





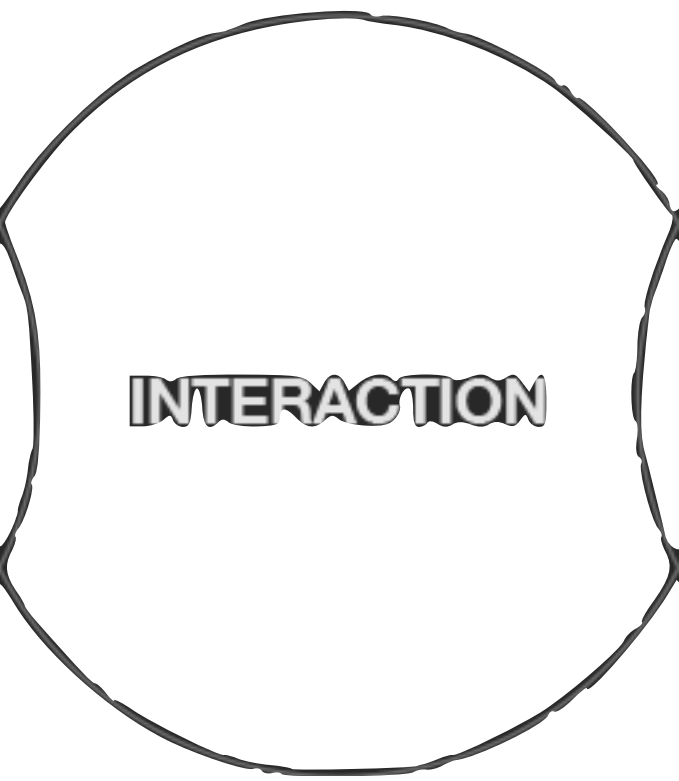
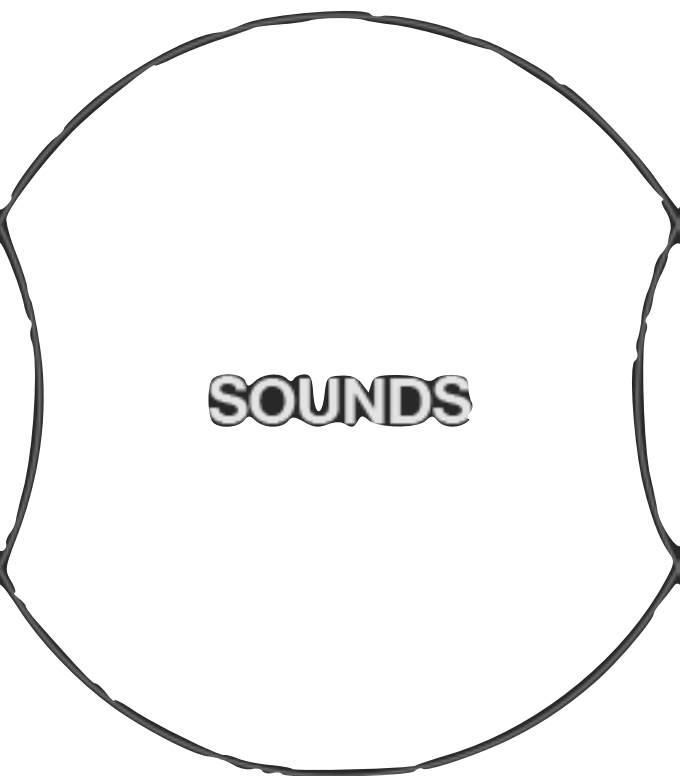
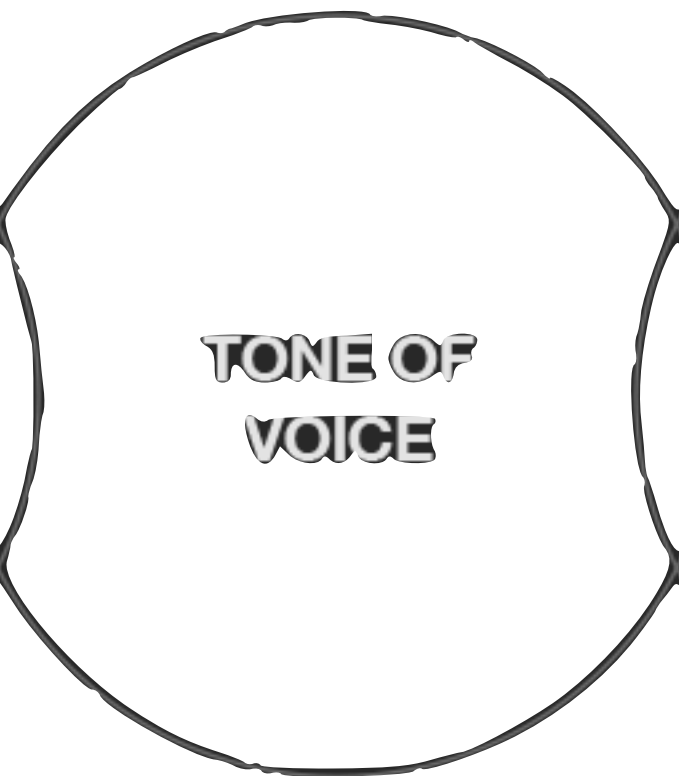
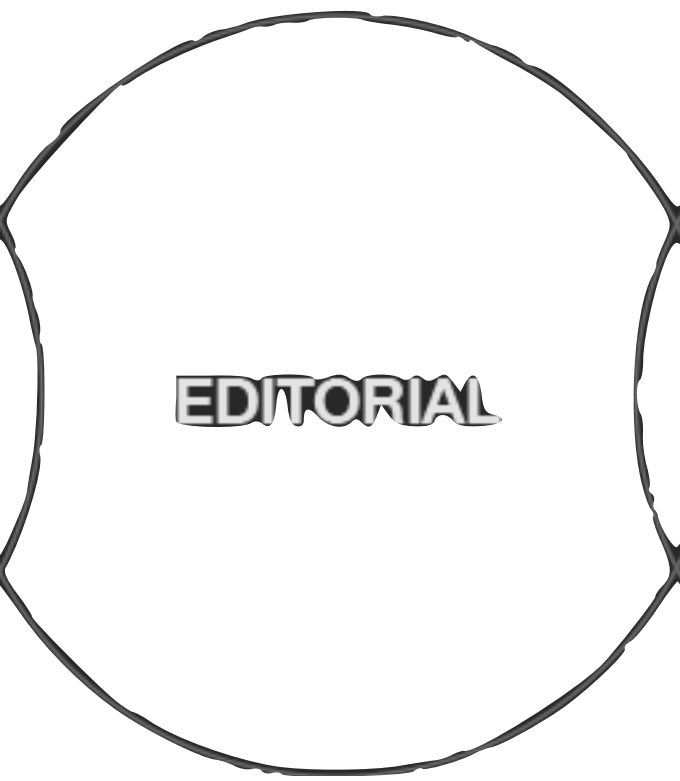
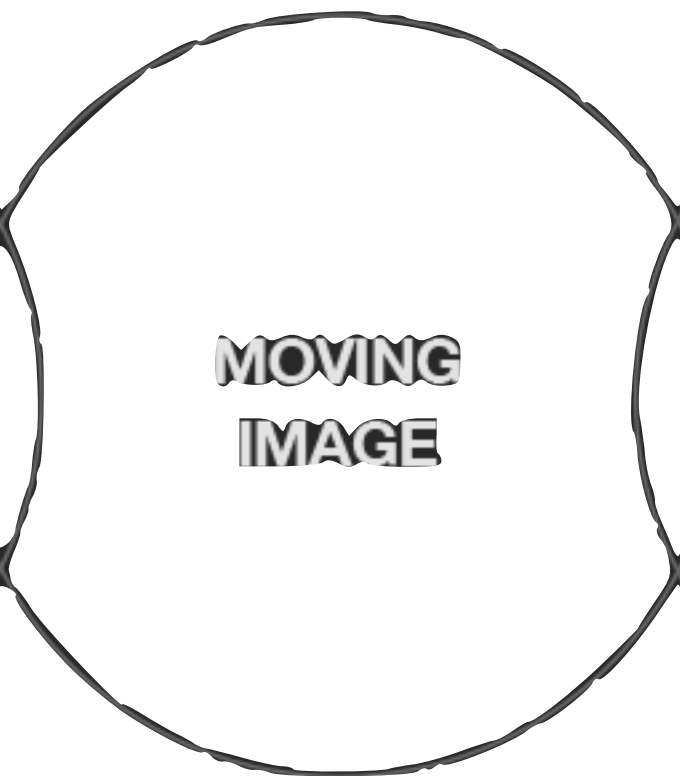
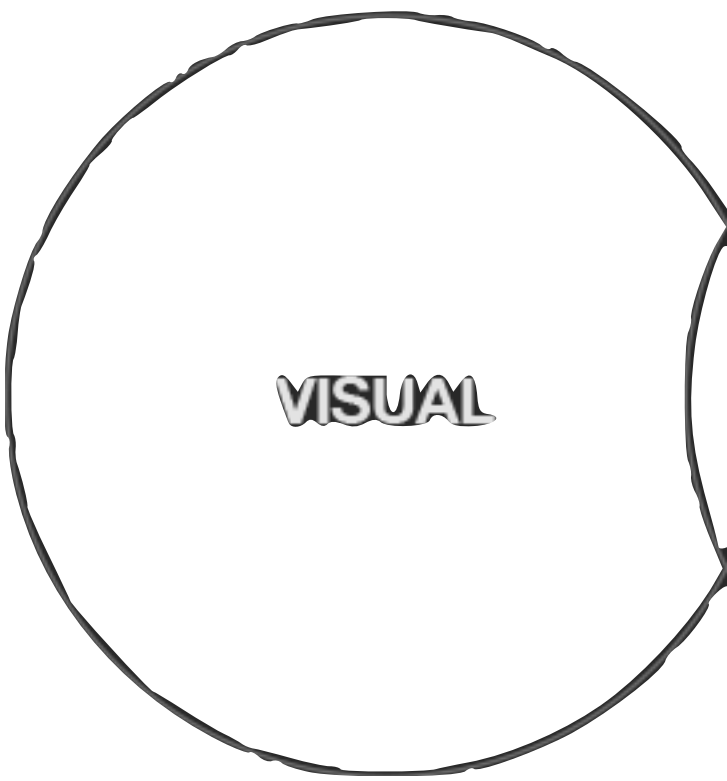
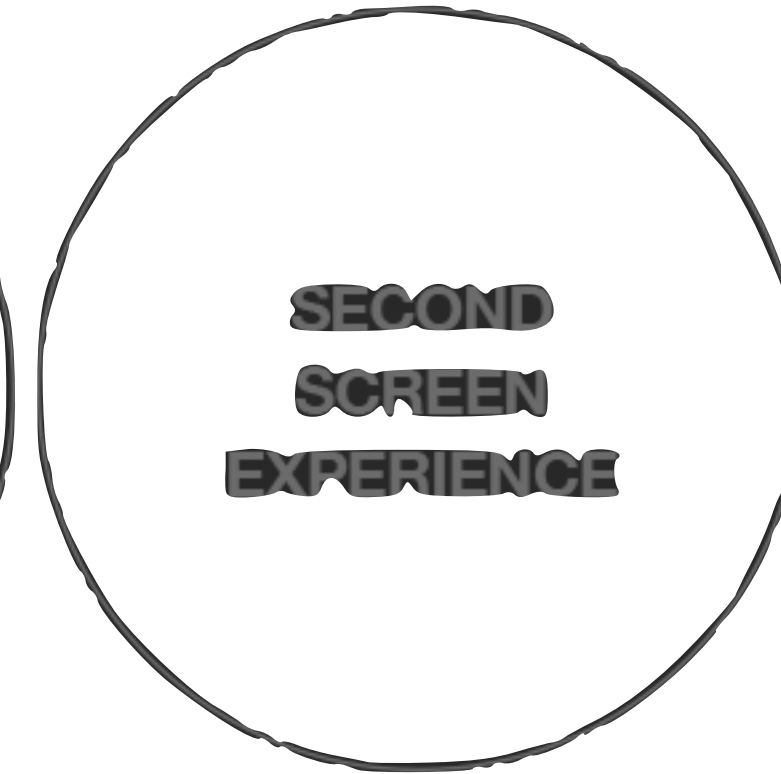
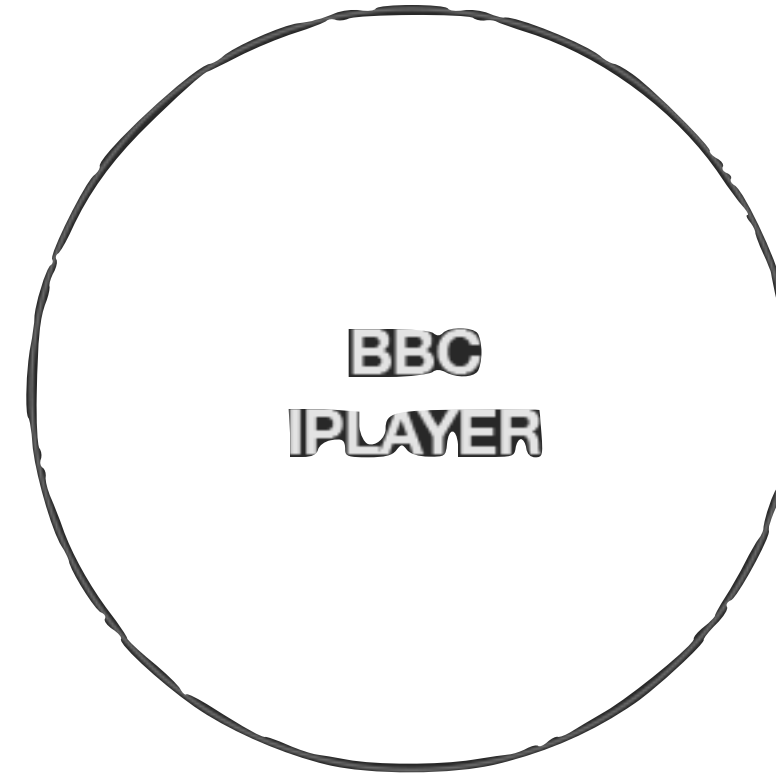
# Kutlu Canlıoğlu | Portfolio

Brand definition



iP layer Redesign

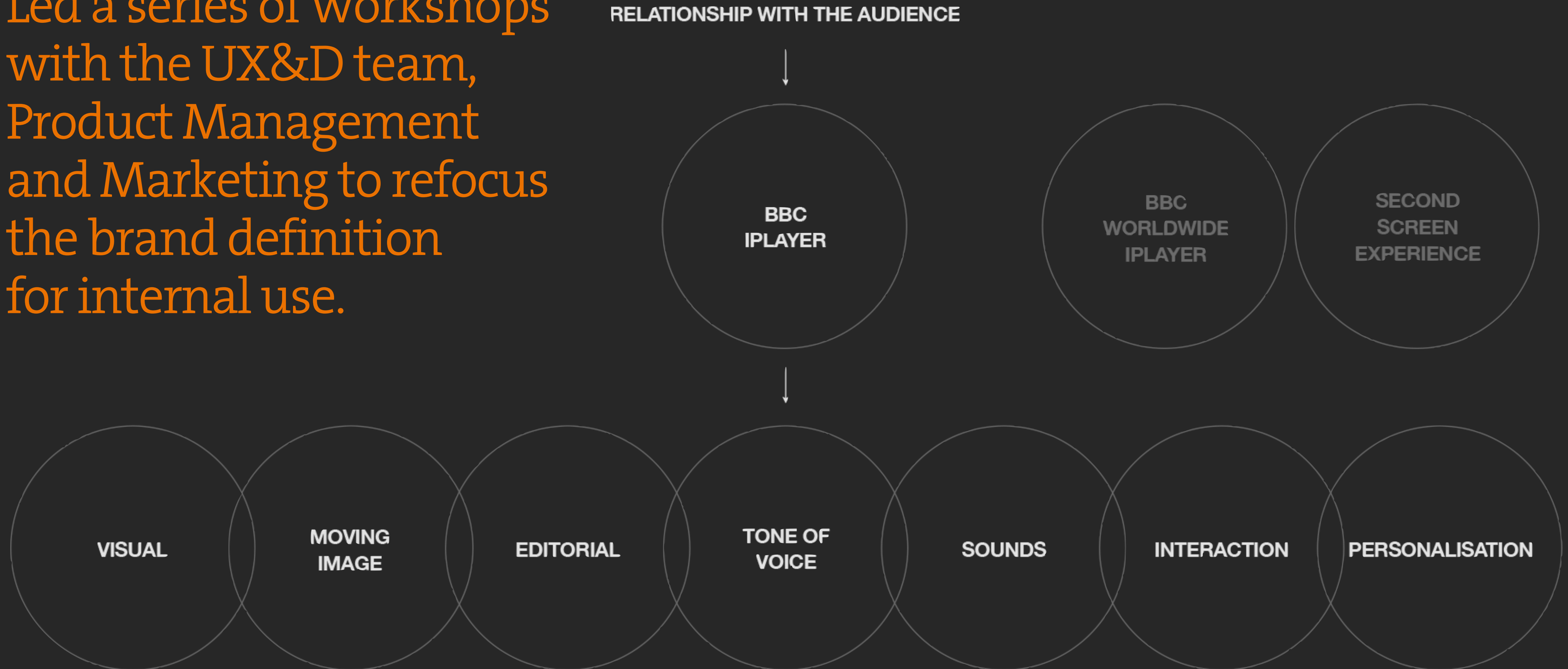
# RELATIONSHIP WITH THE AUDIENCE



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

# Brand definition

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