

Design in action

We believe in creating products, services and solutions that go beyond the users' expectations to enrich the quality of their lives. Philips Design creates innovative, people-focused designs, which are recognized for excellence within the industry and beyond.

Our design expertise

User experience design

Designing experiences that enrich people's lives, stimulate their senses and extend their capabilities.

- Service design
- Data design
- Usability design
- Interaction design
- Digital design

Design Strategy and insights

Using a co-creative and collaborative approach, underpinned by our design intuition, to design human-centered solutions.

- Strategic design
- People research and trends
- Ccreate

Product design

Designing experiences from a touchpoint- and solution perspective that truly comprehend people's functional, emotional and aspirational needs.

- Industrial design
- Material innovation
- Product graphics

Brand and Communications design

Building great brands experiences that deeply resonate and connect with our customers through consistently memorable and meaningful interactions.

- Brand design
- Packaging design
- Digital communications design



Delivering human centered innovation

It's impossible to innovate on your own. The process required for effective innovation calls for a collaborative, human-centered approach from the start.



More comfort, more milk naturally

Mothers who are relaxed and feel more comfortable express larger volumes of milk, more easily. To better support moms, we designed a breast pump that maximizes comfort for the mother.



Designing the future of Health Tech

How did Philips move from being an equipment provider to reimagining the future of healthcare provision? The answer is anchored in innovation and a commitment to visionary, challenging thinking realized through design.



Pioneering for point-of-care

Working together with Philips Ultrasound, the Philips Healthcare Design team aimed to set a new standard for the ultrasound experience, designing a pioneering point-of-care ultrasound solution.



Putting people at the heart of innovation

Never before has design innovation been so intertwined with emerging trends. With a focus on creating meaningful solutions that improve people's lives, Philips Design takes a different approach to identifying, analyzing and utilizing trends insight.



An outside in approach

True innovation requires an outside in approach. With this in mind, Philips Design has been working with third party companies for over 17 years.