Gigi Biederman and David Karam head up Post Tool Design, a firm that specializes in corporate identity creation (clients: Alchemy Labs, Smartsco, and Shop Eco), book design (clients: Penguin, Four Walls), and web design (Todd Hido, Dig Modern). Post Design is located in San Francisco, California, and regularly tours to give lectures. Both Biederman and Karam have also written several papers on topography and user interface principles. The company has been nominated for the ID Magazine Design Distinction Award, the Chrysler Award, SFMOMA Experimental Design Award, Fleishhacker Foundations Grammy, and the Electronic Press Kit award.

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