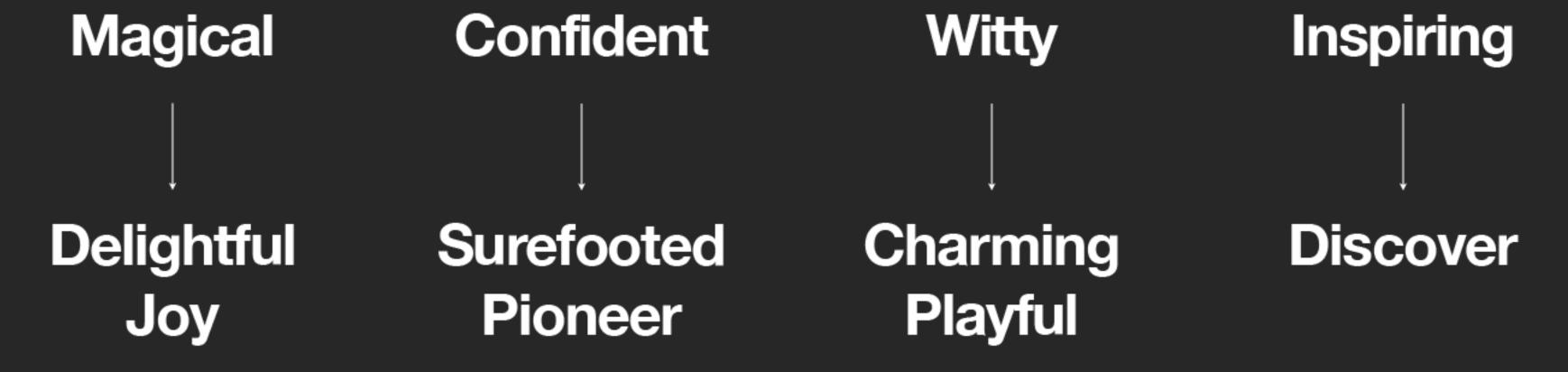Led a series of workshops
with the UX&D team,
product management
and marketing to refocus
the brand definition
for internal use.

Magical	Confident	Witty	Inspiring
↓	↓	↓	↓
Delightful	Surefooted	Charming	Discover
Joy	Pioneer	Playful	

Brand attitude