



Connecting business, people and technology

TEXT: JANINE STERENBORG | PHOTO: CREATIVE COMPANION

“We create synthesis within companies, rather than just building bridges between departments,” states Creative Companion owner Christof Zürn. “With this approach we take our clients’ businesses to the next level and help them to transform their organisation.”

At Creative Companion, Zürn works as a generalist, connecting business, people and technology with a focus on overall brand innovation, using design-related tools like brand personality, customer insights, customer journey, persona development and action learning.

Zürn explains: “Many large companies consist of different departments, with highly skilled people working in silos. A lot of knowledge and data is available, yet it’s a challenge to effectively work together.” That’s where Creative Companion

comes in. “As a facilitator we support companies in simplifying their business, helping them to merge quantitative and qualitative customer insights to innovate and transform the company into a design-centric organisation.”

Currently Creative Companion is working as an interim UX-lead for De Rechtspraak, the Dutch Judiciary, on a quality and innovation project about digital accessibility with a user-centered design approach. For the Netherlands’ famed theme park De Efteling, Zürn developed and designed personas based on big data, qualitative research and brand values. Earlier he trained the service design team at Bosch in Germany and helped to transform the marketing team of Visco from a company selling fabrics, into an acclaimed design and client-focused fashion brand.

“In these processes, it is key for us to work closely together with our clients, instead of just for them. I work like a jazz musician: great music comes from great collaboration!”

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