

Organisation Name: David Ewald, Uncorked Studios**1. Their key output(s)**

Uncorked Studios is a technological development company that creates new products that they design. They work with other large companies to help develop different types of projects. Uncorked Studios is very unique because they have a large variety of capabilities. These include business strategy, product design, branding, startup launches, and non-profit work as well. They stick to a simple three phase plan when working on all of their projects. These phases are "Collect, Concept, and Create".

2. Their audience/clients

Uncorked Studios has a large client base, ranging from very large and significant worldwide companies to foreign startup businesses. They have done work with Nike, Skype, Google, Adidas, Jordan, Lego, Samsung, and Intel. Most of the work that Uncorked Studios have done with these companies is private to just them and their clients.

3. Challenges they may be facing – and their responses to it

One challenge that Uncorked Studios could be currently faced with is the fact that there are so many great companies that create new things that is very similar to the work that they do. Standing out and being unique could be difficult for a company that is built off their designs and creations. But the only response that would help solve or help this issue would be to think and create differently than others. You can see this in most of their projects/products.

4. Great content / work that they have done (and why it's so good)

Uncorked Studios has created plenty of "great content" but one product that they created really stood out to me. This was the Adidas "All Day" Application for the iPhone. They partnered with Adidas to create an app that will help the consumer live a healthier lifestyle. The app differs from others because not only does it track all your physical activity and calorie intake, but it helps you improve your habits along the way. The app was created to be a guide to improve your nutrition, movement, mindset and rest. The app also features quick guided sessions that are led by professionals in each department. They feature a yoga guru, a wellness chef, and a fitness trainer. The goal is to expand the users knowledge and capabilities within the four aspects that the app tracks (Nutrition, movement, mindset, rest). This app is a great example of the type of work that Uncorked Studios is known for. This app is new and unlike any other type of fitness tracking app that it is competing with. Not only does it track the users activity, but it enables the user to learn and grow their knowledge about living a healthy lifestyle.

**5. The background of key individuals we are hearing from
(e.g. work and education history, their role etc.)**

David Ewald

Chief Creative Officer, Bio from: <https://www.uncorkedstudios.com>

“David Ewald is Chief Creative Officer at Uncorked Studios. A founding member of the company, David leads the team to pursue design excellence across all Uncorked projects. His tenacity for user-centered design remains the core belief that inspires our team to build products that make life designed.

David has helped shape the strategy and design vision for Uncorked’s clients including LEGO, Samsung, Intel, and Google Creative Lab. Additionally, David provided his branding expertise to Safecast, an organization co-founded by Uncorked Studios following the 2011 Tohoku Earthquake. His previous work for Target, Cartoon Network, Nike, HP and Matador Records built a foundation for his unique blend of entrepreneurship and interaction design.

David is an accomplished photographer, and spends his spare time seeking opportunities to document narratives in and around the Pacific Northwest. He is originally from Wisconsin and lives in Forest Grove, Oregon, with his wife and son.”

Find out more:

- Check out his LinkedIn: <https://www.linkedin.com/in/iamewald/> and personal website: <http://ewaldphoto.com/>. (There’s another David Ewald in Portland, so I’m including these links to avoid confusion!)

He has a Bachelor of Science degree in Graphic Design from University of Minnesota - Twin Cities.

Previous roles include:

Senior Digital Designer at Wieden+Kennedy, an independently owned advertising agency headquartered in Portland, Oregon. W+K was founded in 1982 and currently has 1100 employees working in Portland, New York, Amsterdam, Tokyo, London, Delhi, Shanghai & Sao Paulo.

Creative Director, PinPoint Logic, design strategists based in PDX: <http://www.pinpoint.co/>