

Name  
**Kevin Farnham**

www.method.com

## Profile

Role  
**CEO**

San Francisco  
New York  
London



As one of the founders of Method, Kevin lives our belief that business communications should be consistent, immersive, and highly functional - regardless of the medium. With more than 15 years of experience in branding, user-centered design, and program management, Kevin brings extensive, broad-based leadership to Method's multi-disciplinary design programs.

As CEO at Method, Kevin is a leader of the business, focusing on service creation and design vision. Kevin brings a wide range of interests, abilities and experiences to both Method's clients and the employees' of Method. By focusing on our customers' experiences of Method - the experiences created by our work for our clients' customers and brand consumers - and the experience of our employees - Kevin effectively embodies and personifies the mission, vision and purpose of Method.

During his career, Kevin has consulted with a wide variety of companies, including Apple Computer, Bank of America, Disney, Gucci, Levi-Strauss, Microsoft, Nike, and Sony. He has received awards from ID Magazine, Communication Arts magazine, How Magazine, Print magazine, ReBrand, and the ACD 100 Show, as well as numerous other honors from professional organizations and publications.

Prior to founding Method, Kevin worked at famed design consultancy MetaDesign, where he was a leader in the firm's move into cross-platform brand work. Before joining MetaDesign, Kevin was a very early employee at the seminal interactive agency Organic.

Kevin stays involved in the design community through his work judging local and international design competitions, and through speaking engagements about design, user experience and convergent technologies. Recent venues have included BusinessWeek's Design 2.0 series and the 2007 AIGA Gain conference.