

**Bloomberg  
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Studio Tours  
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# NEW DEAL DESIGN



With:  
**Gadi Amit**  
● Founder

● NewDealDesign is an award-winning technology design firm located in the heart of San Francisco. *Fast Company's* #1 Most Innovative Company in Design for 2016, NewDealDesign matches people, culture, and technology to build joyful digital and physical experiences. Lead by Amit, NewDealDesign works with innovators big and small to help people live, work and play their best. Clients include Google, Fitbit, Intel, Dojo, Lytro and many others.

● Amit has designed some of the most iconic devices of the past decade, including the FitBit line, the Lytro Camera, and Google's modular Ara phone. The leader of NewDealDesign, he received the prestigious National Design Award for his commitment to crafting delightful and workable solutions. Amit blends the practical with the magical to disrupt markets and transform unknown startups into success stories. He and the firm have received more than 100 design awards. Amit regularly speaks at conferences and contributes his insights to top publications.

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