

Our History

Going Further, Right from the Start

Cesar's idea for a new kind of company started taking shape early on. Drawing from his work experience in the USA, he began to formulate a concept for a new kind of development service. It would be different from anything offered by the companies he had worked with in his career thus far.

Blending a passion for design with his engineering background, César's had a vision of not merely delivering development solutions but going even further. In Cesar's world, design and "User Experience" are elevated to become actual differentiators of the product.

Partnering with his Argentina-based brother, Cesar began working on his vision. It wasn't long before the two brothers started wondering, why not take our passion and transfer it into developing products for other companies?

With this premise in mind, in 2006, he and Damián founded "Common Sense" (the original name of Making Sense). Their main objective was to provide innovative software products.

Cesar started looking for customers outside of Argentina, to whom they planned to offer not just development services but also UX expertise as well. At the time, they often had to define 'UX' for their clients, who had little familiarity with the term. Essentially, they would explain, they would keep the user in mind with each step of the dev process, letting UX principles guide each and every line of code they wrote. He focused on generating positive feelings and experiences in people and called it the "WOW effect." When you achieve it, everyone feels the "WOW."



Time of Growth

As time went by, more people joined their group. Things were happening in the company and it was no longer just an idea on the verge of becoming something. It was real now, and it was growing. Together with Nacho, Sergio, and Juan, they opened their first office (an office that they painted themselves, btw!).

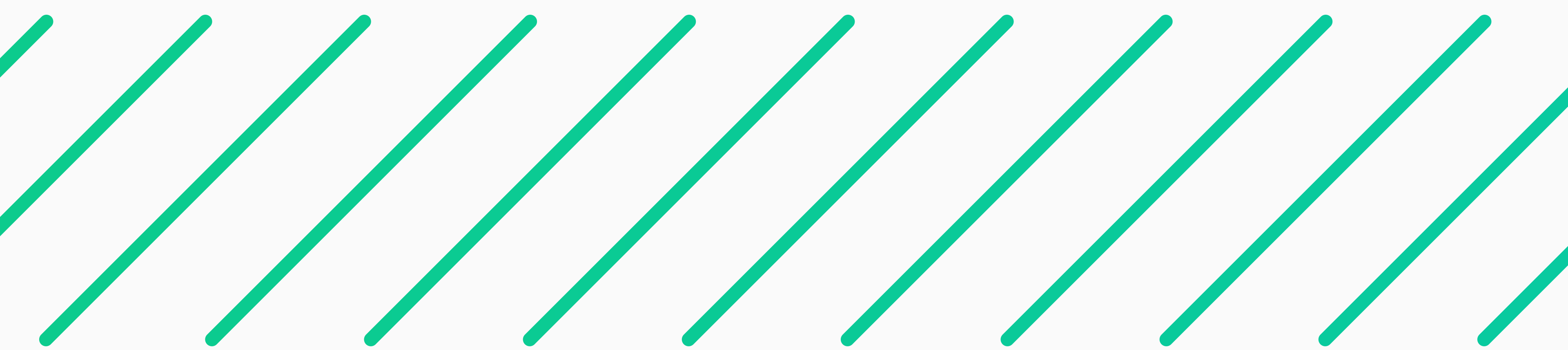
Soon, brands like Dell, AMD and Microsoft became clients of Making Sense.

In addition, the budding company managed to launch its first product: Doppler. Today, it's considered to be one of the most predominant email marketing tools in Latin America.

But Doppler was the trigger for something even greater. Their experience with Doppler motivated the Making Sense team to aim even higher. 6 years after Doppler was born, Lander was launched. Lander is a web application for the creation of Landing Pages. After years of development and growth in the USA, the product was sold to a Silicon Valley company.

Today at Making Sense, we work side-by-side with our clients toward the conception of new projects or the modernization of applications that they are already using. User Experience (UX) figures heavily in every decision and with every step we take. We put the user front-and-center, which is what distinguishes our company. We offer our clients services based on web solutions, application integration, migration, maintenance, and support.

With pride, we can tell that today we are more than 400 professionals working in offices located in Palo Alto, California in the United States, Argentina, Colombia, Mexico, Perú and, other Latam countries, serving global clients. What makes us different is our deep understanding of business strategy, combined with superior software development and a focus on generating end-user emotions and experiences that produce results. Our technology is easy and intuitive to use, beautiful, connects emotionally, and makes people's lives better.



Got a big idea?
Let us help you turn your
dream into software