

HOLLIE TANNER

CERTIFIED LEADER IN USER EXPERIENCE & PRODUCT DESIGN

Plex Rebrand

Plex undertook a comprehensive rebrand initiative that began with a marketing-driven effort and extended to the product suite, requiring alignment across all touchpoints. This rebrand involved extensive user testing and focus groups to ensure the new design resonated with users, while navigating challenges related to ADA compliance and industry standards. The rebrand's color choices, which initially did not meet vision, print, or status accessibility standards, required careful refinement. The initiative spanned across Plex's entire family of products, including the core platform, IIoT, and Demand Caster, ensuring a cohesive and accessible user experience across all product lines.

