THE TRANSFORMATION

I brought an established brand into a modern era.

I made bold creative choices and led their application across the brand, the website, campaigns and physical spaces.

One identity.
A much bigger expression.







THE DESIGN SYSTEM

Not a collection of pieces. A recognizable brand.

I led the Brand Guide, uniting visual identity, voice and imagery in one coherent system.

DIRECTION

A modern, confident visual language.

CONSISTENCY

Shared standards for teams and partners.

APPLICATION

The same identity, adapted to each audience.







Brand standards → everyday expression

THE DIGITAL EXPERIENCE

Beautiful to see. Easier to use.

I led a website transformation that united creative direction and every department around a clearer client experience.

01 A dedicated commercial section

02 Redesigned navigation and search

03 Related-product discovery





THE PHYSICAL EXPERIENCE



FROM IDENTITY TO SKYLINE

I took the brand beyond the screen.

I coordinated the creative and communication work behind Tower identity, signage and branch environments.





A visible, consistent presence in the places clients experience.

THE CAMPAIGN EXPRESSION

A modern brand with personality.

I directed creative work that could be bold, local and engaging without losing the identity that connected it.





COMMUNITY + CULTURE

Illustration and event promotion gave the brand different ways to show up and connect.

Distinctive ideas. Consistent identity.

THE USEFUL IDEA

I made complex messages approachable.

A memorable creative system turned fraud terminology into clear, recognizable education.







ONE SERIES. DISTINCT CHARACTERS. A CLEAR PURPOSE.

THE LEADERSHIP BEHIND THE TRANSFORMATION

I built the team.
I set the direction.
I connected the work.



Reestablishing and developing the marketing department made this transformation possible.

DEVELOP PEOPLE

Coaching and performance reviews.

GUIDE THE BRAND

Clear standards and creative direction.

DELIVER TOGETHER

Teams, agencies and partners aligned.