



By [Karen Clark Cole](#)

Redshift's talented team of UX research, strategy, design, and development professionals will remain based in the financial district of San Francisco and work collaboratively on client projects with team members from Blink's other four offices. Our companies have already started sharing ideas, methods, and best practices — making all of our teams stronger, more innovative, and more diverse.



Blink CEO Karen Clark Cole and Redshift CEO David Westen celebrate the shared company announcement.

This culture of collaboration and innovation is our strategy for serving our clients in the most meaningful, impactful, and valuable ways, both across the country and around the globe.

Over the last two decades, Blink has focused on careful growth to address our industry's steady rise, as well as its rapid rise in the last two to three years. To remain a leader in the user experience design space and to serve our clients' pressing and larger-scale digital needs, Blink is growing and expanding along with our clients and the industry.



Sharing a meal is the first step toward building a long, happy relationship. Blink and Redshift employees get to know each other in Seattle over local food and personal stories.

With the addition of the San Francisco location, Blink now has five offices — Austin, Boston, San Diego, San Francisco, and Seattle — and approximately 150 employees company-wide.

Redshift, founded in San Francisco in 2010 by David Westen, has UX expertise in [user research](#), strategy, interaction design, visual design, and development. Major clients include Google, J.D. Power, Kaiser Permanente, OpenTable, Panasonic, Procter & Gamble, Publix, Symantec, T-Mobile, and Western Union.



Redshift research director Diana Cheng and COO Jason Murphy smile for the camera. Jason is now Blink's EVP and GM of the Western Region; Diana is now the Head of Research, San Francisco.

Blink is a natural fit for Redshift. It shares our passion for creating better digital products, and its deep experience in user research and growing national footprint will both enhance and expand our current offerings.” — Redshift CEO David Westen



Seattle HQ team on-site in San Francisco: Briggitt Rains, head of operational integration; Bob MacSweeney, chief operations officer; and Sylvain Durst, Redshift UX researcher.

David will move immediately into his new role at Blink, chief strategy officer, growing and leading our UX strategy practice, through which we serve our clients through digital strategy, digital transformation, and service design projects.

During this time of growth, Blink will remain committed to being a culture-driven, people-first company, with a collaborative partnership model as the foundation of our client relationships. Our DNA will always be evidence-driven, and our core value, authenticity, will always guide us.



Seattle HQ team on-site in San Francisco: Brigitt Rains, head of operational integration; Bill Flora, chief creative officer; and Linda Wagener, chief culture officer.

Stay tuned for more growth updates as Blink continues to expand, with passionate employees who deliver impactful, high-value work to our clients, every day.

Sincerely,
Karen

[Read the Redshift Press Release](#)



Blink CEO Karen Clark Cole enjoys the famous trolleys. The financial district in downtown San Francisco has been home for Redshift for many years and is now home for Blink.