

Blink UX is a user experience research and design firm specializing in digital products and services.



What we do

We help companies achieve better business results by creating and improving digital products and services that are engaging, easy to use, meaningful and delightful for their end users. We are deeply collaborative, highly interactive, and utilize lean UX methods to improve product performance and lower its costs, all while enhancing its desirability. We see this approach as the key pathway to better user experiences and the way to capture the value and potential of innovation.

We partner closely with our clients and adapt to their needs, supporting their UX teams with everything from research insights to helping with a full user-centered design process.

EVIDENCE-DRIVEN DESIGN

Facts

Founded in 2000 by Karen Clark Cole & Kelly Franznick

50+ employees

300+ clients

Completed work in 32 countries

10,000 + User Feedback Sessions (and counting!)

Additional holdings

Northwest Insights, a market research services company
www.nwinsights.com

Why we do it

Born out of the passion to make things easier to use, Blink UX is built on a foundation of science, design and the idea that every interaction can be meaningful if designed with a deep understanding of human behavior:

MAKING TECHNOLOGY HUMAN

We improve people's lives around the world, every day, by making technology more human. We possess great empathy, are creative, passionate, collaborative, authentic, and always act with integrity. Our clients trust us, and we trust each other. We love what we do, and we do what we love.

“Your team was extremely responsive to requests and inquiries, and the expertise provided in both the user testing process and design/functionality of the website was stellar. We are very happy with the end product.

Katrina Akioka
Fred Hutchinson
Cancer Research Center

Blink UX

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Executives

Karen Clark Cole, CEO & Co-Founder

Kelly Franznick, Chief Experience Officer & Co-Founder

Randy Lieber, CFO

Clients Include

AAA
Alaska Airlines
Amazon
Apple
Capital Metro
Clipper Vacations
Disney
Google
Hawaiian Airlines
Holland America Line
HP
Intel
Microsoft
NASA
Nike
Starbucks
Seattle Sounders FC
Xbox
Zipcar

Expertise

User research
Usability testing
Interaction design
Visual design
Prototyping