



Red Baton - A Global Design & Human Experience Company





About Red Baton

With our Data, Research, and Design-led
Product Consulting and Engineering practice, we
help clients achieve user-first solutions.

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We have received multiple awards internationally, with our strong multi-disciplinary teams enabling us to create unique value propositions for our customers

09+

**Years of Industry
experience**

Incorporated in 2015, Red Baton is now a industry leader serving clients globally.

20+

Awards

We are honoured and humbled to be recognized by the most renowned award organizations internationally.

20+

**Geographies
covered**

Spread across the world, we have delivered projects across continents.

120+

Team size

Researchers, designers, data-experts, engineers, technologists, brand experts & product consultants. Our multi-disciplinary teams enable high intensity growth.

We continue to win awards across the globe



Red Dot Awards
(2023)



The Paris Design Awards
(2023, 2022, 2021)



UX Design Awards
(Nomination 2023, 2022, 2021)



The Indigo Design Awards
(2022, 2021)



CII Design Excellence Awards
(2021, 2020)



India's Best Design Awards
(2021, 2020)



Content Marketing Summit
(2021)



Afaqs Foxglove Awards
(2020, 2019)



Bangalore Shorts Film Festival
(2020)



NYX Video Awards
(2020)



Big Bang Awards
(2019, 2018)

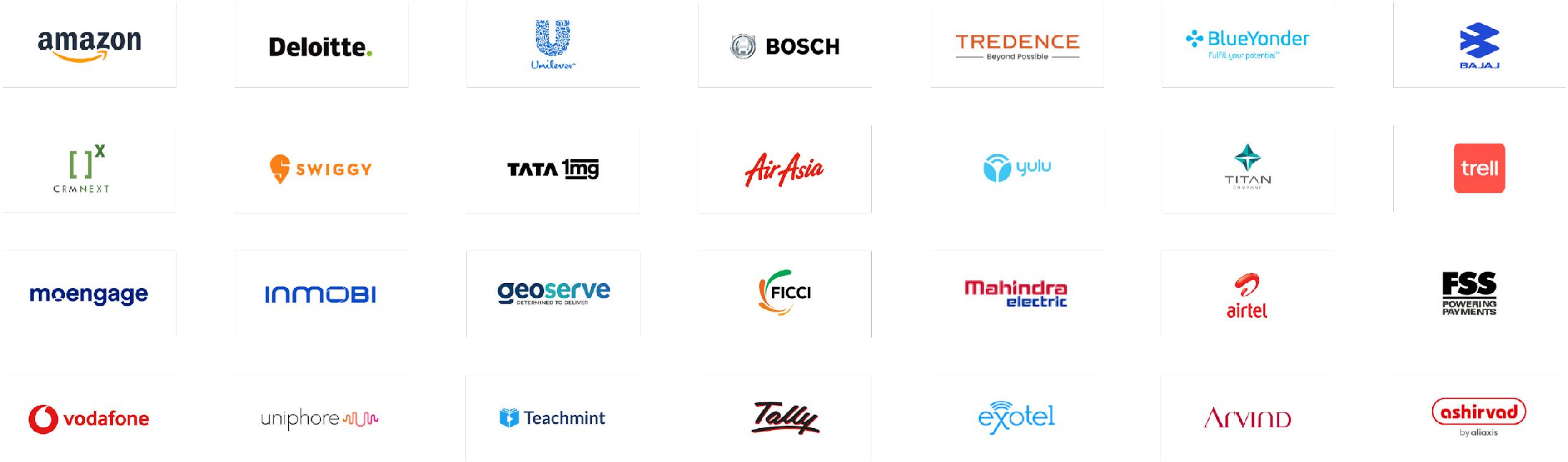


GT Video Award
(2019)



The Abbys Award
(2019)

Our most prestigious partners globally





Industries we serve



Analytics & AI



Financial Services



Consumer Packaged Goods



Automobile



Healthcare & Life Sciences



Ed-Tech



Retail



Technology, Media & Telecom

Experience Exceptional Results

Led by research, driven by user-centric design, and enabled by new-age engineering practices.

Research

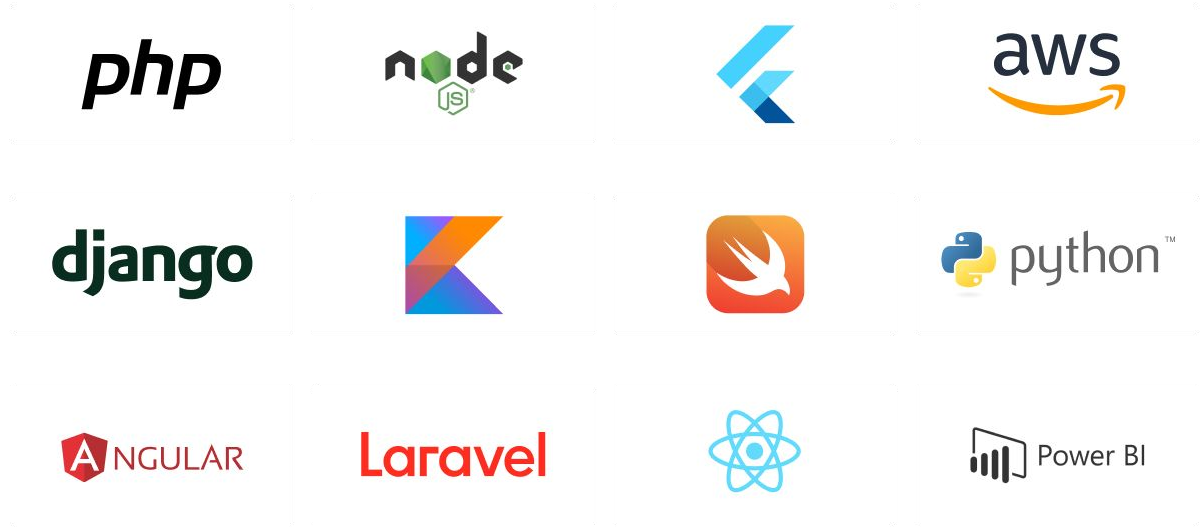
- Market Research
- User Research
- Brand Research
- Concept Testing
- Product Research
- User Experience Research
- Consumer Insights
- Usability Testing

User Experience

- Information Architecture
- Interaction Design(UI)
- Visual Design
- Prototyping
- UX Writing
- Micro Interactions & Motion Graphics
- User Experience Design(UX)

Technology

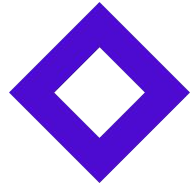
- Technical Architecture
- Web Development
- Back End Development
- Mobile App Development
- Front End Interface
- Development
- Manual & Automated QA
- Dev Ops
- Cloud Engineering
- AI & ML



AND MORE..

**Discover. Research. Design.
Engineer. Grow. Validate.**

Our process leads to exceptional products that are user first.



Consulting Practice

Discovery Workshops

We start by understanding the key ideas & goals for the product & its current state for business and users.



Research & Strategy

Exploring the market, business, & users to roadmap an apt product & brand strategy.



Human Centred Design

Crafting an intuitive, seamless and aesthetically pleasing user experience.



Engineering & Technology

We conceive innovative solutions using our cutting edge technologies that transform businesses.



Validation & Growth

We connect with real life & potential users to gain feedback & validation. Using behavioural science we assist in finding, acquiring & retaining users.



Other services we offer

Brand Experience

Brand Workshops
Brand Strategy
Brand positioning
Brand Voice and
Values
Brand Architecture
Brand Archetypes
Brand Identity Design
Branded Environment
& Governance

Marketing Experience

Marketing Strategy
TVCs & Ad Films
Animated Videos
Graphic Design Retainer
SEO Service
Social Media Marketing
Content Strategy
Campaign strategy &
execution

Thank you

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