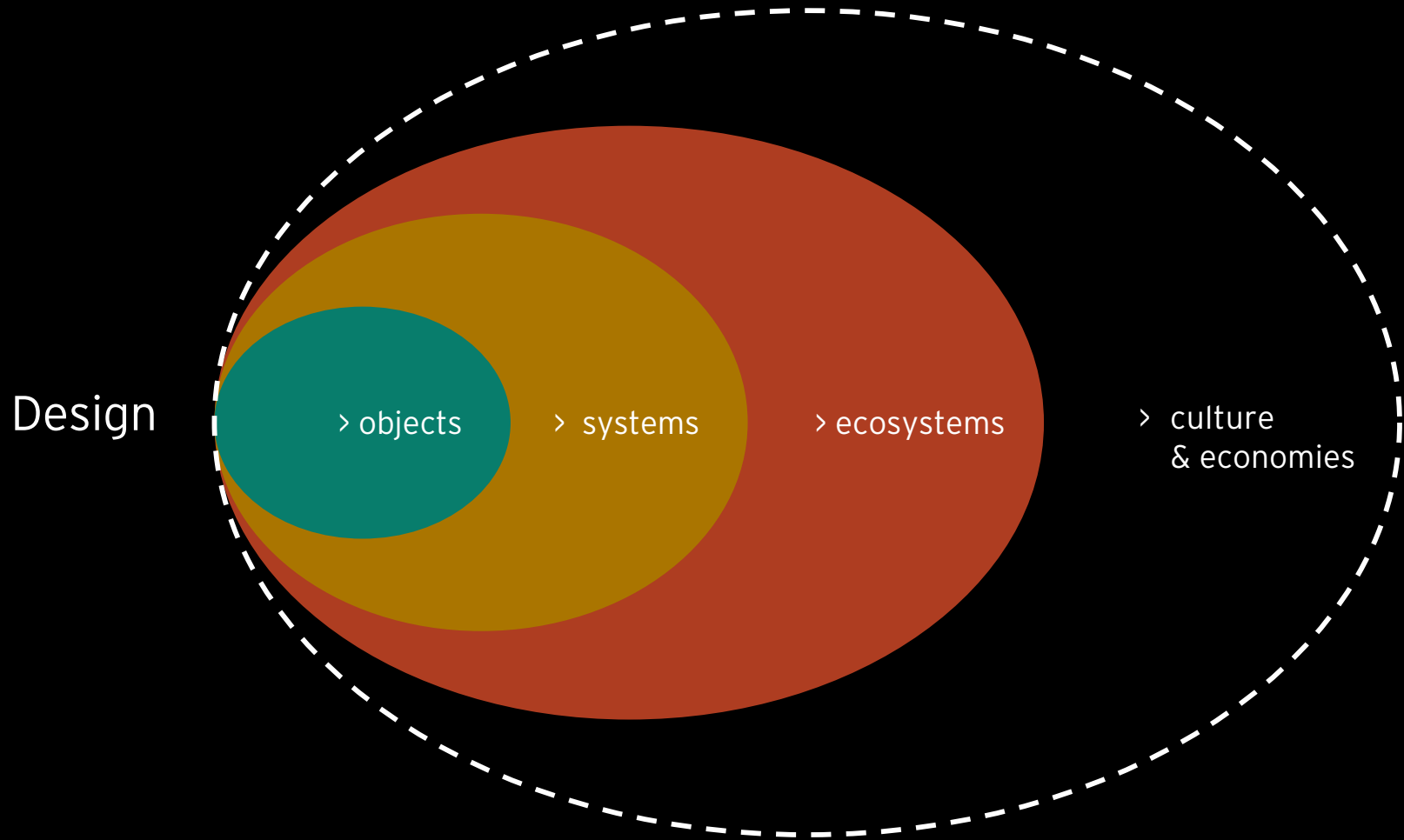


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>> **MARCIA LAUSEN**

FOUNDING MEMBER, AIGA DESIGN FOR DEMOCRACY



If you doubt that design matters, ask Al Gore. A study by eight news organizations following the disastrous 2000 presidential election found that poor ballot design cost Gore anywhere from 15,000 to 25,000 votes in Florida, more than enough to clinch the election. Enter Marcia Lausen, principal of Chicago's Studio/lab. Shortly after the 2000 debacle, she helped launch an initiative called Design for Democracy, which seeks nothing less than to redesign the entire voting experience, from voter education to poll-worker training. Lausen has redesigned ballots for Cook County in Illinois and for the state of Oregon, creating clean, easy-to-use forms out of dense, confusing government documents. "Thinking that 'design' means 'decoration,' most election officials do not enlist professional designers in the development process," says Lausen. Maybe she should consider making a trip to Florida right now. —RU

>> **ANGELA SHEN-HSIEH**

PRESIDENT AND CEO, VISUAL I/O



Spreadsheets. Search-engine results. Rooms of raw data. We have it all, but we can't make sense of most of it. Angela Shen-Hsieh aims to change all of that. The Harvard-educated architect is bringing real meaning (and sanity) to this info-besotted world by redesigning the way we look at it. Shen-Hsieh, 39, is taking the cool but largely unmet promise of data visualization and applying it to serious business problems. Based in Somerville, Massachusetts, she's a pioneering cartographer of a new user interface that helps senior decision makers from some of the world's biggest companies—including Johnson & Johnson, Merck, and Microsoft—seize solutions out of complex data. Ultimately, Shen-Hsieh fulfills the highest ambition of any designer. By bringing clarity to complexity, she's helping companies cut through the clutter and see the big picture. —CC

BusinessWeek: May 2004

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THE POWER OF DESIGN



A tiny firm called **IDEO** redefined good design by creating experiences, not just products. Now it's changing the way companies innovate.
BY BRUCE NUSSBAUM (P.86)

CEO Tim Brown (left)
Founder David Kelley

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