





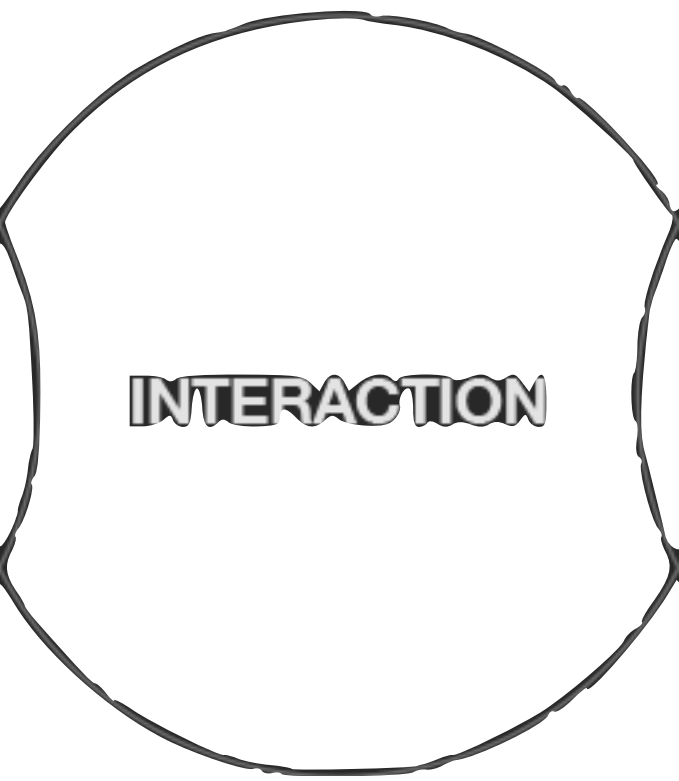
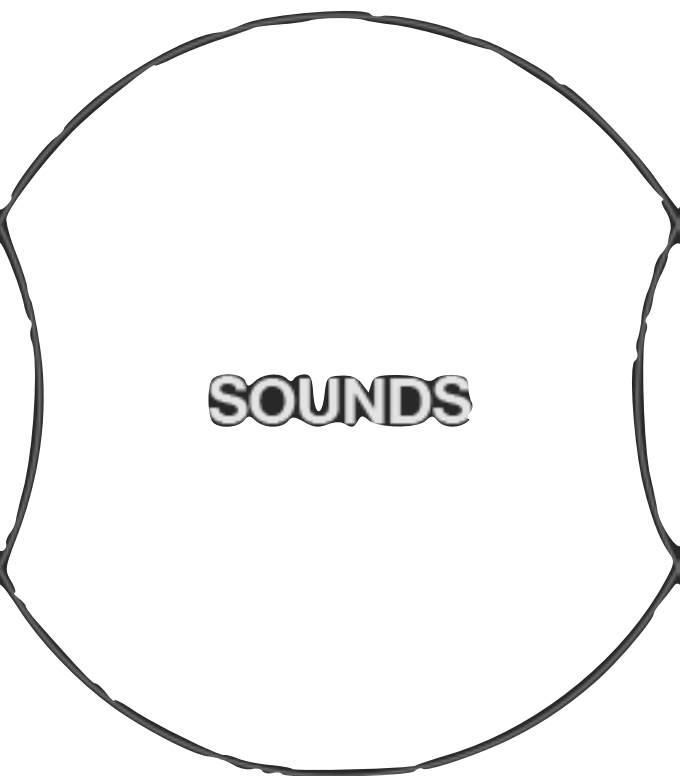
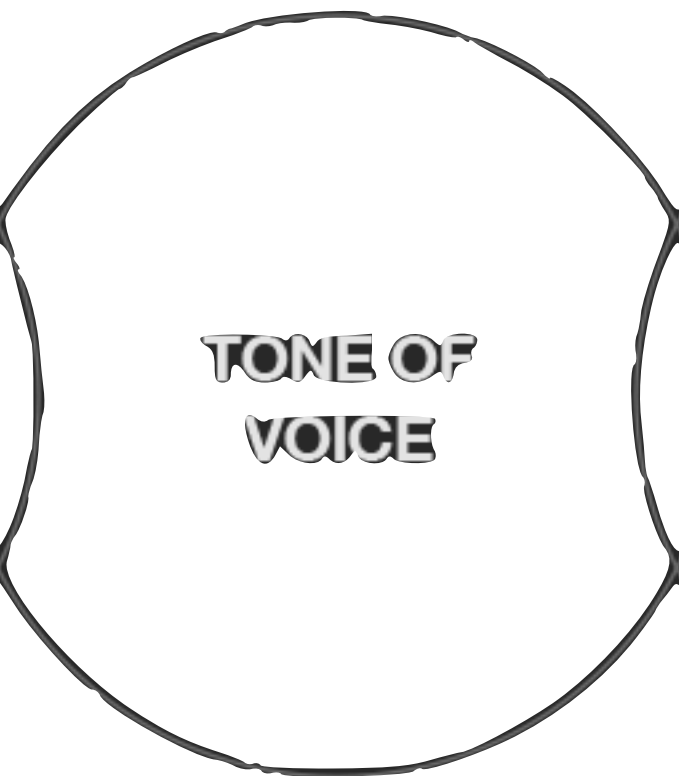
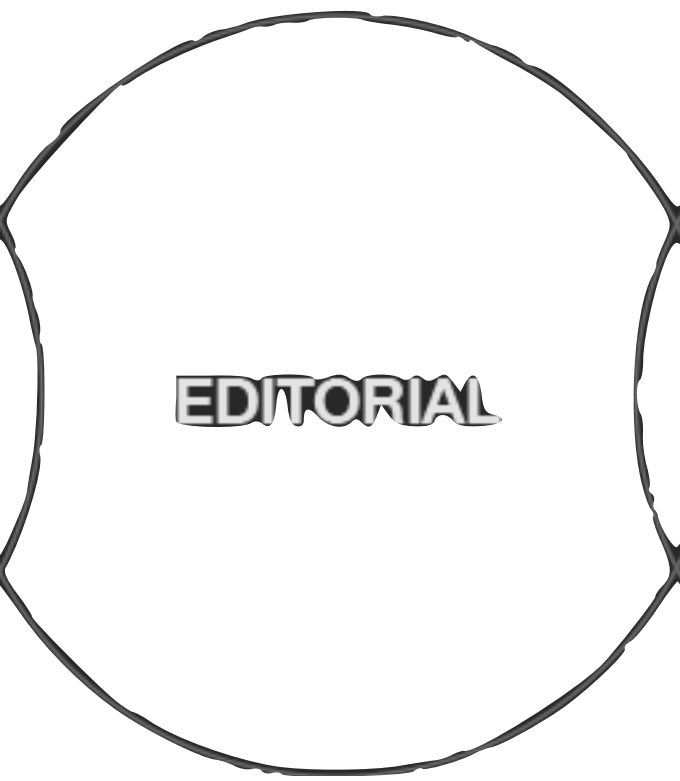
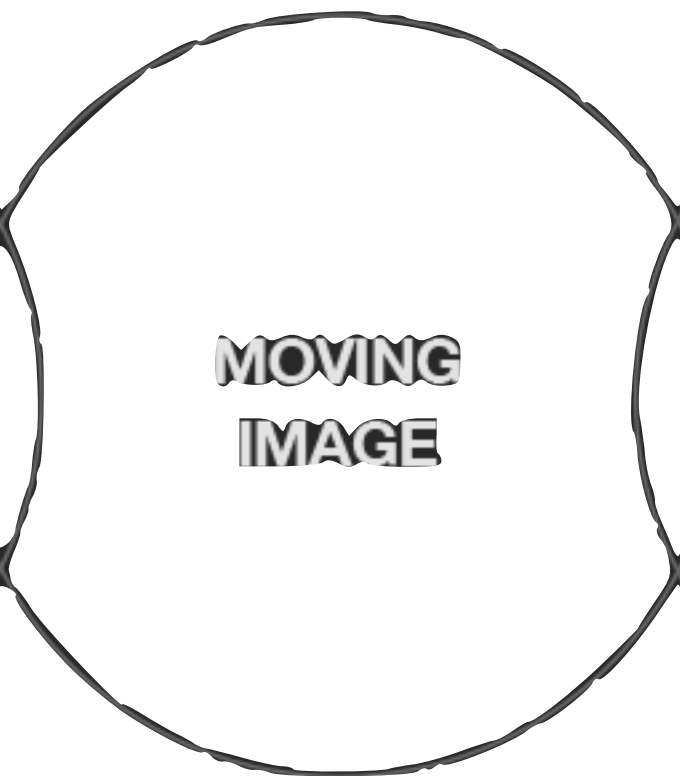
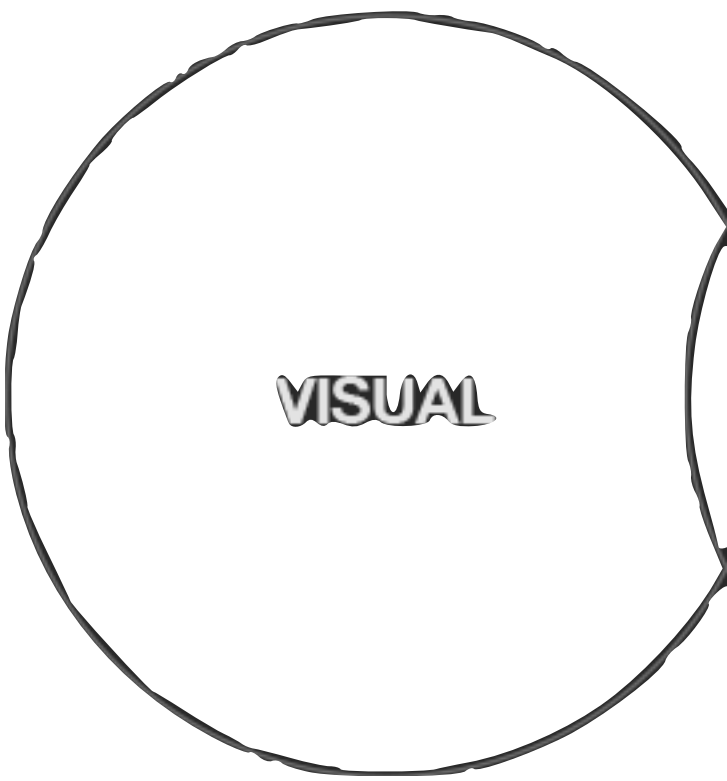
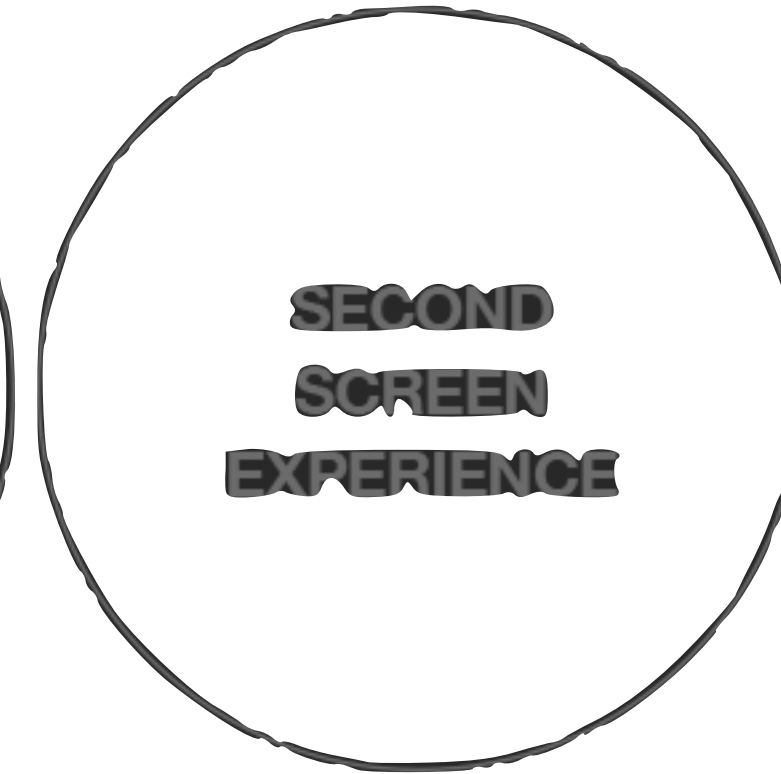
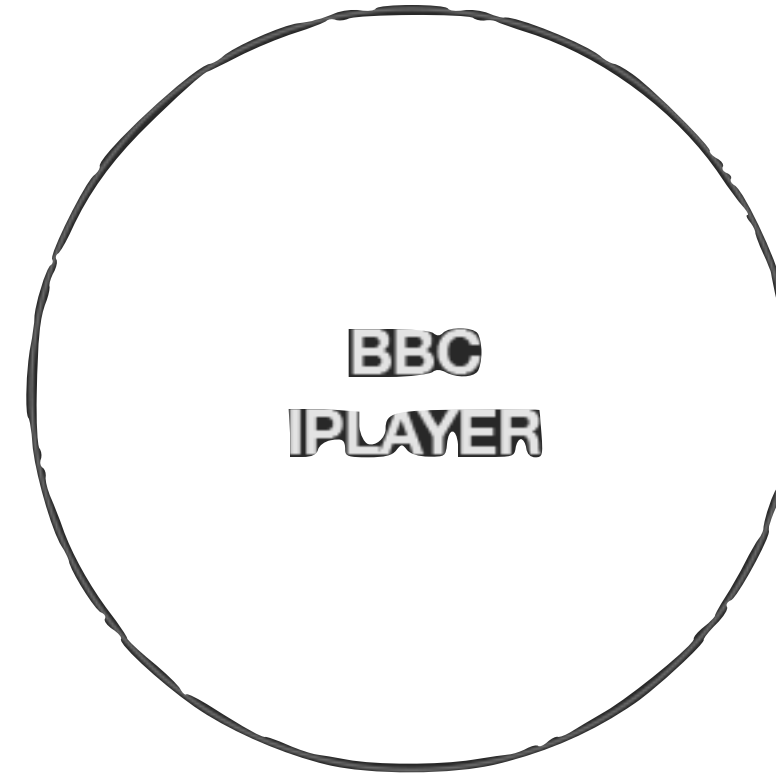
# Kutlu Canlıoğlu | Portfolio

Brand definition



ipLayer Redesign

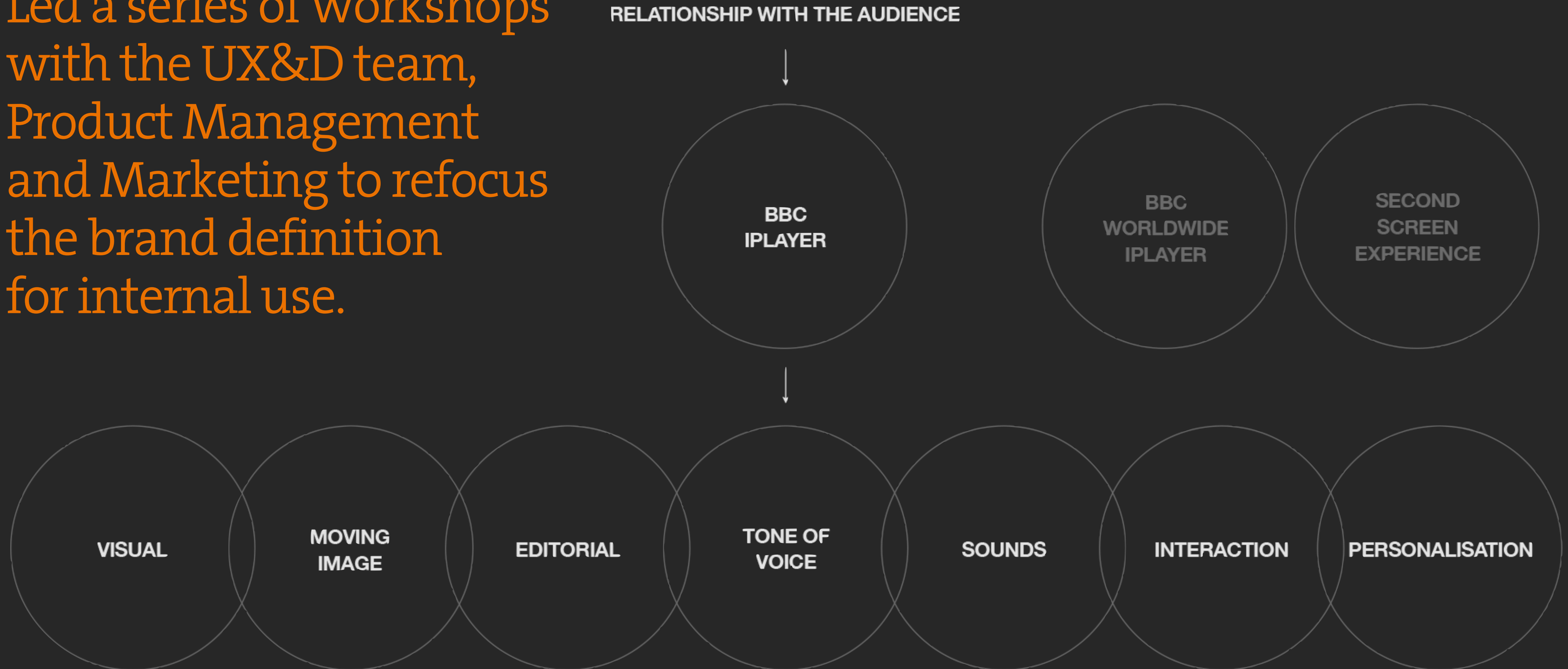
# RELATIONSHIP WITH THE AUDIENCE



Led a series of workshops with the UX&D team, Product Management and Marketing to refocus the brand definition for internal use.

# Brand definition

Led a series of workshops with the UX&D team, Product Management and Marketing to refocus the brand definition for internal use.



## Brand definition

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

**Discreet**  
**Magical**  
**Smart**  
**Entertaining**  
**Delightful**  
**Witty**  
**Unmissable**  
**Inspiring**  
**Confident**  
**Inclusive**  
**Relevant**