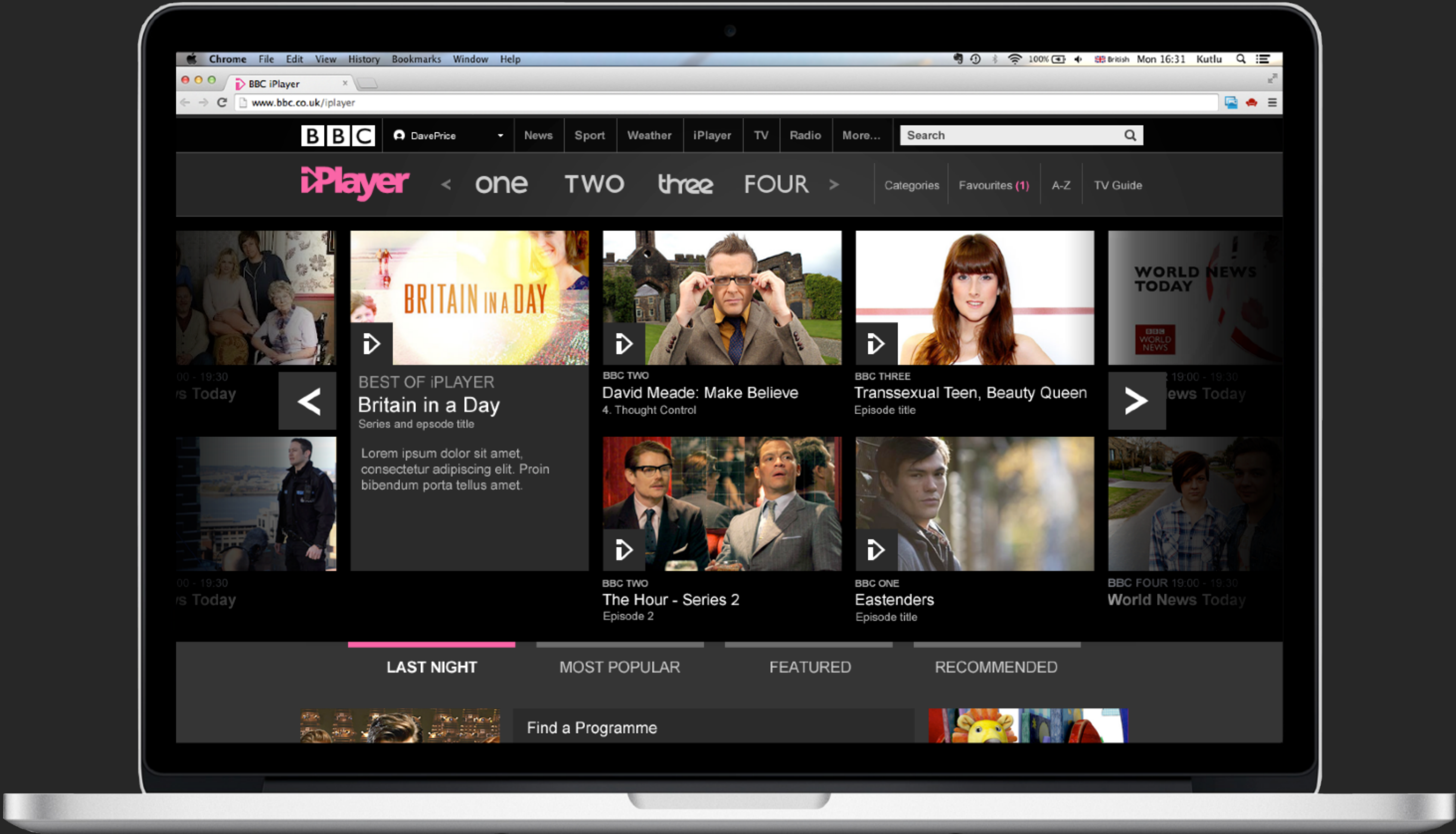


Starting point



Brand definition

Led a series of workshops with the UX&D team, Product Management and Marketing to refocus the brand definition for internal use.