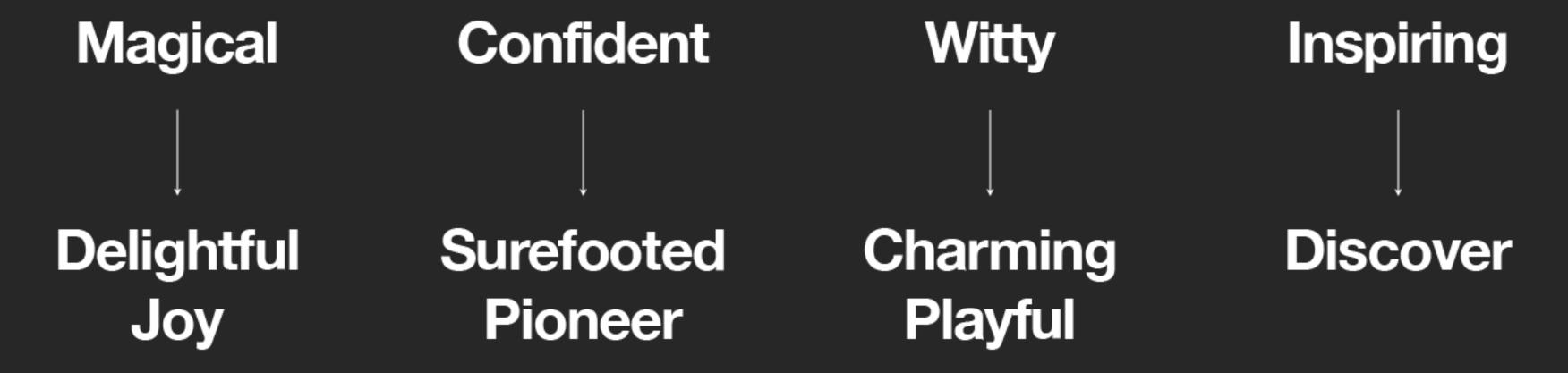
Led a series of workshops with the UX&D team, product management and marketing to refocus the brand definition for internal use.



## Brand attitude