



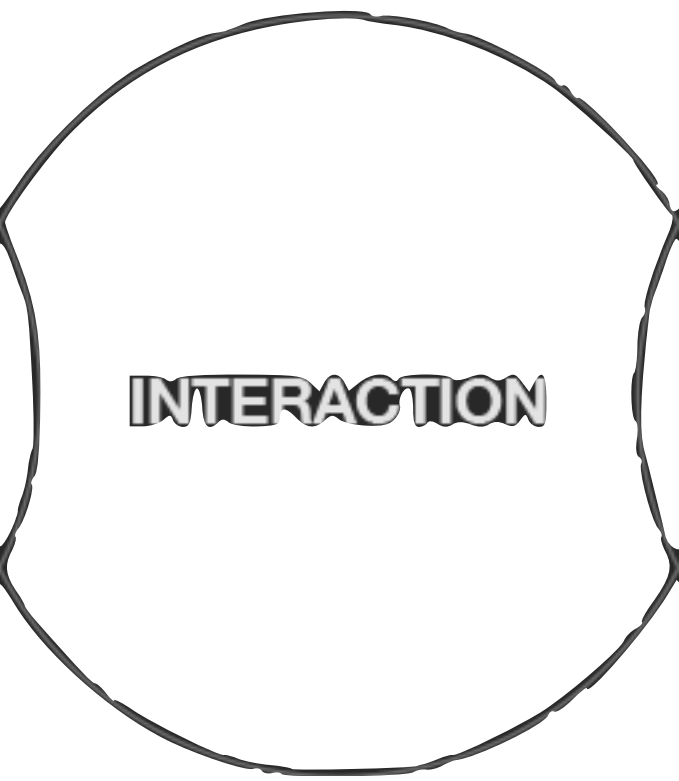
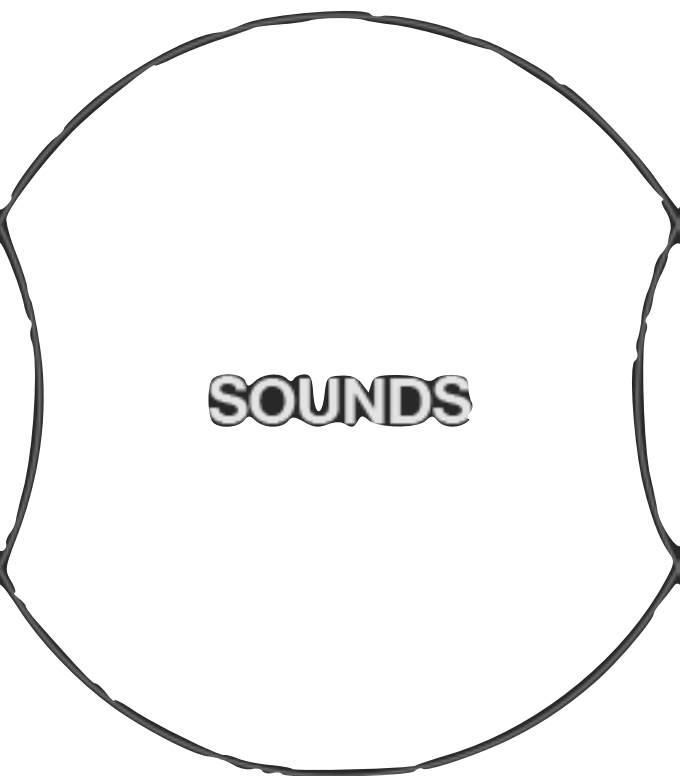
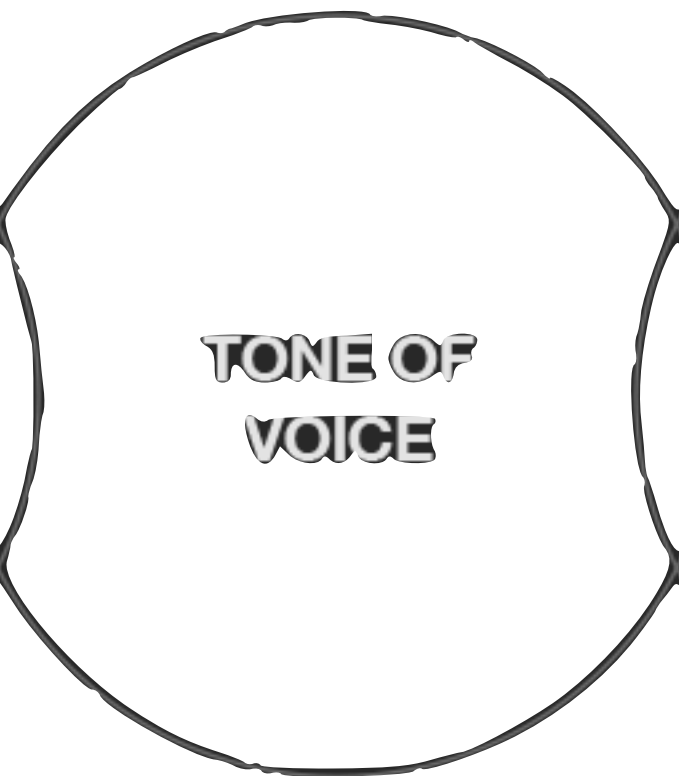
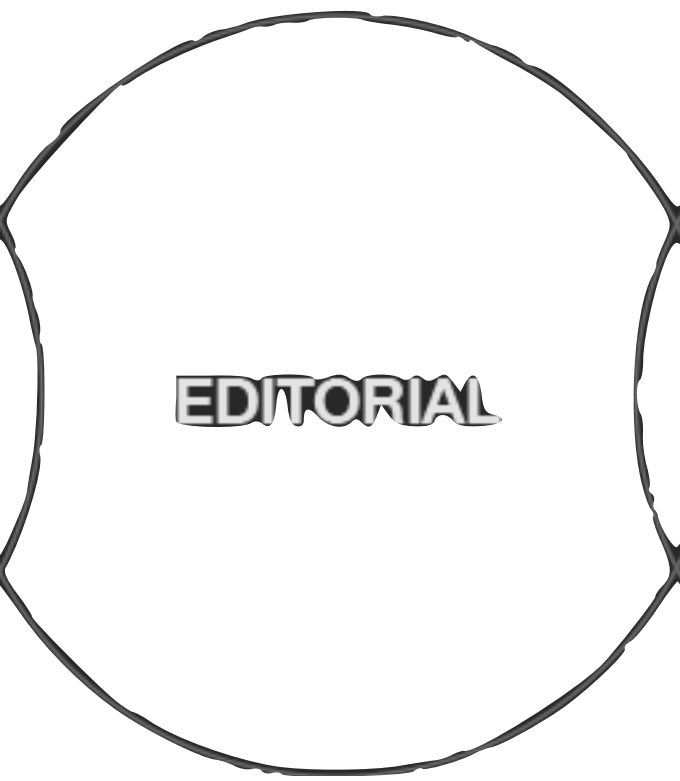
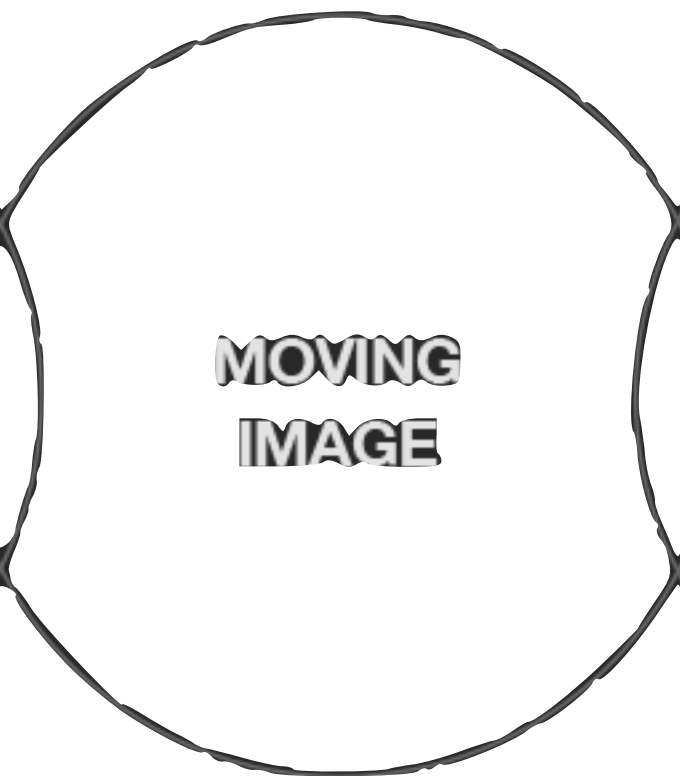
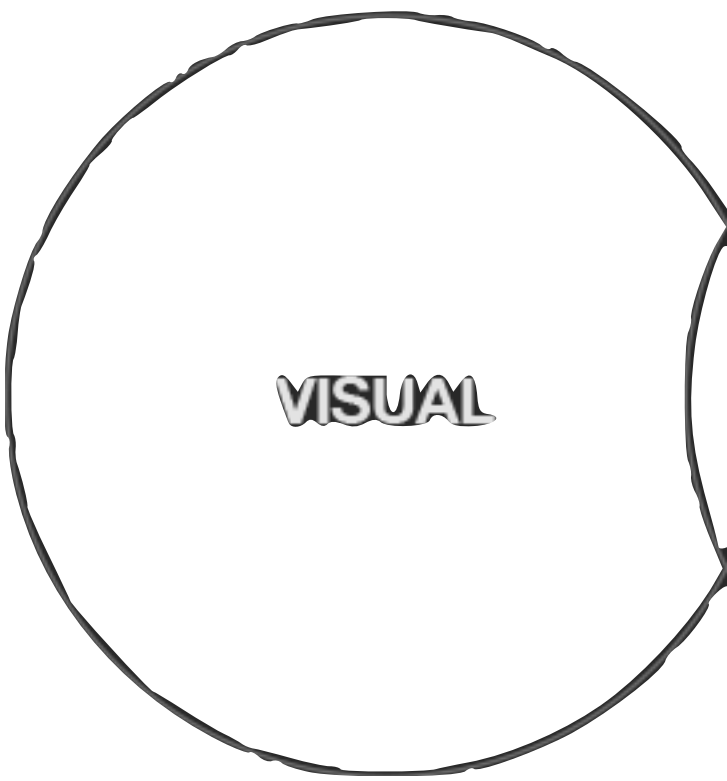
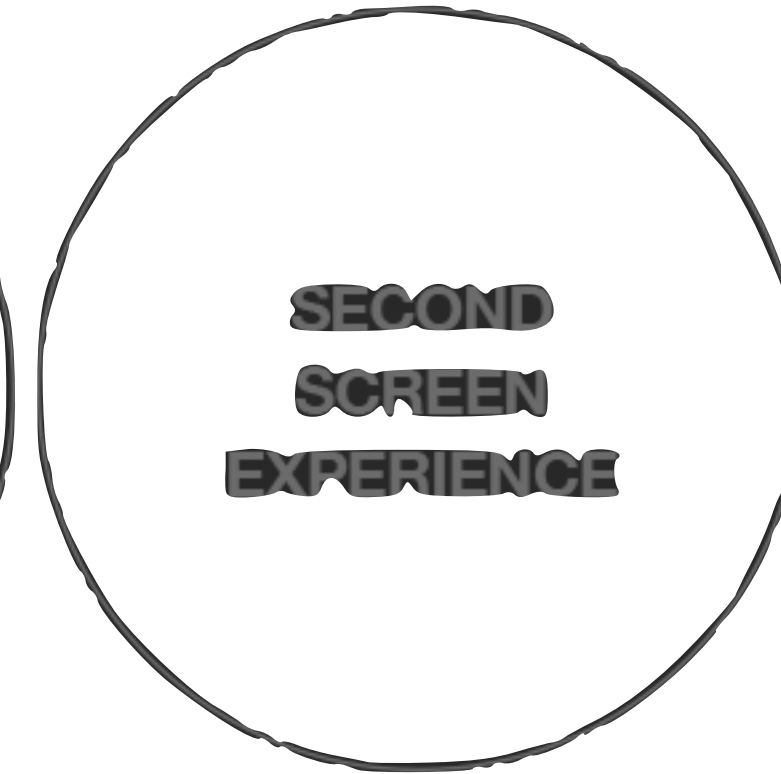
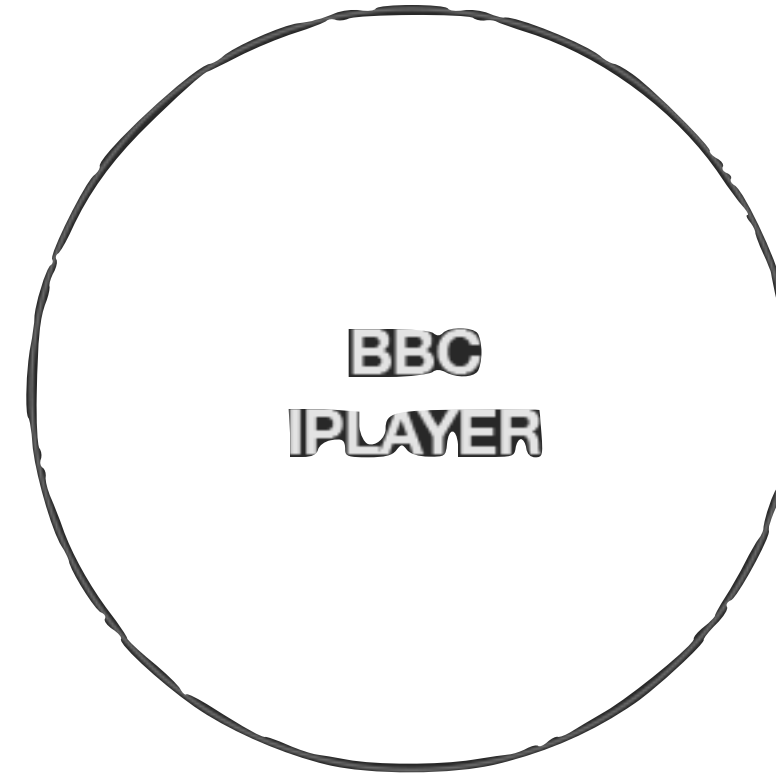
Kutlu Canlıoğlu | Portfolio

Brand definition



iP layer Redesign

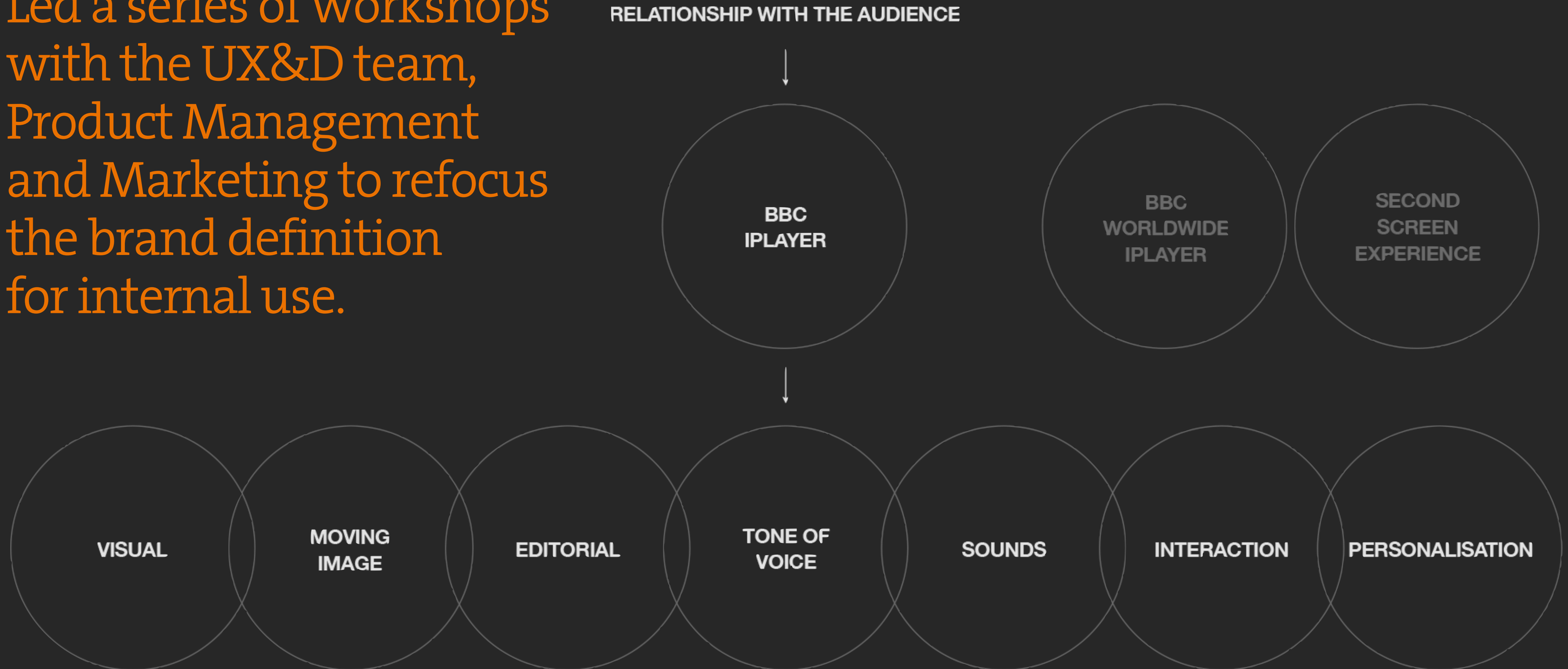
RELATIONSHIP WITH THE AUDIENCE



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**