



Research and Brand Definition

In my role as design director for Real Früt, a start up mobile beverage company, I was responsible for creating and building this brand from the ground up. The first step in this process was research and initial brand definition.

- Benchmarking of other fresh-made beverage businesses
- Market placement and user desires for the products sold by the business
- Product/Menu was defined and branded as the “Real Früt Shake-up”
- Initial product photoshoots were conducted

