

OVERVIEW

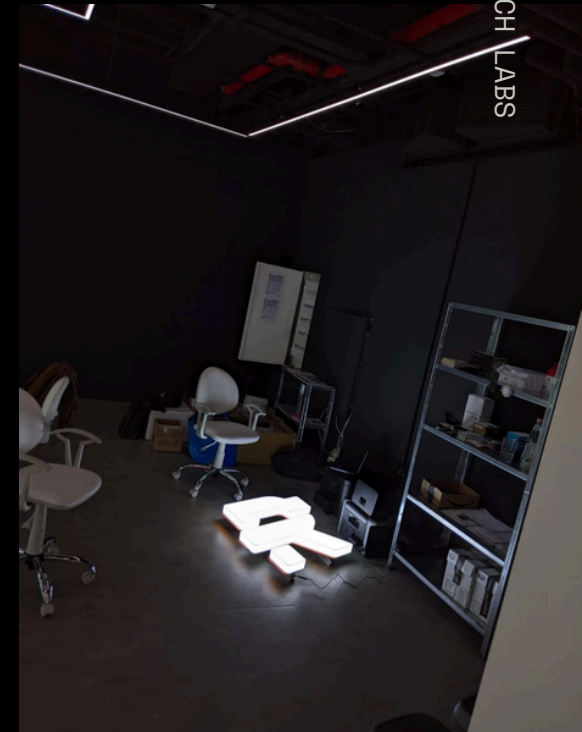
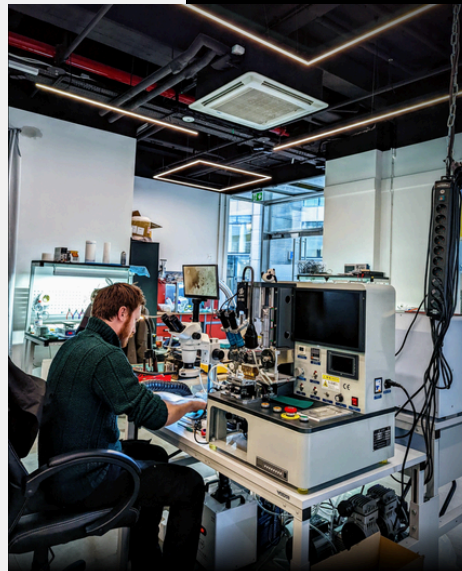
DESIGN LEAD & CMO FOR A VENTURE-BACKED HARD TECH STARTUP.
LED BRAND, GO-TO-MARKET STRATEGY, DIGITAL PRESENCE, AND
PHYSICAL EXPERIENCE DESIGN WITHIN A CONSTRAINED BUDGET.



ROLE = APPROACH

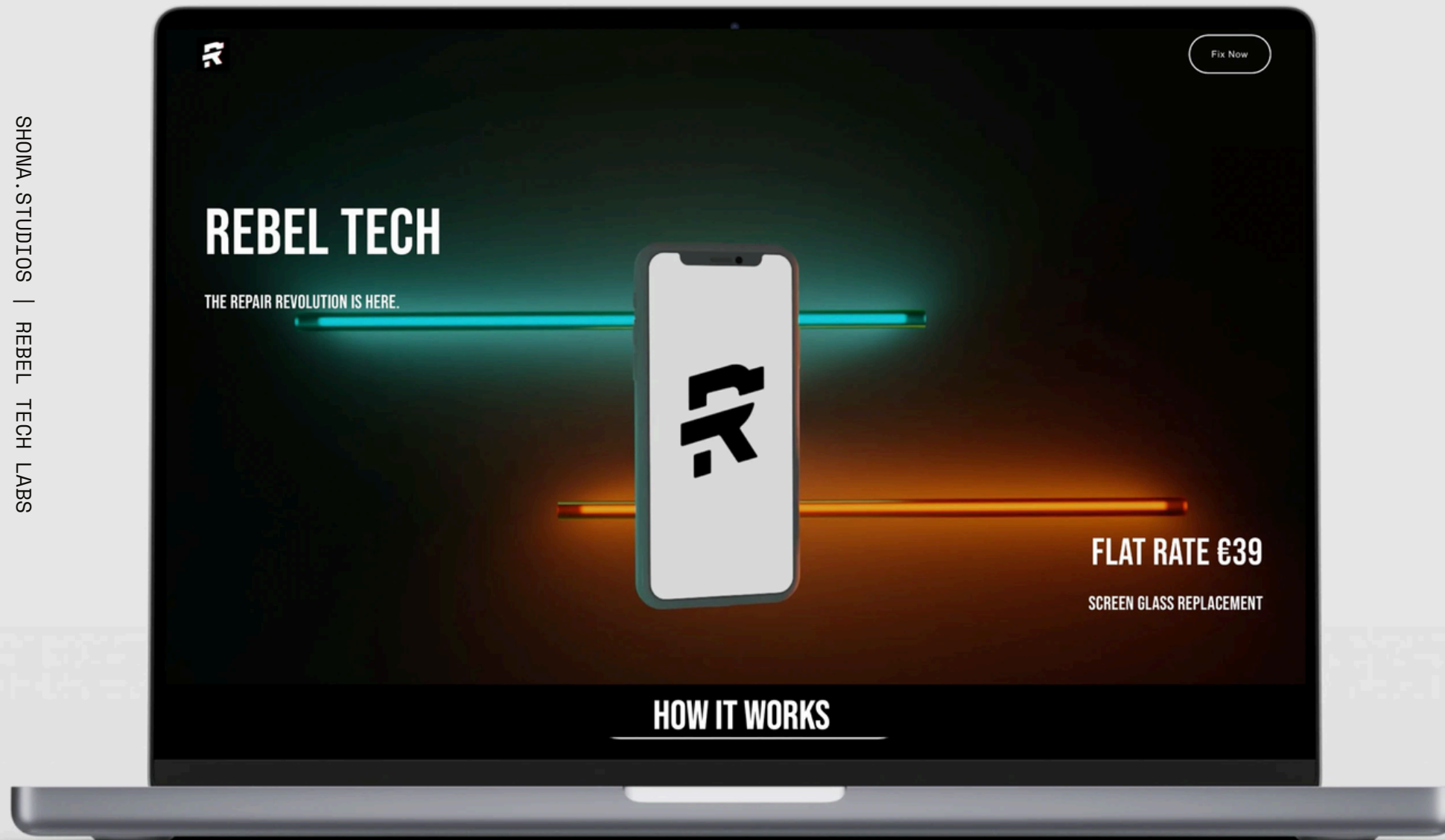
- BRAND STRATEGY & IDENTITY
- GO-TO-MARKET DIRECTION
- WEBSITE & SOCIAL PRESENCE
- RETAIL / INSTALLATION CONCEPT
- OVERSIGHT OF BUILD AND IMPLEMENTATION

- BUILT AN INTEGRATED SYSTEM CONNECTING BRAND, COMMUNICATION, AND PHYSICAL EXPERIENCE.
- FOCUSED ON TRANSLATING BRAND INTO:
 - DIGITAL TOUCHPOINTS (WEBSITE, SOCIAL)
 - MARKETING OUTPUTS
 - PHYSICAL ENVIRONMENT
- USED ITERATIVE WORKFLOWS INCLUDING BLENDER, RHINO, AND AI-ASSISTED TOOLS TO EXPLORE SPATIAL AND VISUAL DIRECTION.

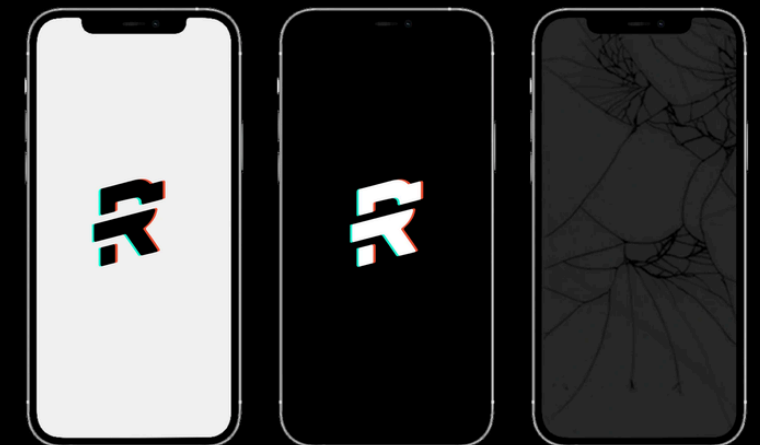


BRAND & DIGITAL

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DEVELOPED BRAND IDENTITY,
POSITIONING, WEBSITE, AND SOCIAL
PRESENCE AS A COHESIVE SYSTEM
ALIGNED WITH GTM GOALS.



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REBEL TECH

TITLE FONT BEBAS NEUE

SUBTITLE TEXT FONT AKA BEBAS NEUE BOLD

MULISH TITLE BOLD CAPS

Mulish Title Bold

MULISH TITLE CAPS

Mulish font text. This is an example of how the paragraph text font would look like. Here's more text to fill the space and more and more and it better look good with this Bebas Neue font and look smooth and fresh with the Rebel Tech brand.

3D & SPATIAL EXPLORATION

USED **RENDERING TOOLS** TO VISUALIZE SPATIAL CONCEPTS AND COMMUNICATE DESIGN DIRECTION FOR PHYSICAL ENVIRONMENTS.

FROM RENDER → TO REALITY

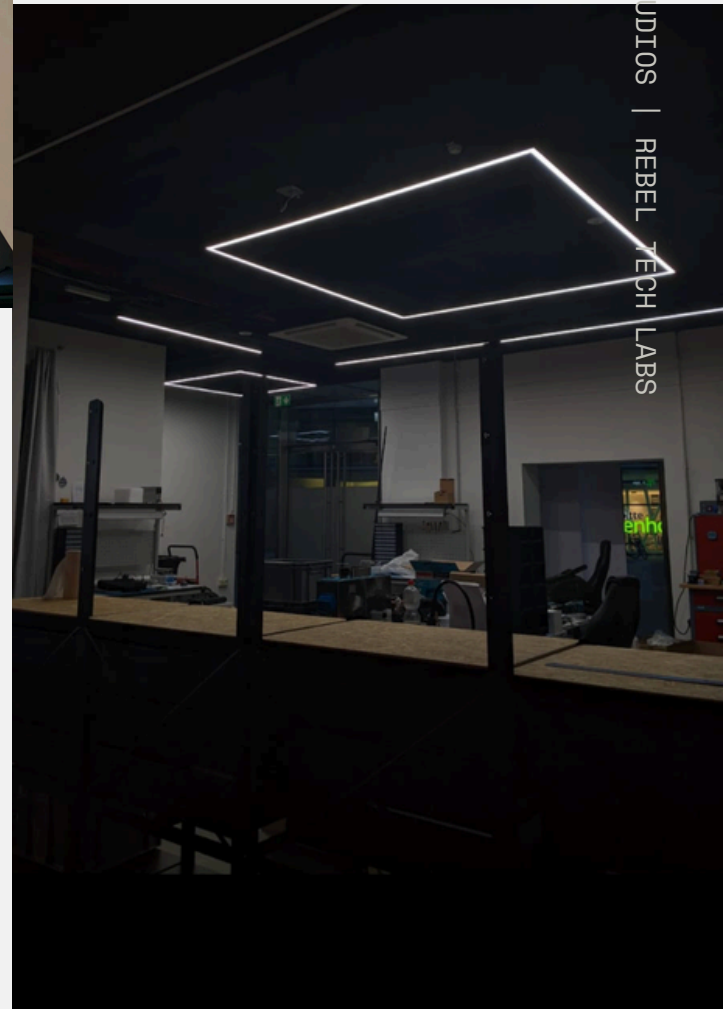
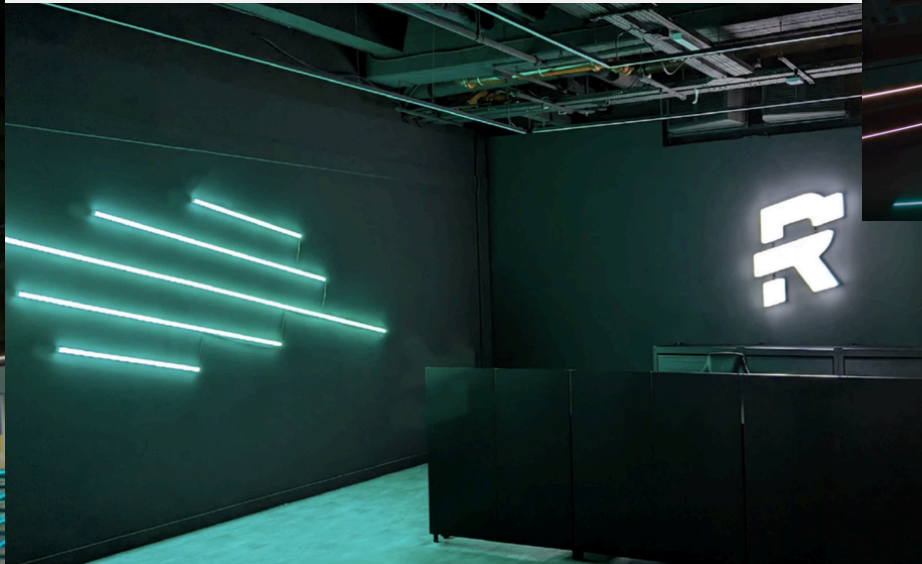
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PHYSICAL EXPERIENCE

CONCEPTUALIZED AND OVERSAW A
RETAIL/INSTALLATION ENVIRONMENT
THAT EXTENDED THE BRAND INTO A
REAL-WORLD CONTEXT.

KUDAMM, BERLIN



OUTCOME = KEY TAKEAWAYS

DELIVERED A UNIFIED **BRAND AND EXPERIENCE SYSTEM** ACROSS **DIGITAL AND PHYSICAL** TOUCHPOINTS, BUILT UNDER **TIGHT RESOURCE** CONSTRAINTS.

- **BRAND, GTM, AND EXPERIENCE** SHOULD FUNCTION AS **ONE SYSTEM**
- **PHYSICAL ENVIRONMENTS** REINFORCE BRAND PERCEPTION
- **CONSTRAINTS** REQUIRE **PRIORITIZATION** AND CLARITY IN DESIGN DECISIONS



