

**For Immediate Release
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Gary Carlson and Bram Wessel Merge their Consulting Groups Merger Results in New Services for Digital Experience Design

A new consulting group called Factor (www.factorfirm.com) has emerged from the consolidation of two practices, Gary Carlson Consulting (GCC), founded by Gary Carlson, and the existing Factor, founded by Bram Wessel. This newly integrated Factor provides a unique set of consulting services that target the design of digital experiences and the modeling of information structures.

Gary has developed a national reputation for successfully delivering high profile search, taxonomy, and information modeling projects. Clients have included Boeing, IBM, GNC, Microsoft, Pearson Publishing, REI, and Sears.

Bram has built a record of innovative and successful digital experience design projects across a variety of markets. Clients have included Amazon, Disney, Expedia, GE, Group Health, Microsoft, Nordstrom, Safeco, Starbucks, and UW Medicine.

Previously, GCC and Factor have partnered on a number of projects that required collaborative and simultaneous design of user experiences and information models. While the experience design captures the intent of the user interaction, this intent cannot be realized unless there is a corresponding information model supported by the solution's technical infrastructure. For high profile digital experiences, Factor's integrated methodology increases viability and sustainability while reducing effort, expense and risk. Within Factor, Bram will continue to lead the experience design practice while Gary will lead the taxonomy and information modeling practice.

As a result of their merged methodology, the new Factor team provides services that:

- Assess a company's goals and resources to prioritize the right information and experience opportunities.
- Understand a company's customers' motives and goals with insightful user research.
- Design viable digital experiences that will resonate with customers.
- Construct an information model that aligns a company's business goals and technical infrastructure.
- Provide specifications and project plans for on-target, sustainable implementations that achieve the company's business objectives both today and tomorrow.

More information about the Factor team is available at www.factorfirm.com. For personal contact and further information, call 1.855.570.2887 or email info@factorfirm.com.