iPlayer Redesign 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 Relevant

iPlayer Redesign Brand definition

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

