

## WILDDDESIGN FACTS 01/2022

[wilddesign.com](http://wilddesign.com)

### MEDICAL DESIGN – FOR HEALTH AND QUALITY OF LIFE

**Our purpose:** Every day, we develop functional and easy-to-use solutions to serious problems and challenges, and help our customers turn them into real business successes. The less the users feel this effort, the better we have done our job.

#### Contact Europe

Markus Wild, CEO  
[mw@wilddesign.de](mailto:mw@wilddesign.de)  
+49 209 702 642 00

#### Contact China

Quan Shan, GM  
[quan.shan@wilddesign.cn](mailto:quan.shan@wilddesign.cn)  
+86 21 5228 8112

#### WHAT WE DO

We are focused on creatively solving challenges in the regulated environment of healthcare, pharma and life science. We call it MEDICAL DESIGN. With the help of our product- and user-interface-designers, we solve the tasks that our usability experts set us on the basis of intensive user research and testing. Our customers see us as a creative catalyst who can help designing the ideal product from application, technology and market insights. Our design service integrates well with the existing in-house activities. Like a creative engine, our services are effective at exactly the right point in the process chain.

#### FIELDS OF EXPERTISE

In the past 30 years WILDDDESIGN has contributed to more than 600 product innovation projects for more than 400 satisfied customers. Amongst others, there are laboratory devices, surgical instruments for laparoscopy, microsurgery and neurosurgery, surgical eye laser, infusion pumps, negative pressure pumps, cardiac catheterization systems, laboratory automation and in-vitro diagnostics, bioprocessing systems, robotic surgical assistance system, intensive care ventilators, anesthesia machines, melanoma diagnostics, nebulizers, drug delivery devices, sterile packaging systems, heart-lung machine, surgical support arms and trolleys, operation theatre light, point-of-care diagnostics, orthosis, wearables for various therapies, dehumidifier and air conditioner, endoscopes and cleaning system, ecological developments with LCA (life cycle analysis), and many more.

#### WHO WE ARE

WILDDDESIGN is an internationally established design agency with a german origin. Our claim "Creatives with Competence" indicate our passion for brilliant ideas and our foundation on science and research. In the year 2021 WILDDDESIGN became part of the swiss LCG larssoncreative group and now can utilize a team of nearly 100 creative heads and an enhanced service portfolio including sustainable design, digital strategy and IoT. In addition, strong partnerships with proven industry experts give us the opportunity to take on almost any task in the field of medical device development. The WILDDDESIGN teams work in 4 offices (Gelsenkirchen, Magdeburg, Munich and Shanghai) and count 40+ creative employees: Industrial Designer, UX/UI Designer, Design Engineers, Usability Professionals, Design Consultants, Media Designer, Design & Brand Strategists – our Code of Conduct:

- Inspiration comes from the user and the application.
- Be minimalist, leave out what is not necessary.
- We are friendly supporters and adore intelligent clients.
- We are open and transparent, respond promptly, communicate proactively.
- Be a little wild, sometimes a little rude, and don't accept bad design.
- Be a "Creative with Competence" and always bring that to the table.
- Have fun making design and thinking about its consequences.

#### RECOGNITION

With more than 50 international design awards such as the red dot for outstanding product design or the IF Design Award, every year more of our customers' projects receive recognized accolades.

#### FACILITIES

- Gelsenkirchen 480 m<sup>2</sup> office and workshop
- Magdeburg 200 m<sup>2</sup> office and workshop
- Munich 320 m<sup>2</sup> office and workshop
- Shanghai 450 m<sup>2</sup> office and workshop

#### SERVICES

- Industrial Design
- UX/ UI Design
- Usability Engineering
- Design Engineering
- Design Strategy

#### CLIENTS

WILDDDESIGN clients see design as a premium strategy for creating new and innovative products tailored to the global markets. Our clients range from early start-ups to well established market leaders in healthcare, pharma, medical, lab, biotech and life science, to name a few:

Aesculap  
Ambu  
Avatera  
BBraun  
Boehringer Ingelheim  
Bytec  
Clinomic  
Codan  
Getinge Maquet  
Hammann/ Comprex  
Haver Boecker  
Joymed  
Juzo  
Löwenstein medical  
Magnosco  
Medi Globe  
Pantec biosolutions  
Rejoin  
Sanofi  
Sartorius  
Siasun  
Spindiag  
Trotec  
TQ Systems  
Vetter  
Wild