



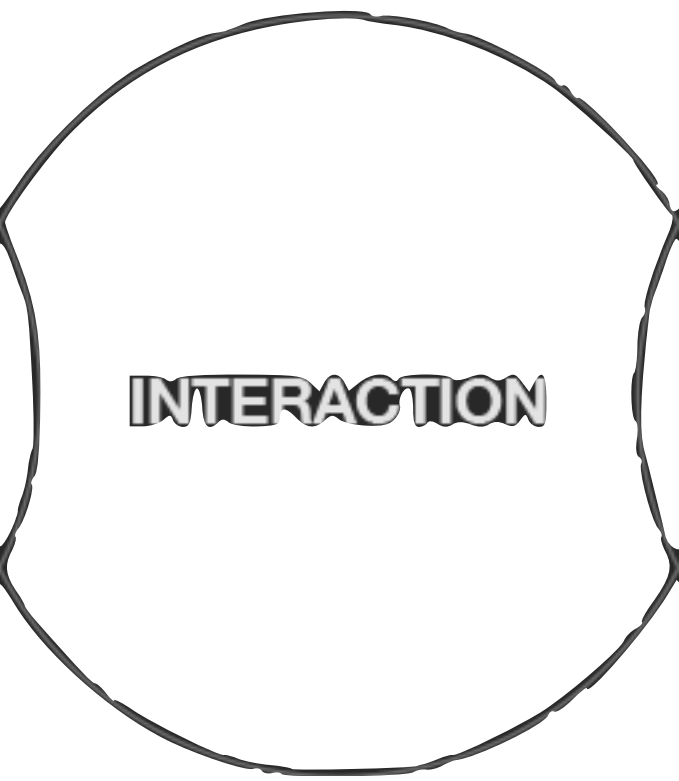
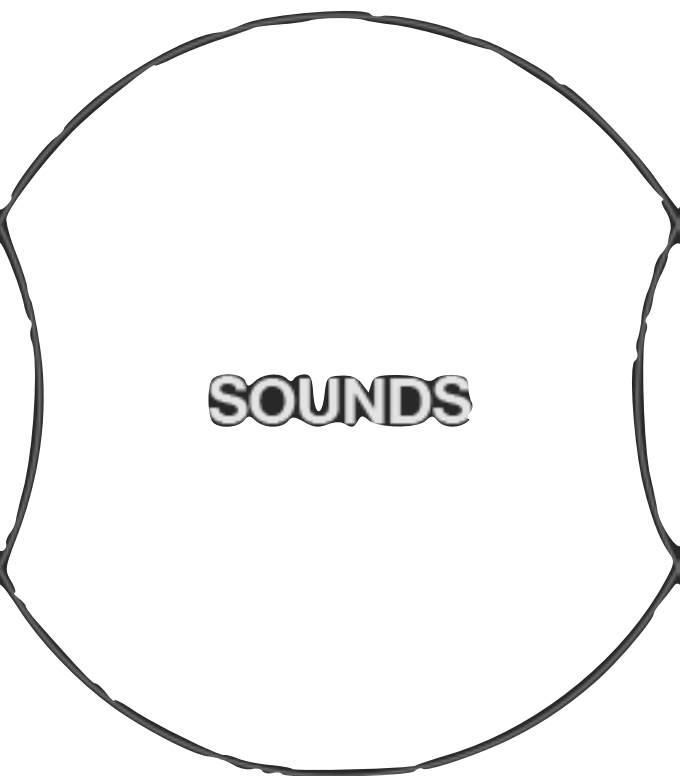
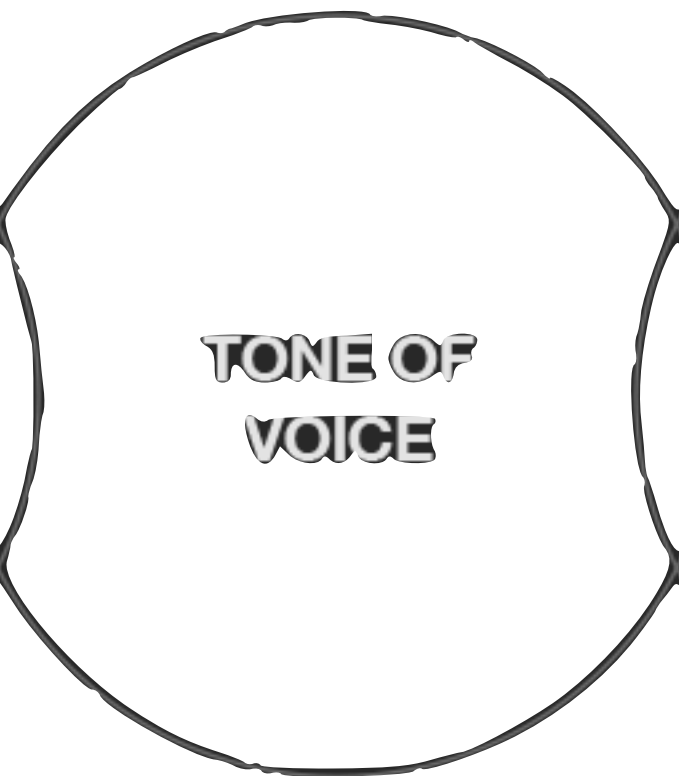
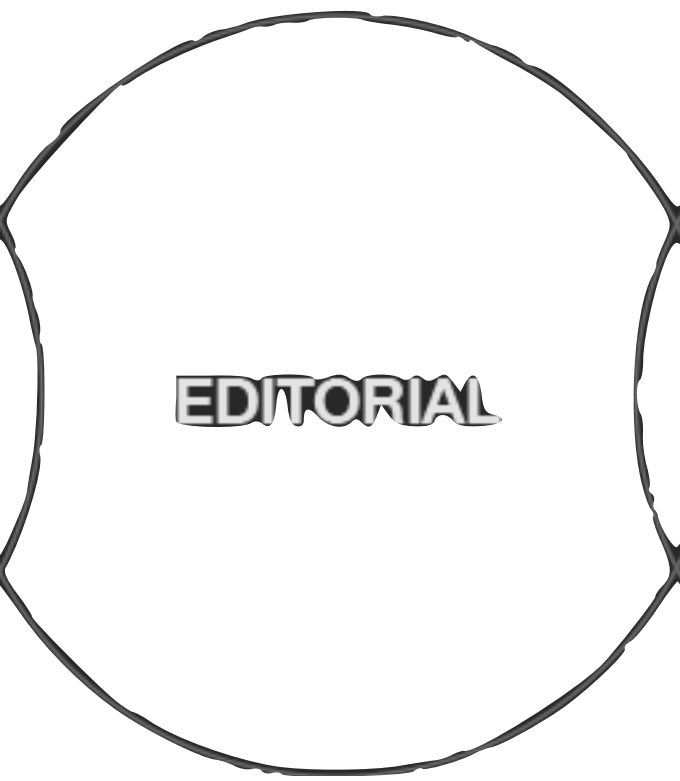
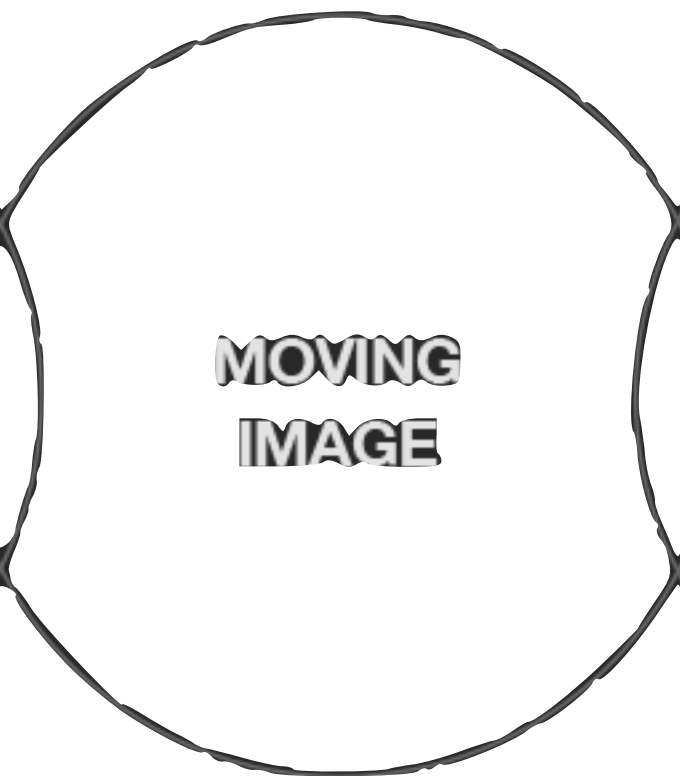
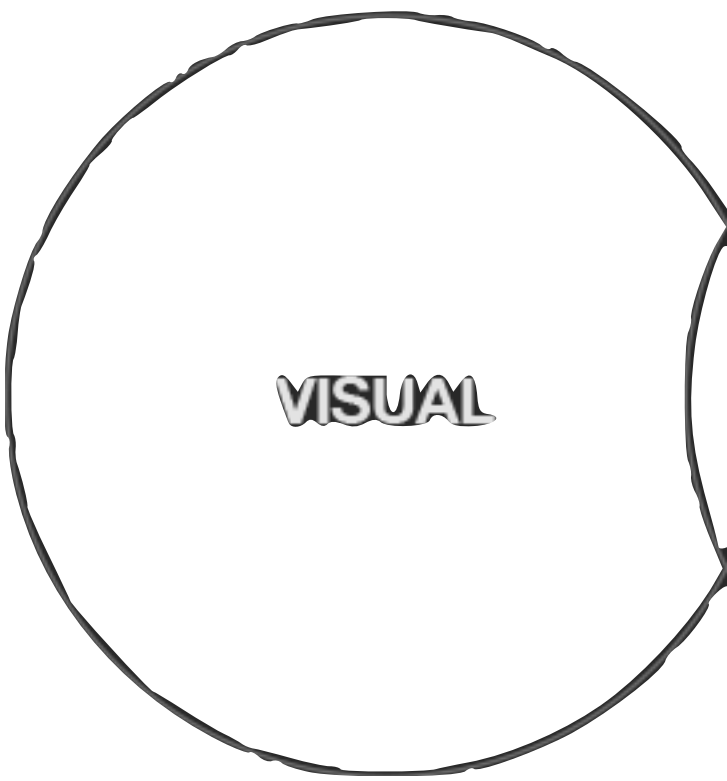
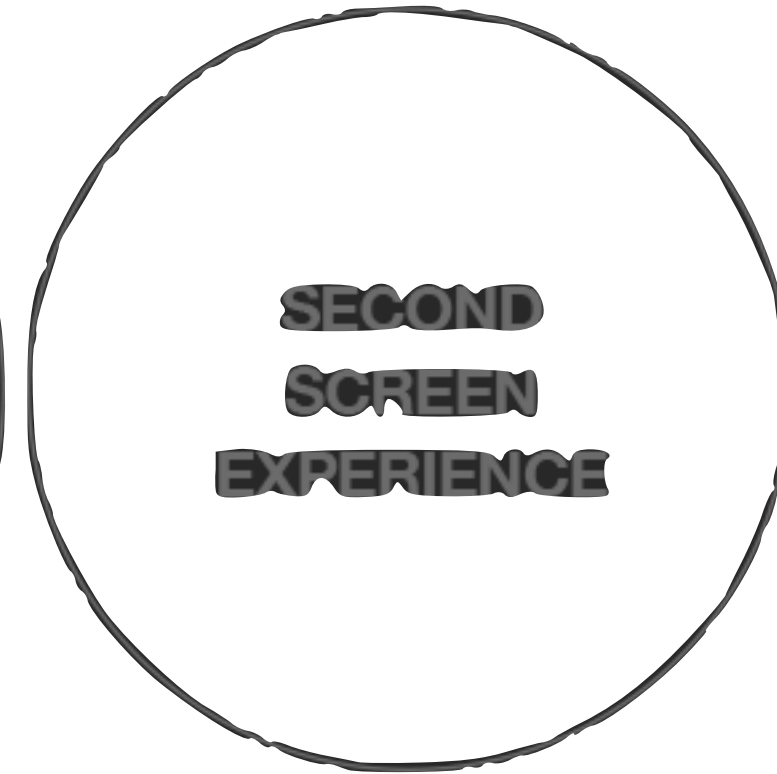
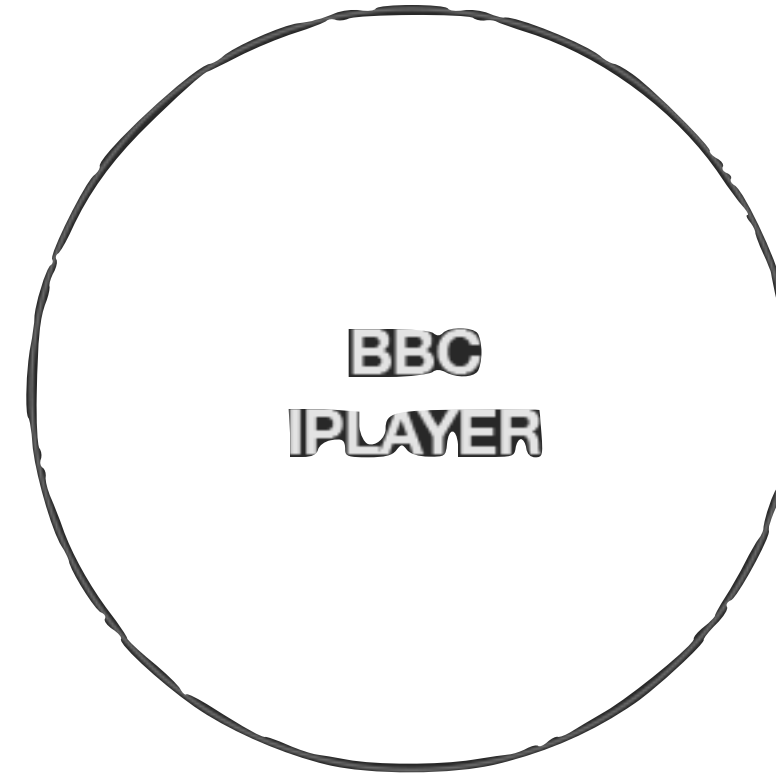
Kutlu Canlıoğlu | Portfolio

Brand definition



ipLayer Redesign

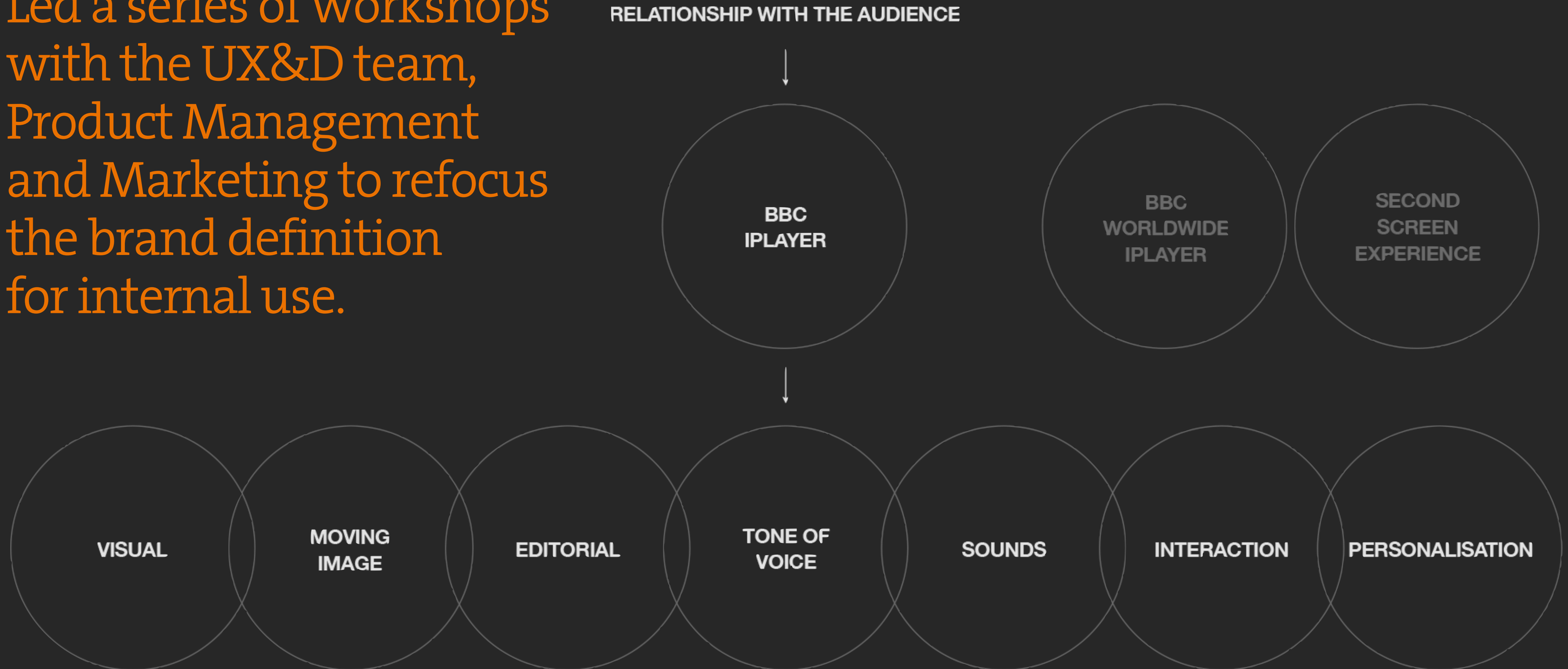
RELATIONSHIP WITH THE AUDIENCE



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