We design for Humans

Atoms is an experience design studio based in Milan, Padua and Arborea. We work at the intersection between useful and aspirational, designing journeys around human beings. Our teams craft omnichannel experiences using data, motion and interactions, working on human needs, insights and transformation. We use cutting edge technologies to develop complex digital products and smooth interactions.

We're not alone in this journey, though. We believe that companies need to take a stand, offering relevant experiences that can make a difference and bring positive change to people. That's why we have made "We design for Humans" our motto, because in our design approach we put people at the centre. Whether they are users, customers, stakeholders or employees, we focus on their needs and aspirations. To do this, we use a methodology which requires people's direct and constant involvement, both in the divergent and exploratory phases and in the converging phases of conception and testing.

We could say we're good at everything - but we don't want to brag (or to lie). Although we like to experiment and we're curious about many things, our main focuses are people, design and technology. Here are aces up our sleeves:

→ Human research & insight
  Research on people, competitors and trends to generate strategic insights.

→ Product & service design
  Product and service prototyping and design.

→ Engineering & Technology
  Development of complex platforms, IOT and B2B applications.

→ Digital analytics & personalization
  Touchpoint optimization and growth business strategies.

Contact us
Want to know more about how atoms can help you craft your next digital experience?
Let's have a coffee.