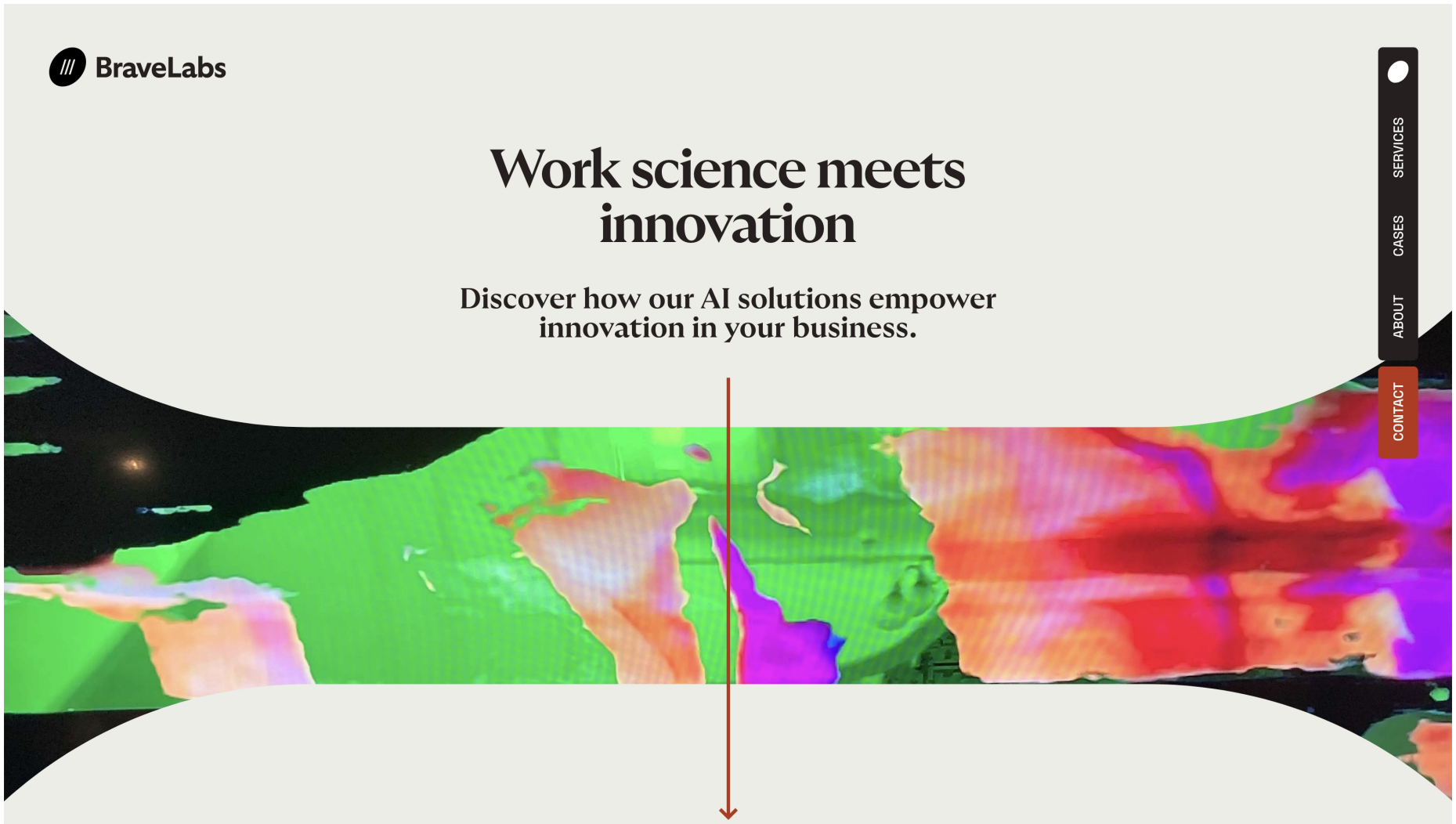
Brave Labs

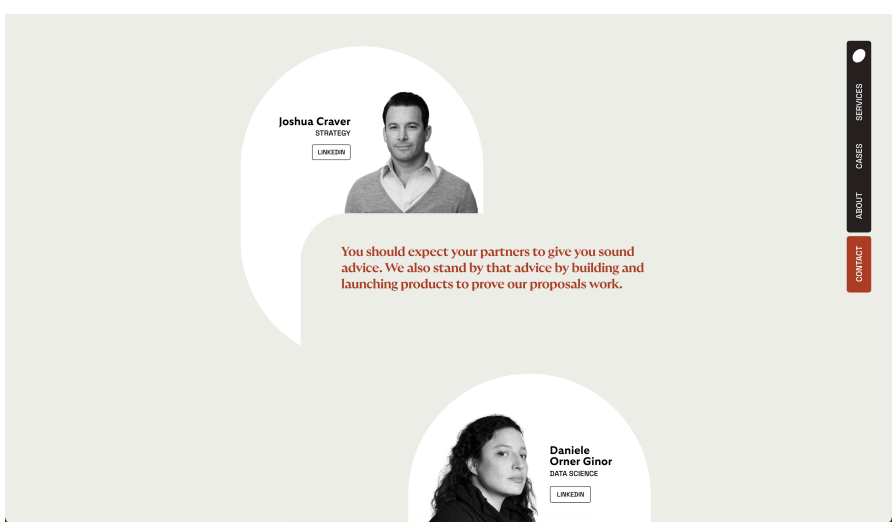
AI solutions for organisational transformation | US

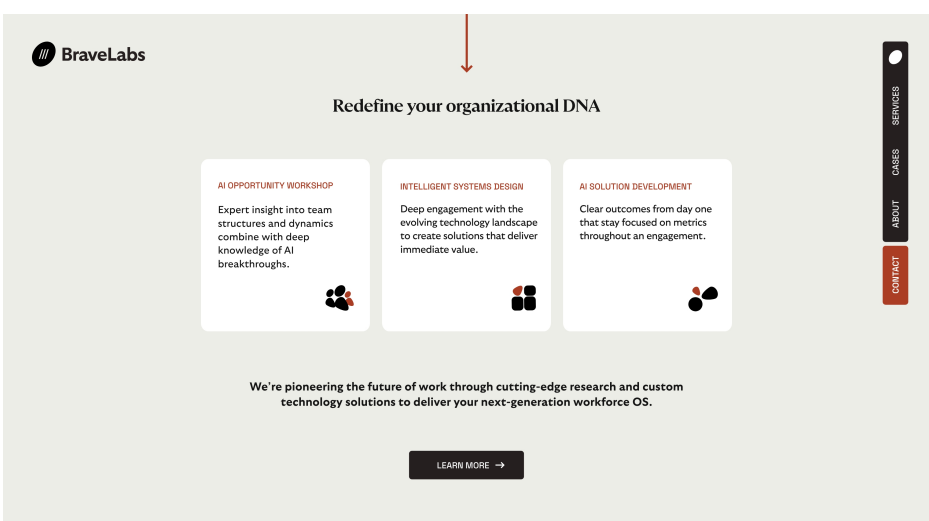
Challenge: Relaunch/pivot requiring clear positioning across conceptual, strategic, and technical capabilities

My role: Positioning, brand identity, product design, content

Outcome: Elevated brand visibility, legitimised offering in competitive space, led to acquisition







BraveLabs

SERVICES
CASES
ABOUT
CONTACT

We're builders, scientists, designers, strategists…

We're driven by a single goal: empowering your business to break free from generic solutions. Our mission is to create a powerful alliance between your human talent and cutting-edge AI, tailored specifically to your needs. We don't just meet industry standards—we help you set them.

ABOUT US →

DATAPLAN

INFO

- [x] TALENT LIST
- [ ] FINANCIAL DATA
- [x] TALENT AVAILABILITY
- [x] CV FILES
- [ ] PROJECT LIST

↑ UPLOAD FILES

ADD DATA

Expert insight into team structures and dynamics combine with deep knowledge of AI breakthroughs.

BraveLabs

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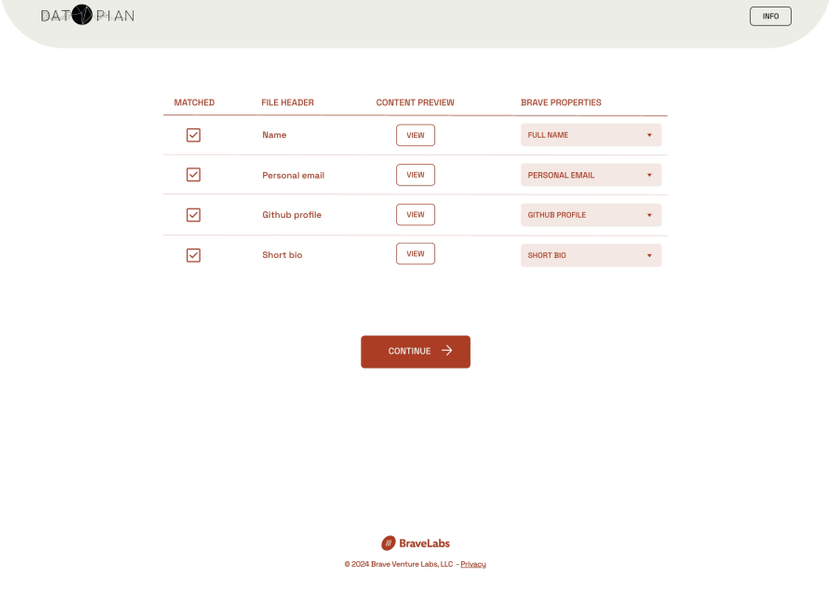

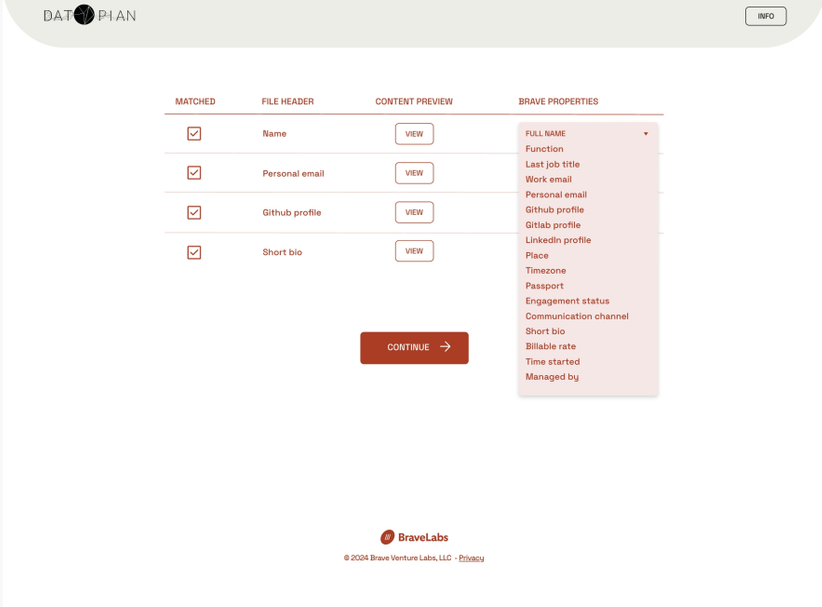

DATAPLAN

INFO

VALIDATE

☑	12 people in your database are missing	LinkedIn profile	IGNORE	MANUAL CHECK	REQUEST SENT
☐	4 people in your database are missing	Short bio	IGNORE	MANUAL CHECK	BOT DATA REQUEST
☑	This column is not in Brave's properties	Dietary restrictions	IGNORED	MANUAL CHECK	ADD PROPERTY
☐	This column is ambiguous	Contract status	IGNORE	MANUAL CHECK	ADD PROPERTY

BraveLabs

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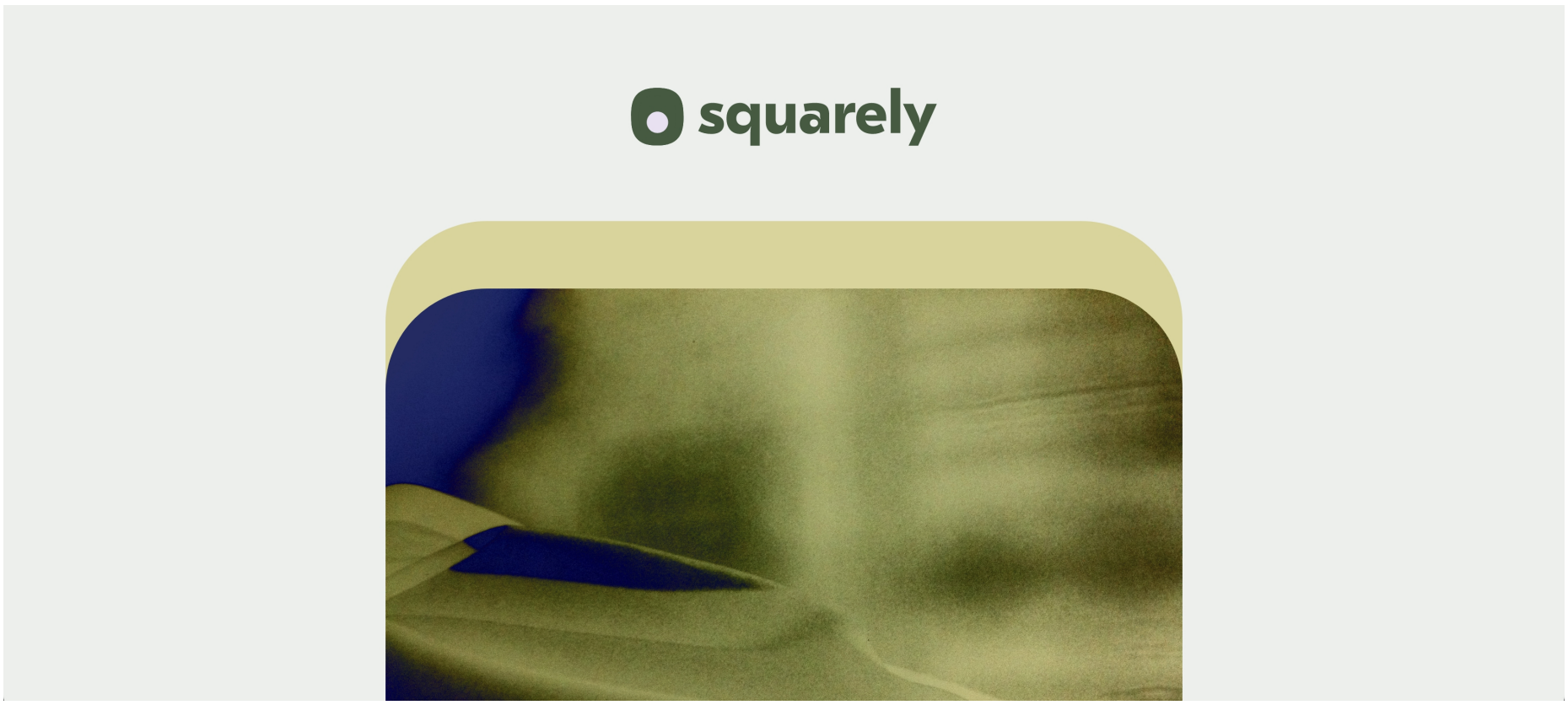
Squarely

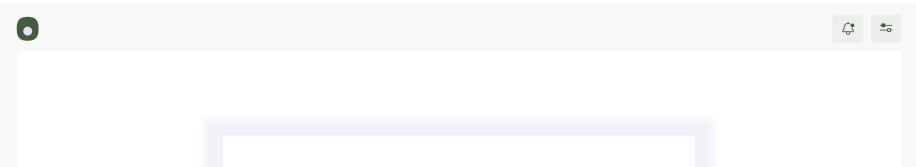
AI-powered ESG data gathering + reporting platform | GCC

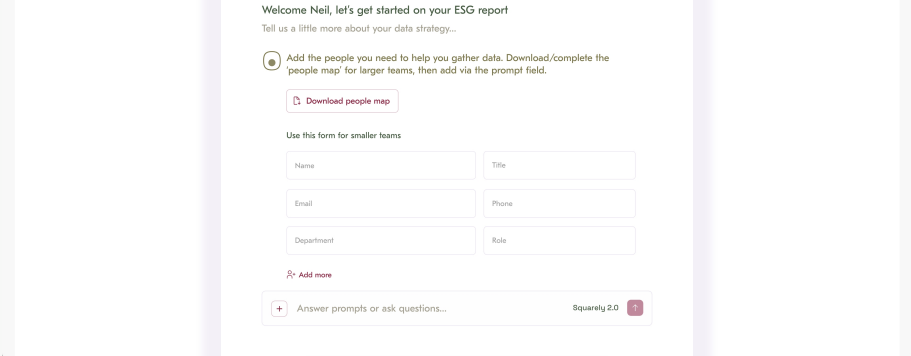
Challenge: Simplify complex process of ESG reporting across diverse business sectors

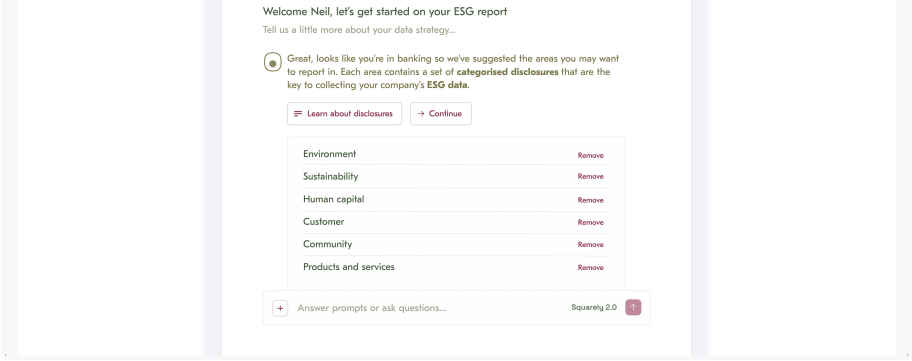
My role: Agentic CX, product, interaction and identity design, content

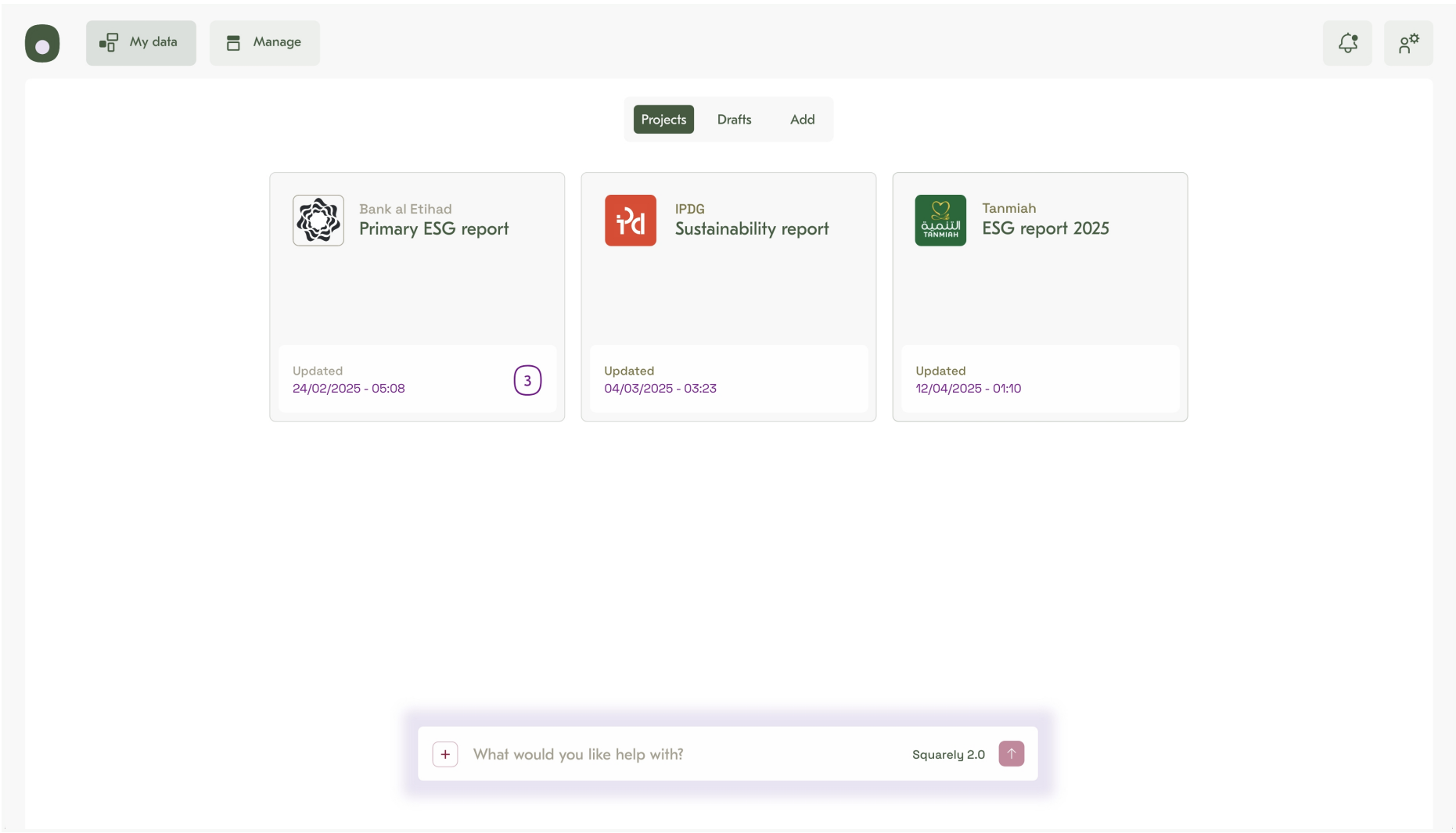
Outcome: Clear product story, streamlined workflows and user experience, differentiated positioning in frontier space

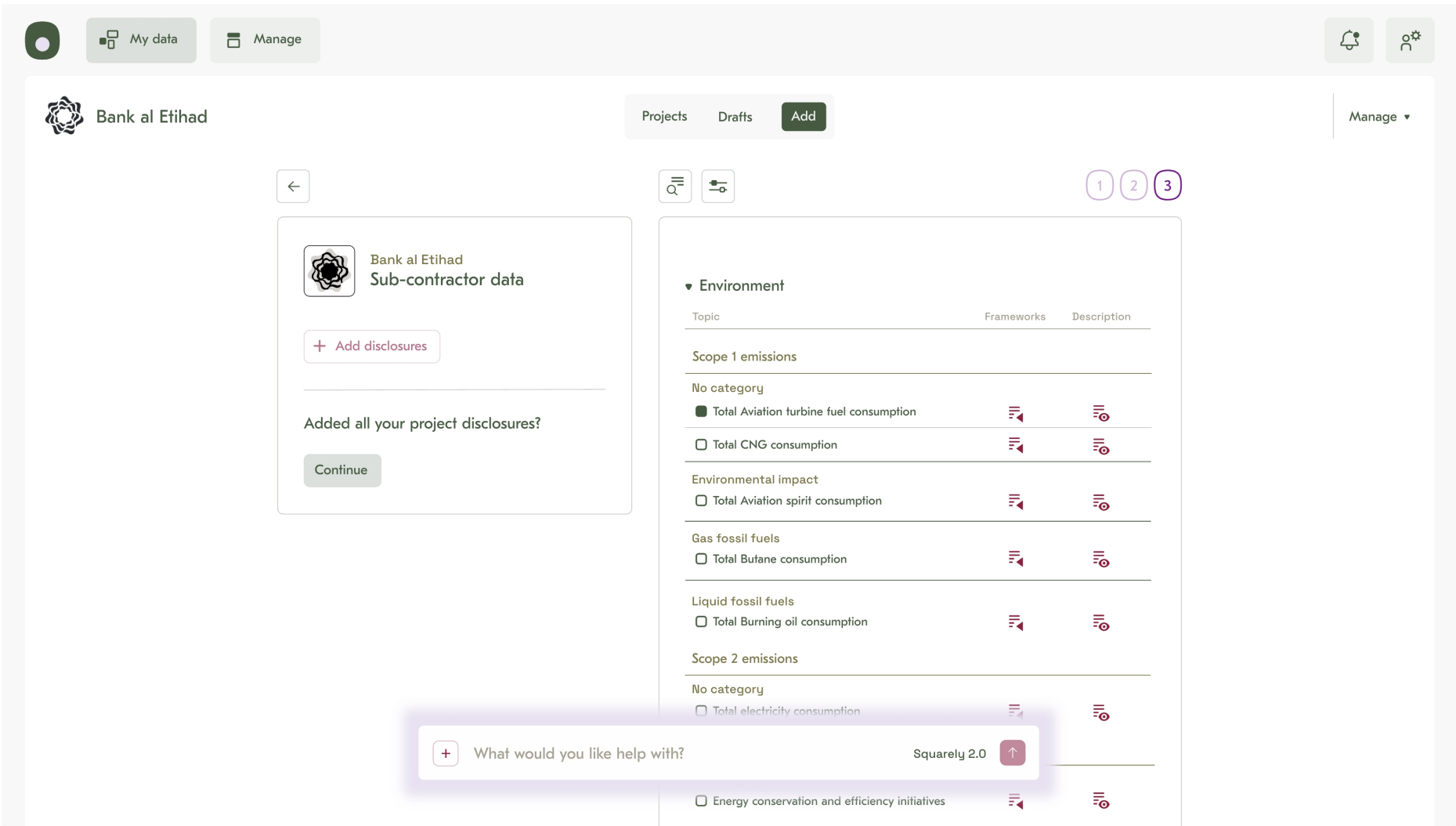


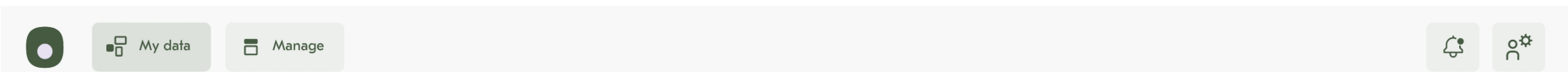


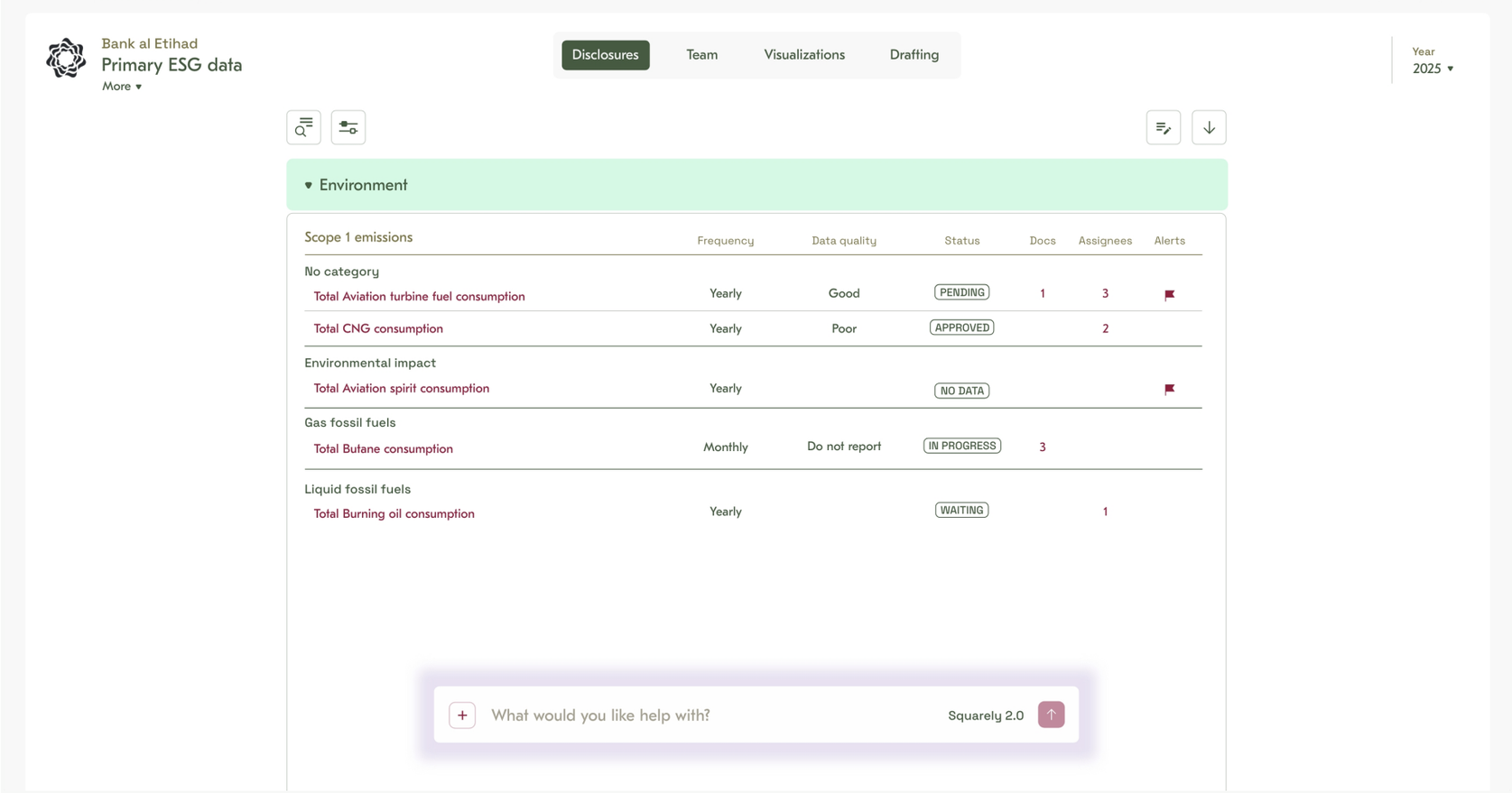

Welcome Neil, let's get started on your ESG report
Tell us a little more about your data strategy...
Add the people you need to help you gather data. Download/complete the 'people map' for larger teams, then add via the prompt field.
Download people map
Use this form for smaller teams
Name
Title
Email
Phone
Department
Role
Add more
Answer prompts or ask questions...
Squarely 2.0


Welcome Neil, let's get started on your ESG report
Tell us a little more about your data strategy...
Great, looks like you're in banking so we've suggested the areas you may want to report in. Each area contains a set of categorised disclosures that are the key to collecting your company's ESG data.
Learn about disclosures
Continue
Environment
Sustainability
Human capital
Customer
Community
Products and services
Remove
Answer prompts or ask questions...
Squarely 2.0


My data
Manage
Projects
Drafts
Add
Bank al Etihad
Primary ESG report
Updated
24/02/2025 - 05:08
3
IPDG
Sustainability report
Updated
04/03/2025 - 03:23
Tanmiah
ESG report 2025
Updated
12/04/2025 - 01:10
What would you like help with?
Squarely 2.0


My data
Manage
Bank al Etihad
Projects
Drafts
Add
Manage
1
2
3
Bank al Etihad
Sub-contractor data
Add disclosures
Added all your project disclosures?
Continue
Environment
Topic
Frameworks
Description
Scope 1 emissions
No category
Total Aviation turbine fuel consumption
Total CNG consumption
Environmental impact
Total Aviation spirit consumption
Gas fossil fuels
Total Butane consumption
Liquid fossil fuels
Total Burning oil consumption
Scope 2 emissions
No category
Total electricity consumption
What would you like help with?
Squarely 2.0
Energy conservation and efficiency initiatives


My data
Manage



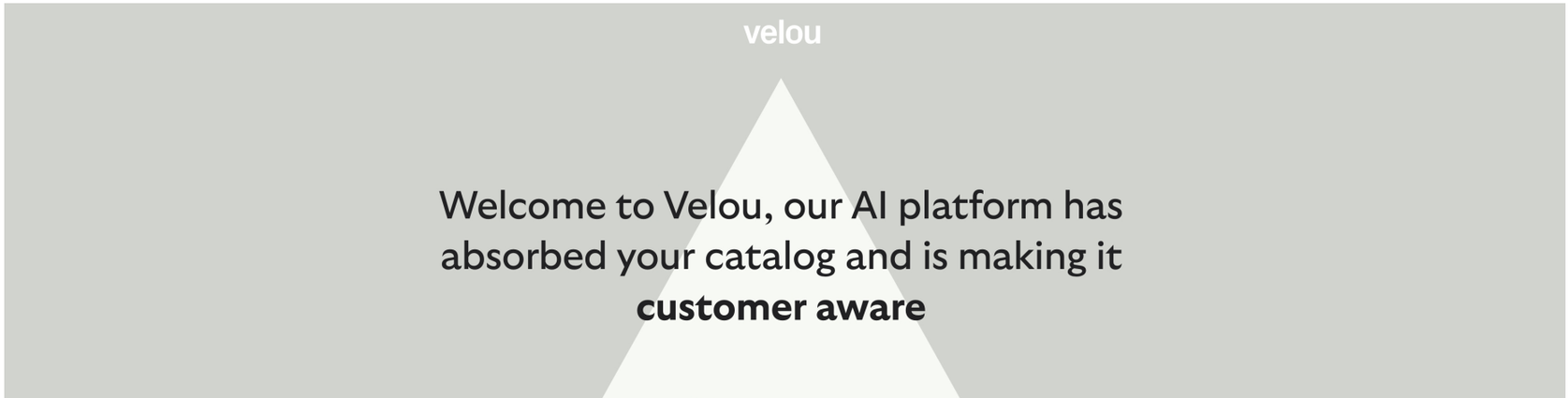
Velou

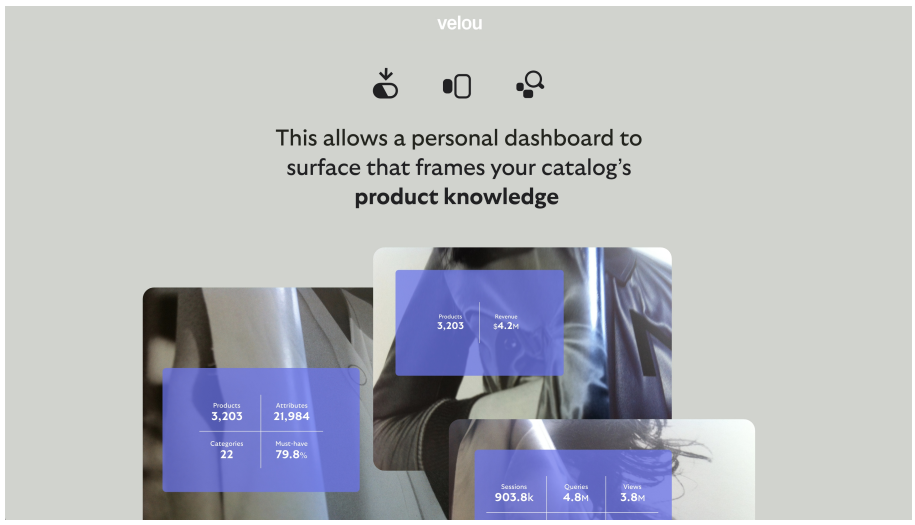
Product data infrastructure for agentic commerce | US

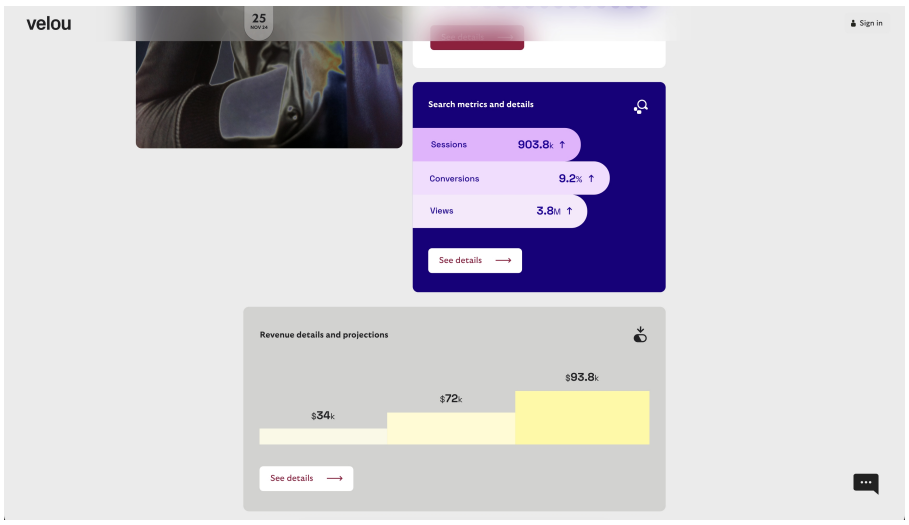
Challenge: Express product value post-onboarding to non-technical customer base

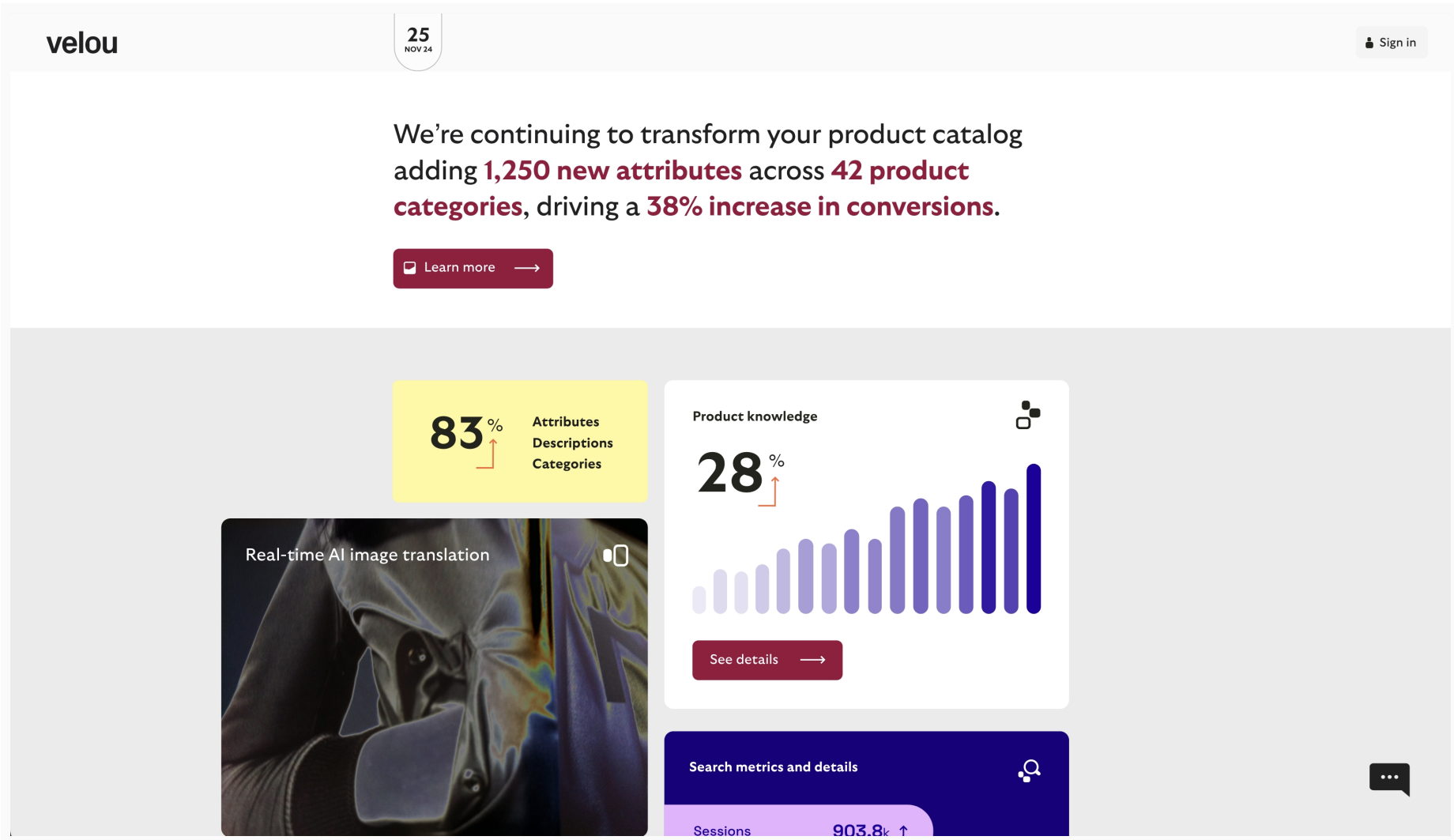
My role: Product, interaction and identity design, content

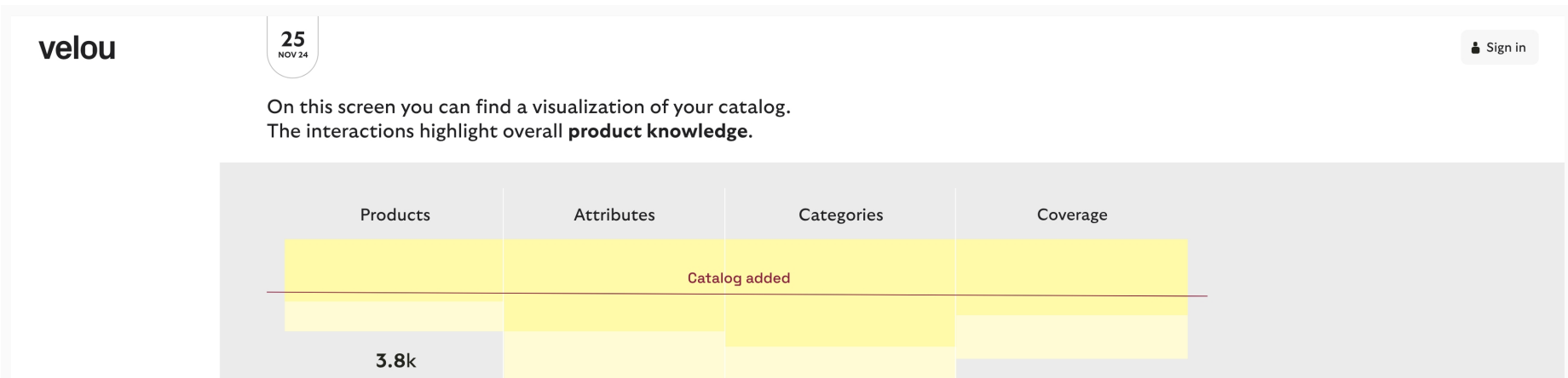
Outcome: Clear product story, enhanced user experience, differentiated positioning in frontier space

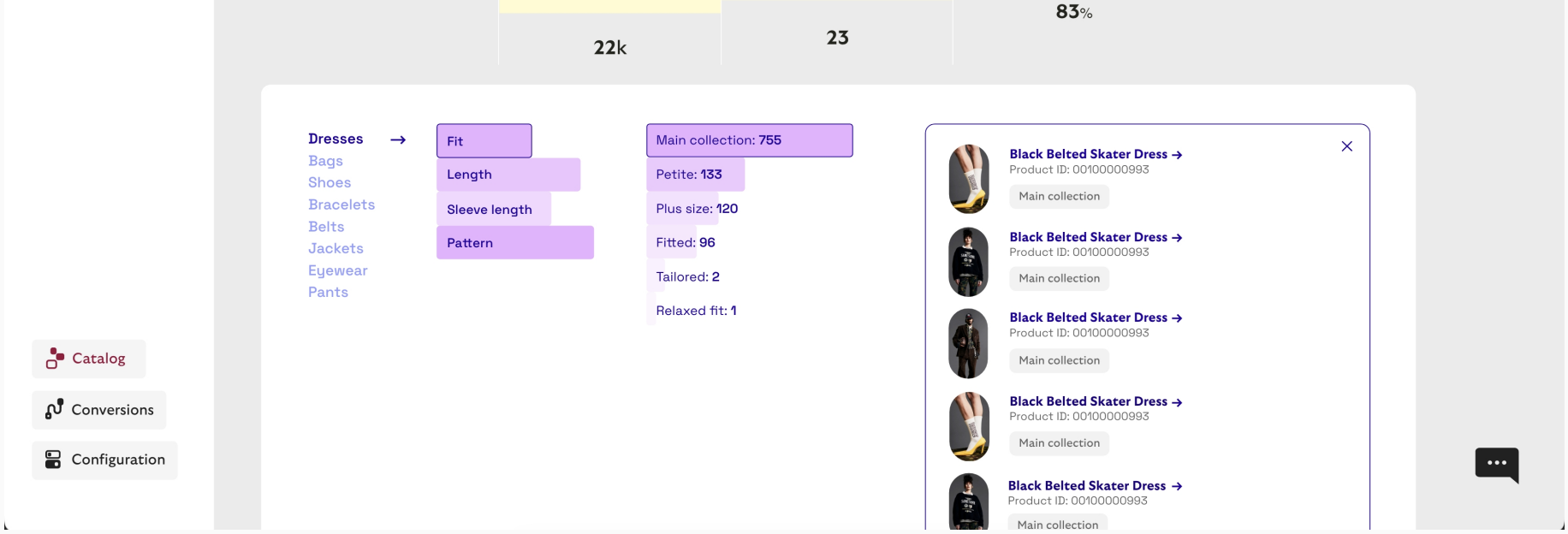


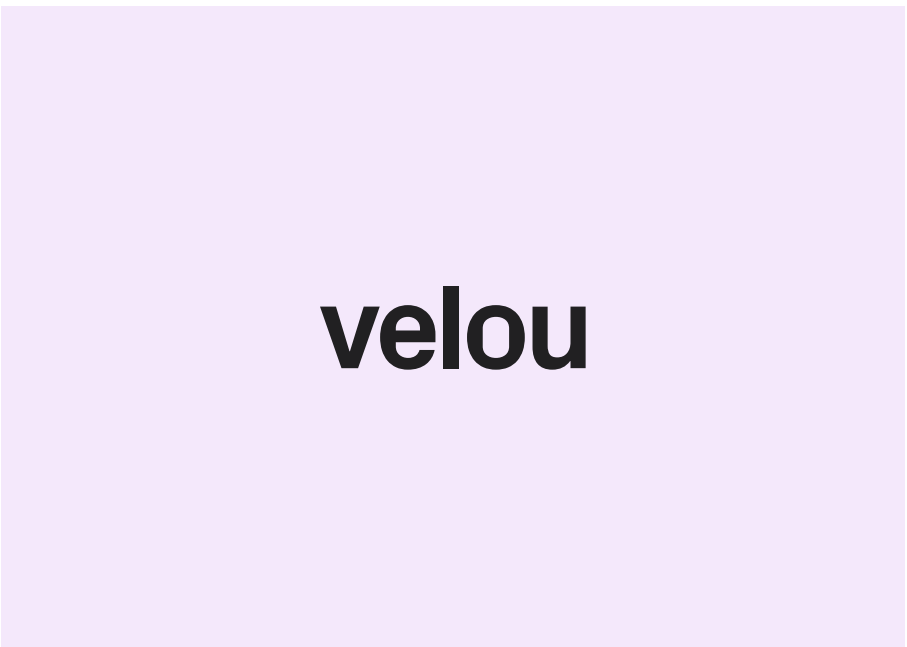

velou
This allows a personal dashboard to surface that frames your catalog's **product knowledge**
Products 3,203
Revenue $4.2M
Products 3,203
Attributes 21,984
Categories 22
Must-have 79.8%
Sessions 903.8k
Queries 4.8M
Views 3.8M

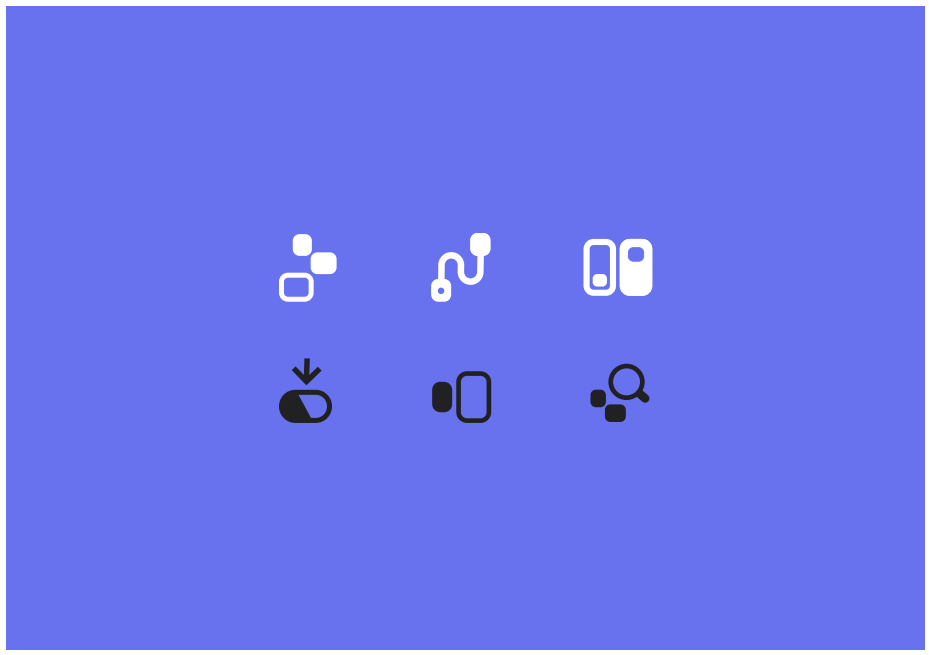

velou
25 NOV 24
Sign in
Search metrics and details
Sessions 903.8k
Conversions 9.2%
Views 3.8M
See details
Revenue details and projections
$34k
$72k
$93.8k
See details


velou
25 NOV 24
Sign in
We're continuing to transform your product catalog adding 1,250 new attributes across 42 product categories, driving a 38% increase in conversions.
Learn more
83%
Attributes
Descriptions
Categories
Product knowledge
28%
See details
Real-time AI image translation
Search metrics and details
Sessions 903.8k


velou
25 NOV 24
Sign in
On this screen you can find a visualization of your catalog.
The interactions highlight overall **product knowledge**.
Products
Attributes
Categories
Coverage
Catalog added
3.8k







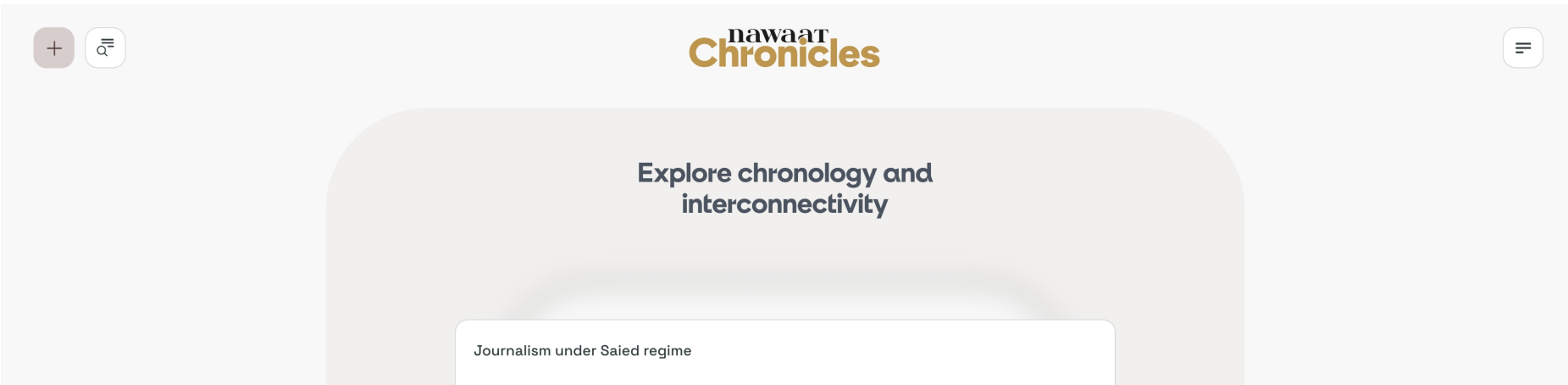
Nawaat Chronicles

AI search/discovery for content delivery platform | EU

Challenge: Create conversational interface enabling contextual storytelling at scale

My role: Naming, positioning, brand identity, product design, content

Outcome: Enhanced user experience, elevated brand visibility, differentiated positioning in frontier space



GENERATE TIMELINE

THIS WEEK

THIS MONTH

nawaat Chronicles

Journalism under Saied regime

OPEN TIMELINE

Summary

The plight of independent journalism during the time that Kais Saied has been in power is a story of resistance to governmental abuse. More and more journalists are being harassed, prosecuted, and imprisoned. Freedom of the press is at an all-time low in Tunisia. Since July 25 and the promulgation of Decree-law…

Referenced Nawaat articles

29 MAY 2024 — Journalists under fire

29 MAY 2024 — Journalists gagged, information blocked

Summary

The plight of independent journalism during the time that Kais Saied has been in power is a story of resistance to governmental abuse. More and more journalists are being harassed, prosecuted, and imprisoned. Freedom of the press is at an all-time low in Tunisia. Since July 25 and the promulgation of Decree-law…

Referenced Nawaat articles

Explore more...

nawaat Chronicles

Journalism under Saied regime

OPEN TIMELINE

Summary

The plight of independent journalism during the time that Kais Saied has been in power is a story of resistance to governmental abuse. More and more journalists are being harassed, prosecuted, and imprisoned. Freedom of the press is at an all-time low in Tunisia. Since July 25 and the promulgation of Decree-law…

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The plight of independent journalism during the time that Kais Saied has been in power is a story of resistance to governmental abuse. More and more journalists are being harassed, prosecuted, and imprisoned. Freedom of the press is at an all-time low in Tunisia. Since July 25 and the promulgation of Decree-law…

Referenced Nawaat articles

MAY 2024 — Journalists gagged, information blocked

Explore more...

nawaat Chronicles

May 2021 - June 2024

Journalism under Saied regime

CLOSE TIMELINE

29 MAY 2024

Journalists under fire

2 ARTICLES

nawaat Chronicles

May 2021 - June 2024

Journalism under Saied regime

BACK TO TIMELINE

29 MAY 2024

Initial crackdown after July 25 2024

Ever since President Kais Saied's power grab on July 25, 2021, freedom of the press has suffered a steady decline. Repression in this context reached a climax with the adoption of Decree-law 54, ostensibly a safeguard against violations relating to information and communication systems.

Referenced Nawaat articles

MAY 2024
Journalists gagged, information...

MAY 2024
Independent media resist...

nawaat Chronicles

BUTTON SPECIFICATIONS

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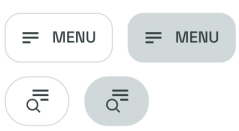

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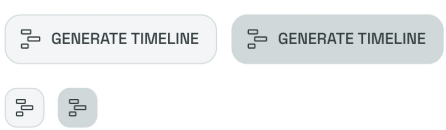

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LABEL, PANEL SPECIFICATIONS

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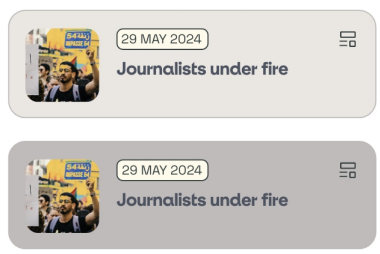

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COLOUR PALETTE: PRIMARY, SECONDARY, HALFTONE

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		#593D3A	#FCE09B
		#CED8D9	#F3F5F6
#D9CDCC	#D8CCBA	#FFFFFF	
#C0BAB9		#F4FBF4	#FFFBEB
#F2F0F0	#EBE6E2	#F7F8F7	
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ICONOGRAPHY: UI, BUTTONS, ACTIONS, LABELS