How A Rebrand Happens from A Client Perspective

24 October 2019
New York

The Type Directors Club (TDC) in New York celebrates typographers and type lovers by offering talks, workshops and type competitions for designers around the world. In this design salon, Ritesh Gupta, VP of Product at Serial Box will give insight into rebranding from a client perspective.

Ritesh recently led a rebrand with Sagmeister & Walsh and R/GA while serving as the Senior Director of Brand & UX at Pet Plate. He began his career at Wieden+Kennedy, working brands like Cooper Hewitt and Equinox, and has since transitioned to working in-house at mission-driven startups. He will also offer advice on how designers, agencies, and in-house teams work more effectively and efficiently together, ultimately leading to more sustainable relationships, revenue, and impact for all parties.

The event takes place at the Type Directors Club on 24 October 2019 from 6:30pm–8:30pm

Get your ticket for the event

https://www.shillingtoneducation.com/blog/how-a-rebrand-happens-from-a-client-perspective/