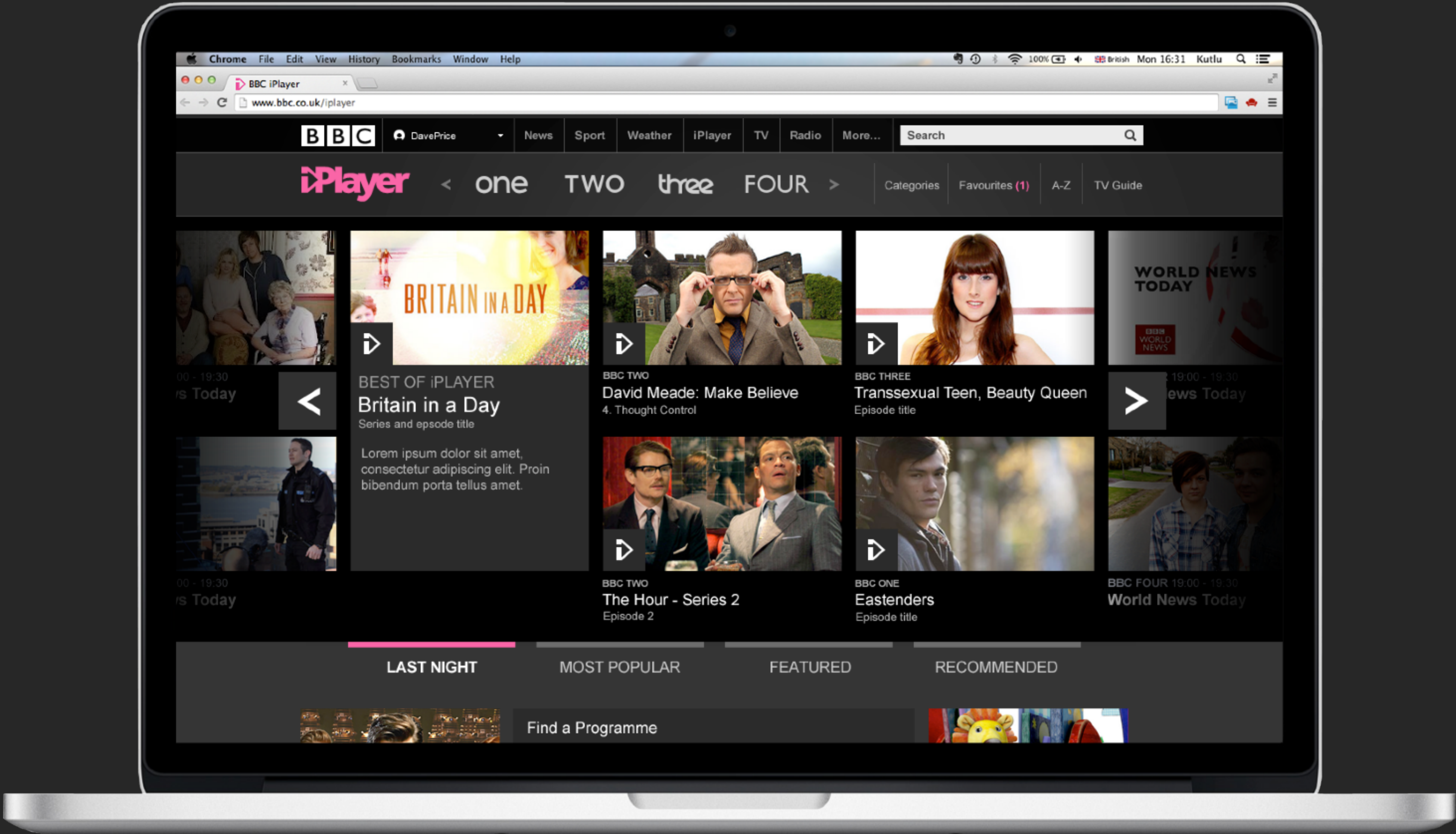


Kutlu Çanlıoğlu | Portfolio **iPlayer Redesign**

Starting point



Brand definition

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