

Brand definition

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

Magical



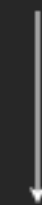
**Delightful
Joy**

Confident



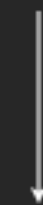
**Surefooted
Pioneer**

Witty



**Charming
Playful**

Inspiring



Discover

Brand attitude