Amplinate®

Cross-Cultural, Diverse, and Inclusive Research + Design with a Global Reach

Josh LaMar, CEO   josh@amplinate.com   www.amplinate.com

We connect Human-First Research + Design to create more accessible, inclusive, and sustainable experiences that amplify bottom-line growth.

Management

Josh LaMar
CEO + Co-Founder

Marcelo Chinellato
COO + Co-Founder

Kent Lowry
Director Research + Design

Lara Vainer Schucman
Director Research | LATAM

Julie Adkins, PhD
Director Client Relations

Thomas Duester
Director Design

Karla Müller
Global Head of Operations

Centers of Gravity

Paris • France • Europe
Seattle • USA • North America
São Paulo • Brazil • South America
Bangalore • India • Asia
Manila • Philippines • Asia
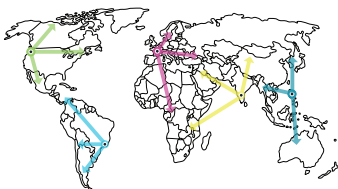
- Global presence with 5 'Centers of Gravity'
- 18 countries / 5 continents
- 50+ years of Industry Experience

Selected Industry Experience

High-Tech
Meta, Google, Facebook, Amazon, Netflix, Microsoft, Philips, Hewlett Packard, Stripe

Healthcare + Pharma
Pfizer, Johnson & Johnson, CDC, Lilly, FDA, Roche, Omnicell, Seattle Childrens Hosipital, GSK

Transportation + Automotive
Ford, Fiat, Renault, GM

Other
Shell, SC Johnson, Zillow, Unilever, Avon, BASF, P&G, FedEx

À la Carte Services

- **Precision Recruitment**
- **Human-First Research**
- **Market Research**
- **Speaking Engagements**
- **User-Centered Design**
- **Workshop Facilitation**
- **Executive Coaching**

Human-First Research + Design

- Amplify Research with design thinking and human-first problem solving methodologies
- Amplify Design with human-centered insights and a passion for inclusivity and sustainability
- Results in quality, usable, and efficient products with customer satisfaction, bottom-line growth
- International team of experienced Researchers
- We design experiences in digital, physical, and hybrid contexts
- End-to-end services deliver technically feasible and business viable solutions ready to be manufactured today

Research Capabilities
Competitive Research, Stakeholder Interviews, Ethnographic Research, Usability Studies, Cultural Immersion, Diary Studies, Quantitative Surveys, Heuristic Reviews, Hybrid Research, Experience Workshops, Accessibility Research, JTBD

Design Capabilities
UI Design, Industrial Design, Inclusive Design, Service Design, Visual Design, Brand, Design, Creative Engineering, Prototyping, Information Architecture, Creative Workshops, Spatial Design, Interior Design, Design Visualization, Customer Validation

Approach

1. Stakeholder Alignment
- Understand product context and goals
- Define project scope and timing
- Align on expectations and deliverables

2. Precision Recruitment
- Internal recruitment team creates speed and efficiency
- High-quality, global expertise
- Diversity woven into all recruitment efforts

3. Hybrid Research
- Tailored methods bring rigor and confidence
- Hybrid = In-Person + Remote
- Qualitative + Quantitative

4. Measurement Strategy
- Decision making framework aides Design + Development
- Holistic product scorecards to track product success
- Metrics for ROI and Inclusivity

5. Design Innovation
- Workshops and experiences driven by customer insights
- Unique solutions that increase business growth
- Feasible innovative ideas you can build now