"When you are stuck, walk away from the computer and draw. It will teach you how to see."
- Gerard Huerta

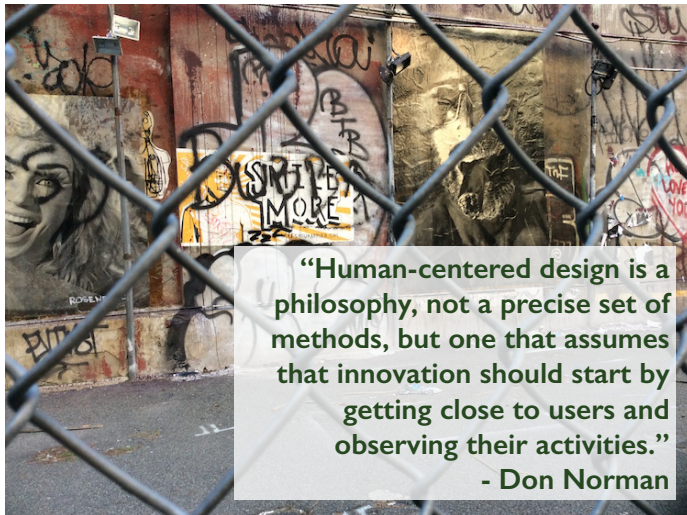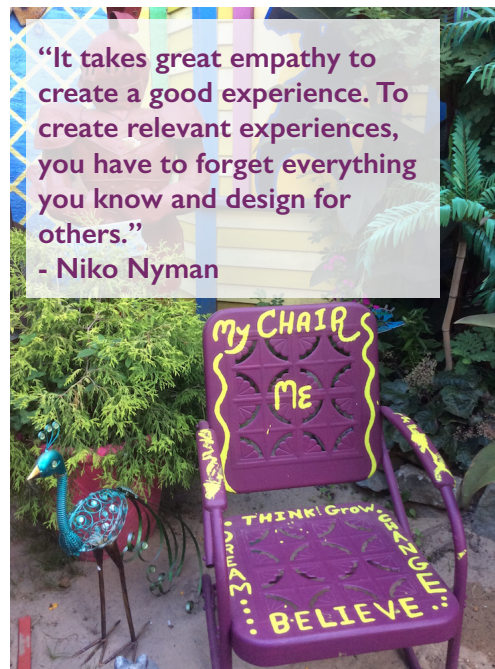"Every great design begins with an even better story."
- Lorinda Mamo

"Perfection is achieved, not when there is nothing more to add, but when there is nothing left to take away."
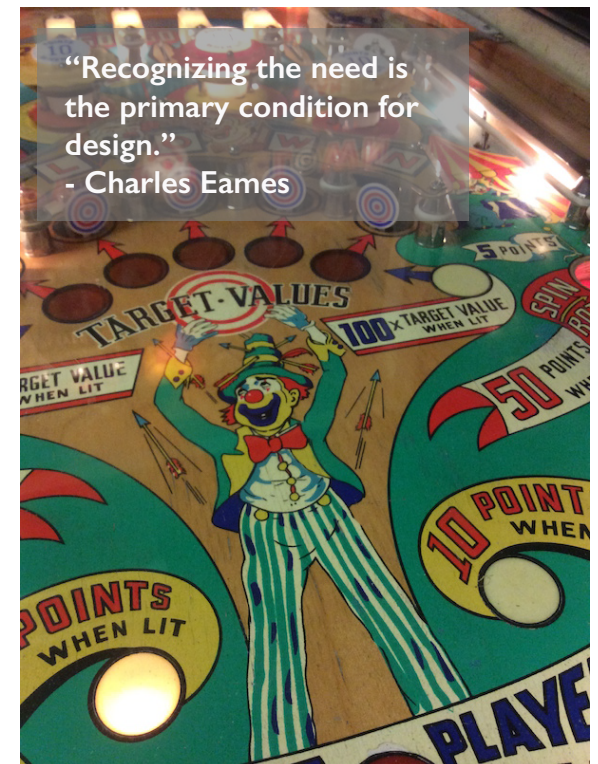- Antoine de Saint-Exupery

"Human-centered design is a philosophy, not a precise set of methods, but one that assumes that innovation should start by getting close to users and observing their activities."
- Don Norman

"It takes great empathy to create a good experience. To create relevant experiences, you have to forget everything you know and design for others."
- Niko Nyman

"Recognizing the need is the primary condition for design."
- Charles Eames

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