

## Brand definition

Led a series of workshops with the UX&D team, product management and marketing to refocus the brand definition for internal use.

**Discreet**  
**Magical**  
**Smart**  
**Entertaining**  
**Delightful**  
**Witty**  
**Unmissable**  
**Inspiring**  
**Confident**  
**Inclusive**  
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