

POWERSHIFTER

**We design, build and optimize
digital products.**



10⁺

**years in
business**

250⁺

**products
launched**

72M⁺

**lives simplified
(and growing)**

1

Build strategies that delight
and retain your customers

2

Collaborate with experts to
enhance your team's knowledge

3

Prove your ROI with
data-backed insights

User Research

User Experience (UX)

Product Development

Strategic Planning

Interface Design (UI)

Testing & Validation

Our clients.

Energizer

Deloitte.

TELUS

 **fitbit.**

Borrow our Products & Services team.

User Research

Discover insights that drive business value

Card Sorts & Tree Tests
Co-Design & Workshops
Interviews & User Flow
Usability Testing

User Experience (UX)

Design intuitive end-to-end journeys for your audience

Experience Mapping
Interaction Design Strategy
Service Design Blueprints
Wireframes & Prototypes

Product Development

Scalable technical architecture and content infrastructure

Content Management Systems (CMS)
E-Commerce Builds
Web & Mobile Apps

Strategic Planning

Establish a strategic position and product roadmap

Content Strategy
Creative Direction
Product Consulting
Value Proposition Strategy

Interface Design (UI)

Best-in-class visuals that communicate your brand

Applications & Platforms
Conversion-Centered Design (CCD)
Design Systems
Websites & Microsites

Testing & Validation

Iterate and improve with hypotheses and testing methodologies

Digital Campaigns
Performance Measurement
Search Engine Marketing
Split & Multivariate Testing

Our partners.

Google



Optimizely

Contentful

Chat with our team.

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