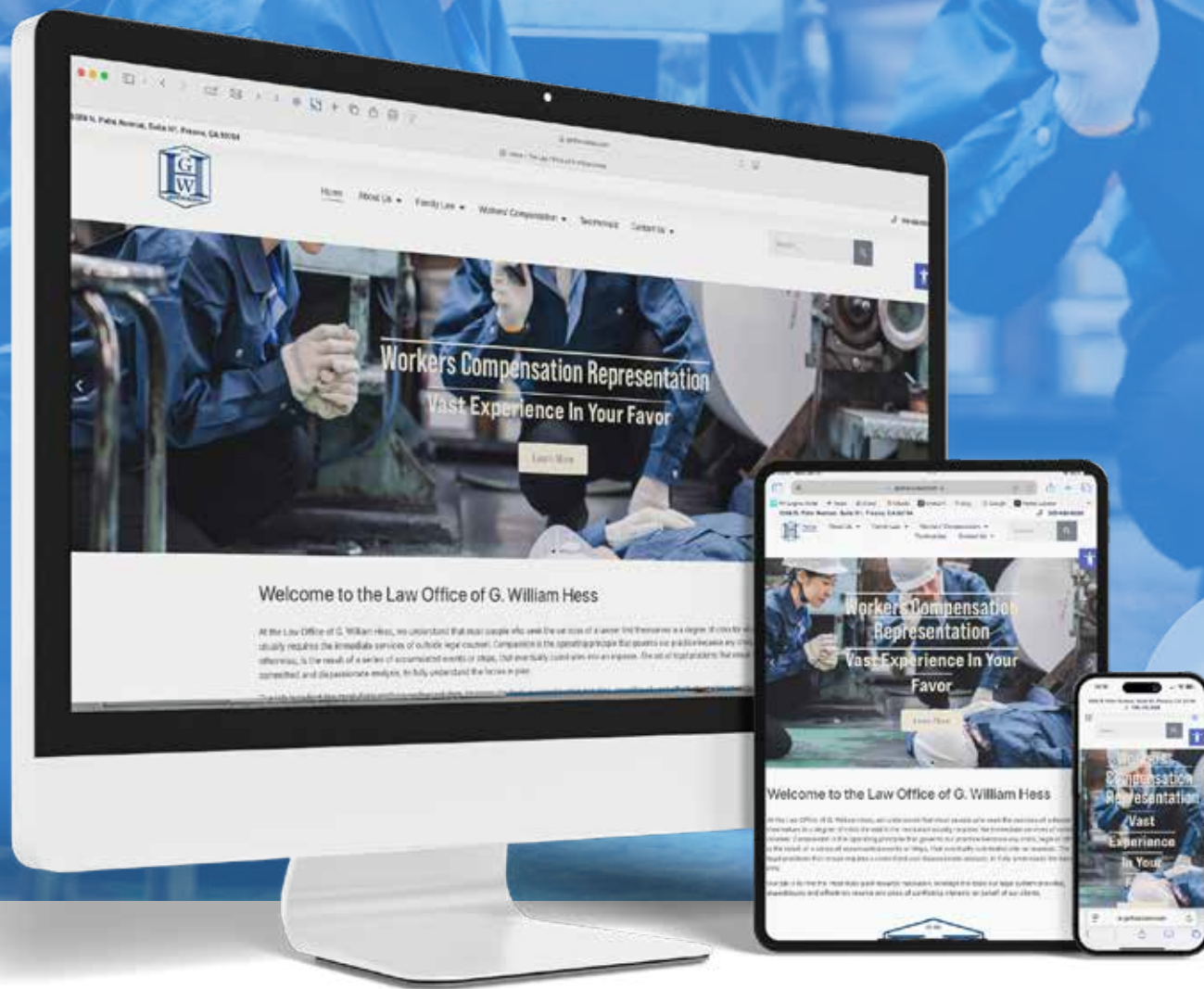
BRANDING & WEBSITE

G.W. HESS LAW

BLENDING EMPATHY AND AUTHORITY

EMPATHIZE Bill Hess, a deeply ethical family lawyer, needed branding that reflected his values of fairness, empathy, and professionalism.

DEFINE The challenge was balancing authority with approachability, ensuring families felt supported without being overwhelmed.

IDEATE We explored warm, modern typography and clean layouts, aligning visuals with Bill's personable yet knowledgeable approach.

PROTOTYPE The final logo blended subtle curves with strength, while the website featured clear navigation and calming visuals to reduce stress for families.

TEST Feedback from clients validated the design's ability to reassure and engage.

OUTCOME The redesigned websites became vital communication hubs, empowering families to stay connected and informed.

PROCESS
in Practice

MADERA HIGH, MADERA SOUTH HIGH, & TORRES HIGH
HIGH SCHOOL WEBSITES
DESIGNING MOBILE-FIRST DIGITAL HUBS

EMPATHIZE Most Madera families relied on mobile phones to engage digitally, making accessibility and bilingual functionality critical.

DEFINE The task was to create mobile-first websites that prioritized frequently accessed content while reflecting each school's identity.

IDEATE We reorganized content into streamlined layouts, ensuring key resources like calendars and directories were accessible in three taps or fewer.

PROTOTYPE Responsive designs were tested across devices, with bilingual toggles integrated seamlessly for inclusivity.

TEST Real-world feedback refined the navigation and ensured usability for families with varying levels of digital literacy.

OUTCOME The redesigned websites became vital communication hubs, empowering families to stay connected and informed.

INNOVATIVE

Encouraging exploration and creative problem-solving

HUMAN CENTERED

Grounded in empathy and a deep understanding of user needs

IMPACTFUL

Delivering solutions that resonate with audiences and achieve measurable results

THE VALUE OF DESIGN THINKING

Our Design Thinking process ensures that every project we undertake is aligned with our three core principals.

By focusing on people first, we create designs that don't just solve problems — they inspire & endure.

ACTIVATE YOUR AUDIENCE

Design Thinking isn't just a process for us — it's a philosophy. It's how we uncover meaningful insights, push creative boundaries, and deliver solutions that matter. Whether we're crafting a logo, building a website, or re-imagining education, our commitment remains the same — to create work that connects, resonates, and makes a difference.

LET'S DESIGN WHAT'S NEXT, TOGETHER.

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