



Designing digital engagement for global brands

In 2015, Tech City UK identified the top 21 digital clusters in the country. It ranked Norwich 15th for total digital employment and noted its “growing start-up scene” supported by a high concentration of academic research. The city has featured in every Tech Nation report since, reflecting its reputation as a “fast growing digital tech economy” employing more than 7,500 people.

One of the pioneers of this thriving community was Foolproof, which opened its doors in Norwich in 2002. It is now one of Europe’s leading user experience (UX) design agencies, with offices in London, Norwich and Singapore, and clients like Shell, Hyundai, Adobe, Suzuki and EasyJet. It helps these global brands design and build measurably better, more relevant, multi-channel digital products and services for customers.

Foolproof has always supported the wider creative community. “Norwich is a city on the up with an immense capacity for collaboration, which makes it an exciting place to work and an ideal place to start and grow a business.”

This success led to Foolproof joining the global technology group Zensar Technologies Ltd in November 2016. Since then it has continued to grow and now employs more than 100 people, including 35 in Norwich. Its team includes talented researchers, psychologists, designers, technologists and strategic thinkers, who combine skills from insight and planning to visual design and front-end development.

It uses these skills to develop a deep understanding of consumer behaviour as well as their clients’ businesses and the latest technological developments. Major brands increasingly see user experience design as a way to create a competitive advantage. However, that requires coordinated thinking and activity across the organisation – something at which Foolproof excels.

Foolproof - Digital Design

- Foolproof was founded in 2002
- They now employ more than 100 people in offices in Norwich, London and Singapore
- Clients include global brands such as Shell, Hyundai, Adobe, Suzuki and EasyJet



Why invest in Norfolk?

“We chose to start in Norwich because we couldn’t see any reason why we shouldn’t build a successful global agency here,” explains Foolproof’s CEO Tom Wood. “It has a great culture, which makes it relatively easy to attract experienced people who want a better work life balance. At the same time, it has two exceptional universities turning out raw talent that we can put to work straightaway.”

“Norwich University of the Arts, in particular, is working with the digital sector to provide courses that splice traditional creative arts with new technologies. They listen to our real-world experience and needs and work out how to build that into training people. Their graduates develop sophisticated skill-sets, including making products using exciting new tools and techniques.”

As well as boosting the city’s economy, Foolproof has always supported the wider creative community. In 2010, Tom co-founded the Hot Source innovation forum, which now has over 1,100 members. “Norwich is a city on the up with an immense capacity for collaboration, which makes it an exciting place to work,” he concludes, “and an ideal place to start and grow a business.”

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