

## BRAND DESIGNER & STRATEGIST



### PROFESSIONAL EXPERIENCE

Oct 21  
Present  
SHANGHAI  
China

#### KISKA

##### Design Research & Strategy Specialist

KISKA is an international brand and design agency from Austria, that boosts business by co-creating desirable brand experiences. I joined the research & strategy team with the challenge to build and implement the new innovation and UX services globally.

#### MAIN INDUSTRIES:

- Mobility
- Active Lifestyle
- Technology

#### MAIN MARKETS:

- China
- Europe

- **Research and Strategy:** Responsible for all related projects in the KISKA China office, from planning to implementation. Conducting consumer research, ethnographic studies, and stakeholders interviews. Using the data and findings to design tailored strategies for the leading brands in the China mobility, technology, and lifestyle industries.

- **Business Development:** Working closely with the KISKA's partner and China GM to build new services (Innovation consultancy, User Experience, and Space design). Designing processes, strategies, and methodologies across KISKA global offices. Actively creating business proposals, project costing, and client and project management.

*Directly managing 1 employee.*

Sept 19  
Sept 21  
SHANGHAI  
China

#### THE SILK INITIATIVE

##### Associate Brand Consultant

TSI is a data-driven consulting firm, helping FMCG brands to establish a successful growth strategy for the APAC market. I started my engagement as part of the Insights & Strategy team, swapped to the Design & Innovation team, and led the business development practice in 2021.

#### Business

##### Development Lead

- **Insights & Strategy:** Attended focus groups and IDIs, assisted with questionnaire design (Quant and Qual), coordinated and supported 50 simultaneous consumer home visits in Bangkok, Thailand (ethnographic research); developed and edited reports that uncover consumer insights, to deliver innovative brand opportunities that best communicate and engage with target consumers.

#### MAIN INDUSTRIES:

- FMCG
- Protein
- Alcohol
- Snacks
- Dairy
- Personal care
- Pharma

- **Design & Innovation:** Planned and facilitated Design Thinking workshops across China, Japan, Australia, UK, and the US (mainly for new product development); conducted brand development, brand localisation, marketing collaterals, and concept mock-ups for consumer research.

#### MAIN MARKETS:

- China
- Japan
- Thailand
- New Zealand
- Australia
- Indonesia

- **Business Development:** Sourcing partners and event opportunities, lead generation across different markets (Asia, Europe, and South America), and actively created business proposals, project costing and management.

- **Tool expertise and training:** Led TSI Navigator™ 2.0 development, from planning and design, to vendor management and execution (a dynamic intelligent platform that monitors 12 F&B categories across 4 major Asian markets); trained internal and external teams in different tools and design methodologies.

Dec 18  
Jun 19  
SHANGHAI  
China

#### GENSLER

##### Mid-level Graphic Designer

Gensler is an international firm that has an integrated approach to architecture, design, planning, and consulting. I worked for the Shanghai branding team.

#### MAIN CLIENTS:

- LinkedIn Beijing
- ASA Tiles 亞細亞

- **Branding:** Environmental graphics, branding and brand activation for LinkedIn Beijing office; wayfinding and UX design for a leading mall group in Shanghai; re-designed a leading and traditional tiles brand visual identity.

- **User Experience:** Developed wayfinding and signage systems, user journey studies, and concept development for both local and international clients.

- **Business Development:** Managed and supported with pitches, proposals, client and project management.



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### EDUCATION

#### RAFFLES DESIGN INSTITUTE

Apr 10 – Jun 11

Bachelor in graphic design

SHANGHAI, China

#### ESCOLA SUPERIOR DE PROPAGANDA E MARKETING

Jan 08 – Dec 09

Bachelor in graphic design with emphasis in marketing

SAO PAULO, Brazil

### LICENSES & CERTIFICATIONS

#### IDEO U

Jul 22

Designing Strategy

Online

#### FUTURE LONDON ACADEMY

Apr 21

Innovation Masterclasses

Online

#### UNIVERSIDADE BELAS ARTES

Feb 14

Basics of web design

SAO PAULO, Brazil

#### DONGHUA UNIVERSITY

Jul 11 – Jul 12

Mandarin

SHANGHAI, China

# 在上海

Innovation

Team player

Design thinking

Open minded

Brand strategy

Entrepreneur

Problem solver

Outsights

[WillBrenner.com/testimonials](http://WillBrenner.com/testimonials)

## DIGITAL PROFICIENCY

### COMPUTER SYSTEM

Proficient in Windows & macOS

### ADOBE

Native to all creative softwares

### MICROSOFT OFFICE

Proficient in all softwares

### MIRO

In-depth knowledge

### CONDENS

In-depth knowledge

### WACOM

Comfortable using pen tablets













## A GLOBAL CITIZEN

Brazilian  &  Austrian  
citizenships

**PT** Portuguese Native    **ZH** Mandarin HSK2 +

**EN** English Fluent    **ES** Spanish Intermediate

## HOBBIES & INTERESTS

 People and cultures	 Football (as goalie)	 Food & Beverage
 Fishing	 Photography	 Art
 Hiking and nature	 Discover new places	 User experience
 Create and play music	 Play golf	 Consumer behaviour

Apr 17  
Sep 18

### PETIT FLOR BISCOITOS FINOS

S. J. CAMPOS  
Brazil

#### Co-founder & Creative Director

#### CSR PROJECTS:

- Petit do bem
- Dia das Crianças (Children's day)

Petit Flor was a petit four (artisanal biscuits) bakery I've co-founded, merging my love for gastronomy and business.

- **Business Development:** Developed strategy, conducted market research, defined positioning, pricing, and channels; responsible for the business management, including sourcing, sales and finance, strategic partnerships plan and development, and customer relationship.

*Directly managed 3 employees.*

- **Branding and marketing:** Conducted consumer research, designed the brand platform, visual identity, marketing strategies, POS collateral, space design, promotions, and social media content.

- **Production:** New product development, premium ingredients sourcing, supply chain sourcing, trends and opportunities evaluation, production improvement plans, and overall production support (all biscuits were hand-made).

*Sales up to 200kg/month.*

Jun 15  
Nov 18

### DESIGNWB

GLOBAL

#### Founder & Creative Director

#### CLIENTS FROM:

Brazil, China, France, Finland, Italy, Hong Kong, and the US.

DesignWB was a creative agency I've founded and managed with a focus on supporting start-ups with branding, strategy and marketing.

- Lead a team of creatives to support clients with entry market strategies, brand development, visual communication, E-commerce, and social media content.

*Managed 1 employee, and freelancers on a project basis.*

**Other employment positions include** Graphic Designer at Reed Exhibitions (Nov 13 - Nov 14), Creative Director at BZ Propaganda e Marketing (Feb 15 - Jun 15), Design and Product Development Manager at FBC Holdings Limited (Jul12 - Mar 15), Graphic Designer at Luxia Games & Events (Feb 11 - May 11), Marketing and Design Consultant at ESPM Jr. (Oct 09 - Dec 09).

## INTRODUCTION

Hi, my name is William Brenner - but you can call me Will. I am a passionate brand designer with over 11 years of experience, being 7 of those in China. I take a human-centric approach to every project I work on, and branding, innovation, and brand strategy are some of my core skills.

Much of the inspiration for my work comes from the Paraíba Valley region, where I grew up in Brazil. Although I was born and raised there, my family has roots all around the world, but I'm more connected to the Austrian side due to my Austrian citizenship, which also deeply influences everything I do.

Both my family background and my naturally curious personality have played a big part in my decision to pursue my bachelor's degree in graphic design abroad. I've started my studies in Sao Paulo (Brazil) in 2008 but transferred to Shanghai (China) in 2010, graduating in 2011. After four incredible years studying and working in China, I've got the opportunity to go back to Brazil, where I stayed until 2018.

There, I worked on several different projects, but the ones I am most proud of are the two successful companies I created, DesignWB and Petit Flor. Learn more about my work and those two endeavours in my online or PDF portfolio!

As you might notice from this brief introduction, I am always looking for ways to challenge myself and develop my skills. A creative mind and trained eye for details, but an innovator and entrepreneur at heart not afraid to get my hands dirty and constantly evolve. I've learned how to appreciate creativity while focusing on simplicity and efficiency, the best of both worlds.

I continue to be passionate about brand design and consumer understanding, even after almost a decade working with it - in fact, I rediscover these fascinating disciplines with every experience. I believe it's my duty to keep reinventing and improving myself so I can hopefully, in some way, contribute and make a difference for the better.

