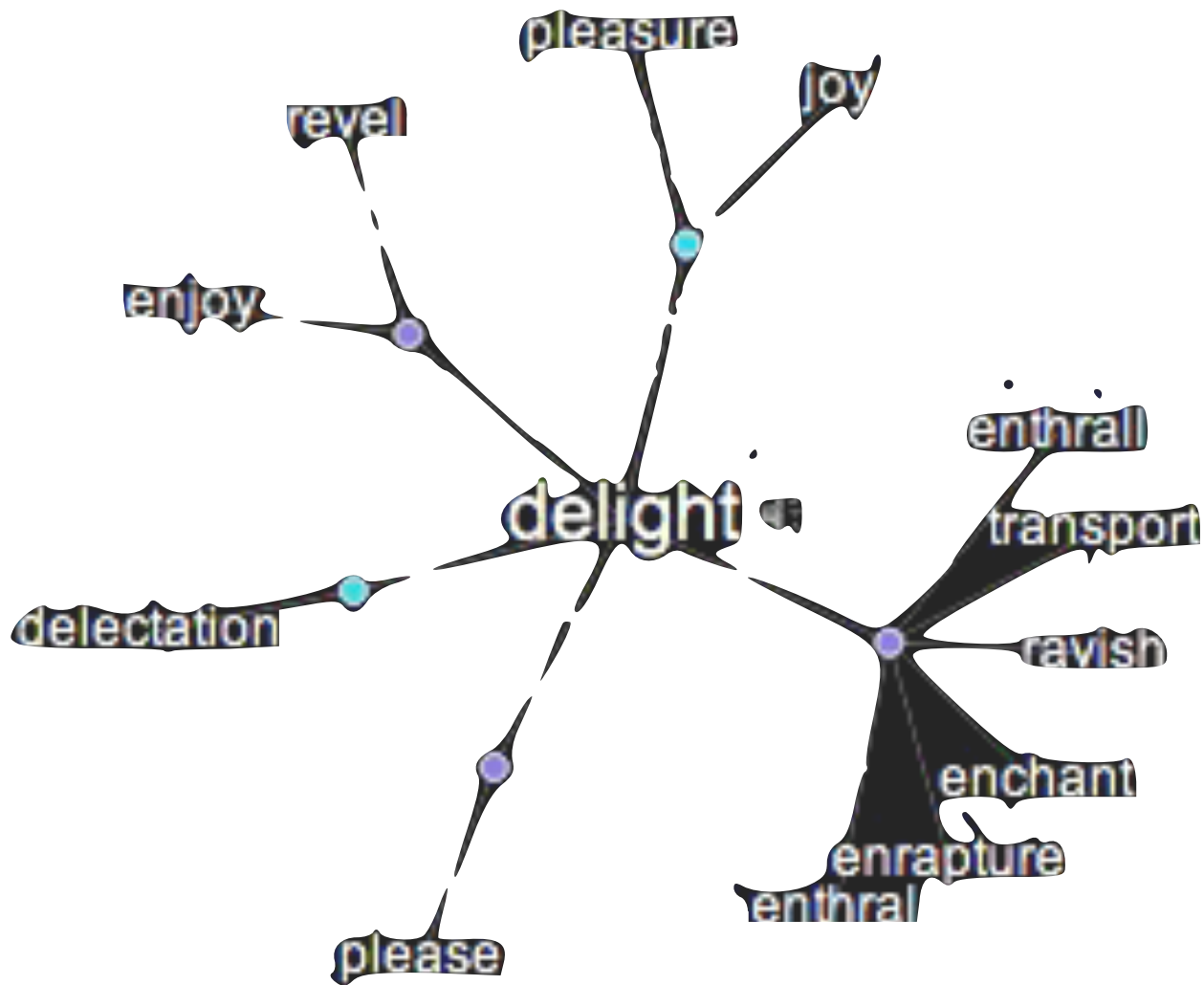


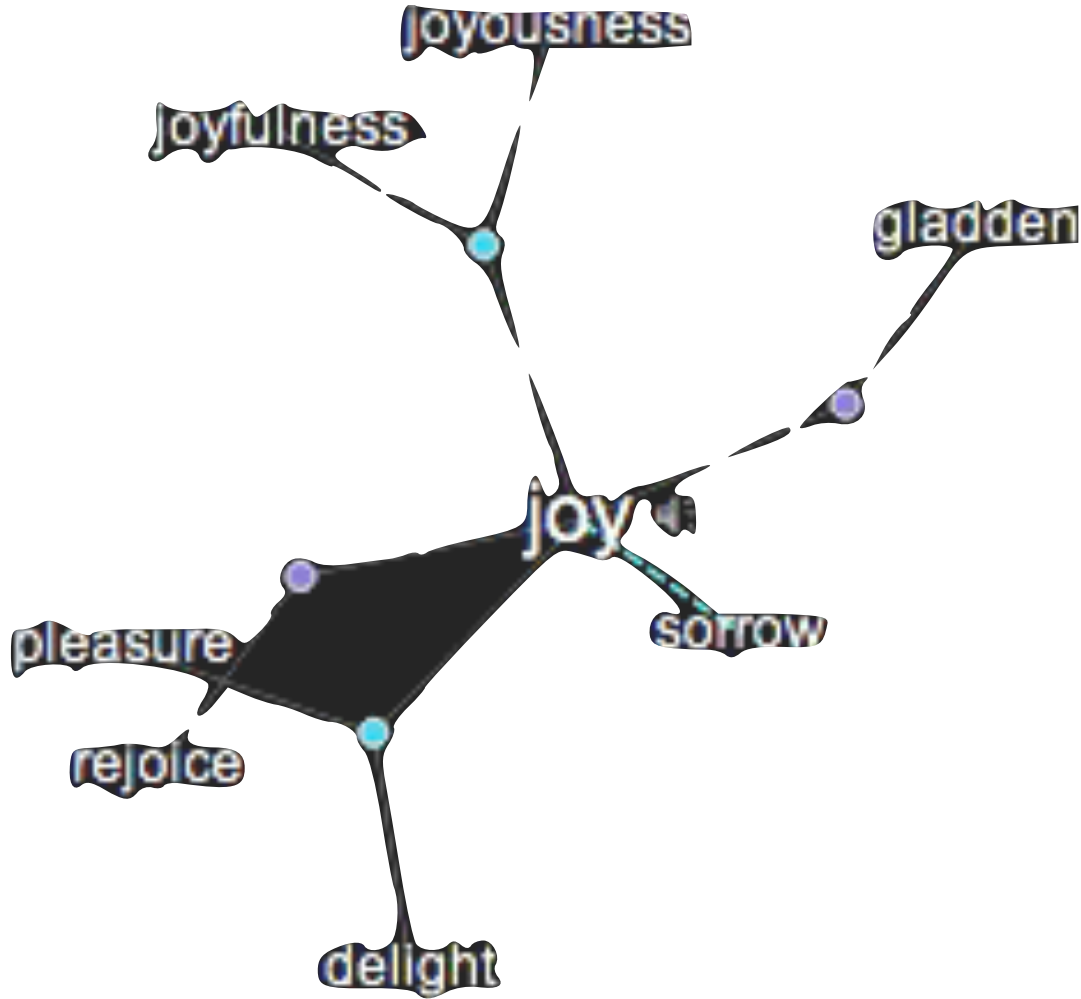
Kutlu Canlıoğlu | Portfolio

iPPlayer Redesign



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





Brand definition

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Magical



**Delightful
Joy**

Confident



**Surefooted
Pioneer**

Witty



**Charming
Playful**

Inspiring



Discover