Marketing Tagline

Lead by Design

Purpose

Change the way people design connected products and services.

Mission

Teach fifty million people how to effectively use progressive design to create better products & services through our consulting, training and software.

Vision

Share enjoyment with the one billion people who benefit from our iterative, people centric design work. Celebrate business success with people who directly interact with ZURB.

Description

A product design company since 1998.

Market

Product Design

Mantra

Design for People

Values

Build On Opportunity

ZURB is built on opportunity. Opportunity to learn. Opportunity to grow. Opportunity to take risks. Opportunity to be your best. It's the focus in everything we do.

Be A Coach

Our leadership is built on the assumption that everyone is capable of accomplishing awesome things. Give people a chance to win. Everyone is a coach. Teach.

Stay Open-Minded

Everyone can be open to change by being curious, learning, and considering ideas that are not their own.

Fail Fast

Failure provides everyone an opportunity to learn. Give people a shot to iterate. We must help each other recover and move on.

Make it Happen

Not all projects will be easy. As an individual and a team we will figure out how to overcome obstacles that prevent us from getting work done. Learn every day.

Find Wins Together

It's not enough to do a job. We want to make great things happen with our teammates in every project we work on. Think big!

All information is copyright ZURB, inc. All rights reserved.

ZURBian Compass

Employees will prosper and create value for ZURB when they work autonomously, commit to mastery and find mutual purpose.

Autonomy

Ability to prioritize tasks and work independently for the benefit of the team.

Mastery

Willingness to improve skills through consistent work, knowledge sharing and inquisitiveness.

Purpose

Commitment to the work and desire to find a mutual path forward with the team.

ZURBian Tenets

World Leader

As a team, we're committed to being the best in the world at product design. Every idea on the web has the opportunity to go big. Start small, win people over and work your tail off.

Learning Organization

It's the job of every ZURBian to continue learning every day so our teams continue to achieve great things. Find ways to make amazing things happen with your team.

Node Structure

There's no need to add layers of management at ZURB. Instead of directing every part of the business from the top, we're providing opportunity from the bottom to drive ideas through influence and connections.

Growth Opportunity

Every employee has an opportunity to grow in the business. Whether it's becoming a partner or learning different areas of the business, ZURB is committed to helping shape careers.

All information is copyright ZURB, inc. All rights reserved.

Company Compass

Appreciated employees foster happy and committed customers, creating profit and growth.

Team Tenets

Design Team

1. Incredible capacity to create and produce. This includes visual design (creative) and production (code) explicitly, but also means we simply have the capacity to do a great deal of inspiring work, end to end on our projects.

2. Collaborative problem solving. One goal is to collaborate more and solicit more input, from the Design Team and others. We'll use this to solve problems.

3. The heart of ZURB. This harkens back to the idea that Design drove the creation and expansion of ZURB and is a core facet of our business.

Engineering Team

1. Rapid Implementation. From proof of concepts, to prototypes to production code, we get to answers quickly by getting the first iteration working as fast as possible.

2. Design Iteration. We refine great ideas by considering multiple scenarios and driving the iterative process until we decide it's ready for launch.

3. Engine Maintenance. From Rails, to front end code to JavaScript to servers, it's our job to make things work and keep working.

Connections Team

1. Engage with People: Through inbound and outbound interactions, we find attunement with people and impart a confidence that ZURB can fulfill their personal and company needs.

2. Build Relationships. Our relationship-first approach creates loyal advocates, both inside or outside of ZURB, who are passionate about sharing our mission with the world.

3. Grow ZURB Revenue: By solving problems and providing insights for people, we build a high level of trust in ZURB, resulting in higher revenue from both new and repeat business opportunities.

Operations Team

1. Financial Goal Setting and Reporting: We work with both the ZURB Teams and Business Units to help them set and communicate their financial goals. From a communication perspective, we ensure the right financial processes are in place to report on these goals at both individual and ZURBian group levels, while also adhering to all external regulatory reporting requirements.

2. Talent and Culture. We develop, train, and retain our talented pool of ZURBians. We foster a strong team culture to support their efforts and our ZURB working environment.

3. Show Me the Money. Making sure all the numbers line up and every penny is accounted for.

All information is copyright ZURB, inc. All rights reserved.