## Kutlu Çanlıoğlu | Portfolio iPlayer Redesign Brand definition

Led a series of workshops with the UX&D team, product management and marketing to refocus the brand definition for internal use.

Magical	Confident	Witty	Inspiring
Delightful Joy	Surefooted Pioneer	Charming Playful	Discover

Kutlu Çanlıoğlu | Portfolio iPlayer Redesign Brand attitude