

MANONGRUAZ

Designer & Brand Strategist

manongruaz.com



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PHONE NUMBER
+1-418-255-7876

NATIONALITY
canadian, swiss, french

EXPERIENCES

Senior Lead Designer and Brand strategist

Arcbees, Quebec, Canada _Brand and experience design
October 2016 - Today _Applications and Website

Focus Creation of a design pole that became a growth pole and repositioning of Arcbees' Brand.

Missions

- _Participated actively to the elaboration of the business strategy of digital products creation with the Marketing and Development team;
- _Supervised all the design tasks to ensure brands and experiences consistency for every client;
- _Elaborated a complete picture of each client using research, competitive analysis, target analysis, internal and external audit, and other steps;
- _Conceived and developed Brand experiences, Brand strategies, Brand identities (brandbook, usage guide), and client presentations;
- _Strategized and completely conceived user interfaces for the products (UX/UI);
- _Developed the new employer Brand for the brand ambassadors and defined the new communication strategy and new recruiting tools with the HR and Marketing teams.

Lead Designer and Brand strategist

Arcbees, Quebec, Canada _Brand and experience design
December 2013 to October 2016 _Applications and Website

Focus Develop Arcbees' Brand, enhance its product ecosystem and create a profound engagement of the GWT developers community.

Missions

- _Completely designed the new Brand image of the company including research, competitive analysis, target analysis, internal and external audit;
- _Strategized and completely conceived user interfaces for the products (UX/UI);
- _Elaborated strategies and digital experiences for the clients and different products of the company;
- _Collaborated to the ideation of events and concepts to create strong connections between products, developers and the community;
- _Managed communications, wrote digital content and handled the graphic animation of web communities.

Artistic director and Brand strategist

BleuOutremer, Quebec, Canada _Brand and experience design
August 2012 to December 2013 _Applications and Website

Focus Associate a strategic Brand design to a coherent and immersive digital experience

Missions

- _Created and designed Brands and complete digital experience for client projets, including positioning, Brand strategy, and digital strategy;
- _Supervised all the design tasks to ensure brands and experiences consistency for every client;



- _Defined and implemented an approach to facilitate Brands understanding by the team and ensure a more efficient collaboration;
- _Defined practices and implemented tools for Web design;
- _Defined internal practices so that there is a match between the work atmosphere and the Internal Brand.

Designer and Brand strategist

BleuOutremer, Quebec, Canada _Experience and Brand design
August 2009 to August 2012

Focus Support the agency to build stronger and more relevant Brands.

Missions

- _Created new Brands and rebranded existing ones for clients in products and services;
- _Elaborated a complete picture of each client using research, competitive analysis, target analysis, internal and external, and other steps;
- _Defined and developed the offer in Brand strategy to consolidate it with the services offer of the company;
- _Developed methodological tools for Brand strategy focused on collaboration with clients during creative sessions and interviews in the field, and improvement of the client approach;
- _Conceived and developed the Brand experience (editorial and web), developed Brand strategies, client advice, and designed strategic and performing Brand images linked with the Brand strategy;
- _Repositionned the agency and completely redesigned internal tools.

CONFERENCES

Compassion First Design for AI

Devoxx Paris

April 18th 2018, France

Devoxx Londres

May 19th 2018, UK

The Brand is Dead, Long Live Artificial Intelligence

WAQ

April 4th 2017, Canada

Mixit Lyon

April 18th 2017, France

Devfest Nantes

October 19th 2017, France

IXDA Lausanne

December 5th 2017, Switzerland

Intuit Lab Paris

December 19th 2017, France

brad, brand and Brands

GWTCOn Firenze (Italy)

November 5th 2016

Devfest Nantes (France)

October 15th 2016

UX Québec (Canada)

September 8th 2016

EDUCATION

Master II Graphic design, Branding specialisation

2009 | 2008

École IntuitLab, Paris, France

_Honorary mention

_Valedictorian

Master I Graphic design

2009 | 2004

École IntuitLab, Paris, France

_Honorary mention

Science bachelor

2001

Juvénat, Ville-la-Grand, France

_Honorary mention

MENTORING

Université Laval - Design

Laurence Poulin

October 2016 - Today

SKILLS

Design Softwares

Suite Adobe CC
Illustrator, Photoshop, Indesign

Sketch, Craft
Zeppelin

Invision
Keynote

Management

Teamgantt Jira

Office

Word, Excel, Google Office

PASSIONS

Travel, Boxing, Painting, Drawing, Photography, Gastronomy, Baking, Disco, Contemporary Art

Iceland, Finland, Japan, South Korea, Thailand, Estonia, India, Tunisia, Mauritius, Rome, Lisbon, Portland, Hawāi, SF, Chicago...