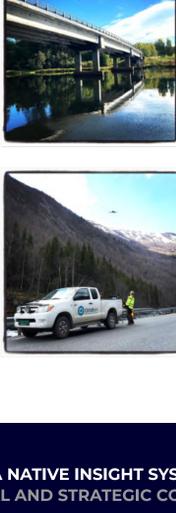


I work with leadership teams to clarify strategic vision and shape coherent brand systems, internally aligned and externally consistent. Structured design frameworks that connect strategy, culture, and communication.

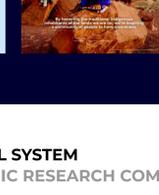
ORBITON INDUSTRIAL DRONE INSPECTION SERVICES



Brand structure and scalable identity system developed for a technology-driven inspection company. The work focused on clarifying service positioning and building a framework capable of operating across industrial and public-sector contexts.



**AMERICAN INDIAN AND ALASKA NATIVE INSIGHT SYSTEM
CULTURAL RESEARCH EDITORIAL AND STRATEGIC COMMUNICATION FRAMEWORK**



Editorial and visual system translating research on American Indian and Alaska Native communities into a structured institutional publication. Integrated data visualization, narrative hierarchy, and modular design to transform complex cultural insight into a cohesive communication framework aligned with strategic and educational objectives.

**GENERATIONAL INSIGHT EDITORIAL SYSTEM
UNDERSTANDING GEN Z - STRATEGIC RESEARCH COMMUNICATION FRAMEWORK**



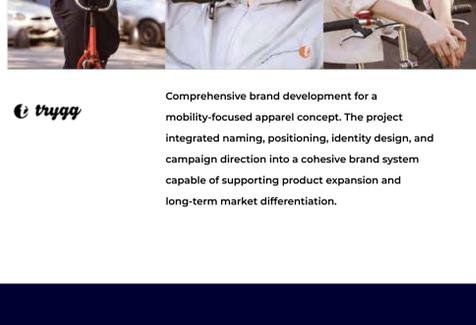
Development of a comprehensive editorial and visual system for a multi-chapter research initiative focused on Gen Z identity, values, and brand expectations. The project translated complex cultural data into a cohesive communication framework integrating data visualization, structured narrative hierarchy, and scalable design modules to support industry-wide education and strategic clarity.

**POWER UP
LEADERSHIP EDITORIAL AND STRATEGIC COMMUNICATION SYSTEM**



Editorial framework for a leadership-focused publication translating interviews and institutional insight into a cohesive visual narrative. Integrated typographic hierarchy and modular layouts to align thought leadership with strategic positioning and cultural context.

TRYGG PERFORMANCE APPAREL BRAND SYSTEM



Comprehensive brand development for a mobility-focused apparel concept. The project integrated naming, positioning, identity design, and campaign direction into a cohesive brand system capable of supporting product expansion and long-term market differentiation.



NUDO PRODUCT IDENTITY AND CONCEPT DEVELOPMENT SYSTEM



Concept-driven brand and product identity development for a design-led object collection. The work focused on aligning form exploration, visual language, and brand positioning into a coherent system capable of supporting product evolution and market differentiation.



21 DISTRITOS CULTURAL PROGRAM IDENTITY & INSTITUTIONAL COMMUNICATION SYSTEM



Development of a cohesive visual and narrative framework for a city-wide cultural activation program. The project focused on structuring communication across multiple districts, stakeholders, and event formats, ensuring clarity, scalability, and institutional consistency within a public-sector context.

**SUPPLIER DIVERSITY STRATEGIC TOOLKIT
INSTITUTIONAL FRAMEWORK AND IMPLEMENTATION COMMUNICATION SYSTEM**



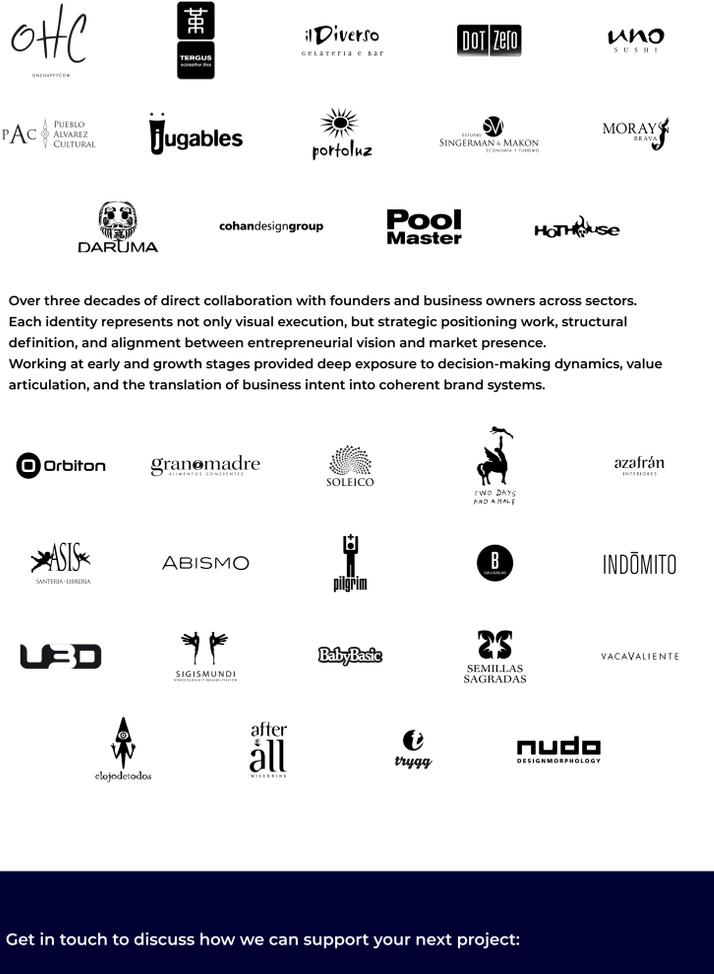
Development of a structured editorial and visual system supporting supplier diversity strategy and execution. The toolkit translates policy, data, and operational guidance into a clear, modular framework designed to align organizational intent with measurable implementation.

**DISABILITY AND INCLUSION INSIGHT SYSTEM
CULTURAL RESEARCH EDITORIAL AND STRATEGIC COMMUNICATION FRAMEWORK**



Editorial and visual system translating research on disability inclusion into a structured institutional publication. Integrated data visualization, narrative hierarchy, and modular design to transform complex social insight into a cohesive communication framework aligned with strategic and educational objectives.

FOUNDER-LED BRAND DEVELOPMENT SELECTED IDENTITY SYSTEMS



Over three decades of direct collaboration with founders and business owners across sectors. Each identity represents not only visual execution, but strategic positioning work, structural definition, and alignment between entrepreneurial vision and market presence. Working at early and growth stages provided deep exposure to decision-making dynamics, value articulation, and the translation of business intent into coherent brand systems.



Get in touch to discuss how we can support your next project:

info@ezequielhodari.com

www.linkedin.com/in/ezequielhodari

+34 652647410