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Commercialization · Systems · Visual Strategy

Turning complex brand and advertising systems into clear visual narratives

Portfolio deck (PDF) · 5 min read · Feb 2026

Contents: 4 case studies · systems, decks, toolkits

What I do

- I partner with leadership, marketing, and go-to-market teams to translate complex systems into visuals that enable alignment, confidence, and decisions.
- My work sits at the intersection of strategy, communication design, and visual systems.
- Most of my work lives upstream of execution, where clarity is still missing

Ambiguity → Visual System → Alignment → Decisions

How I work

Principles I apply across projects

- Start with ambiguity, not execution
- Design visuals that reduce cognitive load
- Optimize for alignment, not aesthetics alone

Case Study 1:

Designing a Multi-Brand Visual System

Goal: replace subjective taste debates with shared visual logic across brands and channels.

- Client: ASI travel Group (Vamos travel · ASI travel · Windrose luxury travel)
- Role: Visual Strategy · System Design · Executive Presentation

This case shows how visual systems can replace subjective taste with shared logic.

The problem

- Three brands, three audiences, one organization.
- There was no shared visual logic explaining how the brands differ, relate, or scale across channels.

Three brands, three visual systems

- Vamos: warm, playful, emotionally open
- ASI: reduced, authentic, process-driven
- Windrose: elegant, controlled, cinematic restraint

Design as decision support

- The system reduced subjective debates, enabled faster alignment, and allowed consistent decisions across formats.

Case Study 2:

Translating Brand Strategy into Executive Narratives

- Client: Bankhaus Spängler
- Role: Visual Strategy · Narrative Design · Executive Communication

Executive communication challenge

- Complex financial topics, regulated environment, senior audiences.
- Clarity and consistency were essential.

Outcome

- Clear executive messaging, reduced stakeholder friction, scalable visual communication system.

Case Study 3:

Visualizing Emotional Value at Scale

- Clients: Volkswagen · BMW · MINI
- Role: Conceptual Framing · Narrative Design · Visual Direction

From campaign to system

- Defined core narrative ideas and repeatable visual principles to scale emotion consistently.

Case Study 4:

AI as a Visual Thinking Tool

- Project: Landrover/Range Rover – Comfort at Scale
- Role: AI-assisted ideation · Visual exploration · Narrative prototyping

Principle

- AI accelerates thinking. It does not replace judgment.

What I bring

- Visual clarity in complex systems
- Executive-level communication design
- Calm decision-making through structure