











# Kutlu Canlıoğlu | Portfolio

Optimisations



Amazon Video Ux System

# 1. One global stylesheet

Changes made by one engineering team rolls out to all pages, across mobile and desktop

## 2. From 23 font sizes to 6

Reduce micro decisions and deliver clear, accessible information hierarchy for customers

3. From 73 colours to 14

Reduce micro decisions and ensure coherency across clients



Layers of Symphony

1. One global stylesheet

Changes made by our engineering team rolls out

to all pages, across mobile and desktop

2. From 23 font sizes to 6



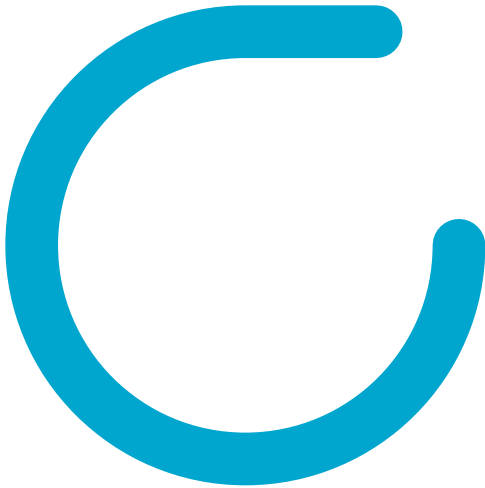
Reduce minor decisions and deliver, accessible



information hierarchy for customers

3. From 73 colours to 14

Reduced minor decisions and ensure energy across clients

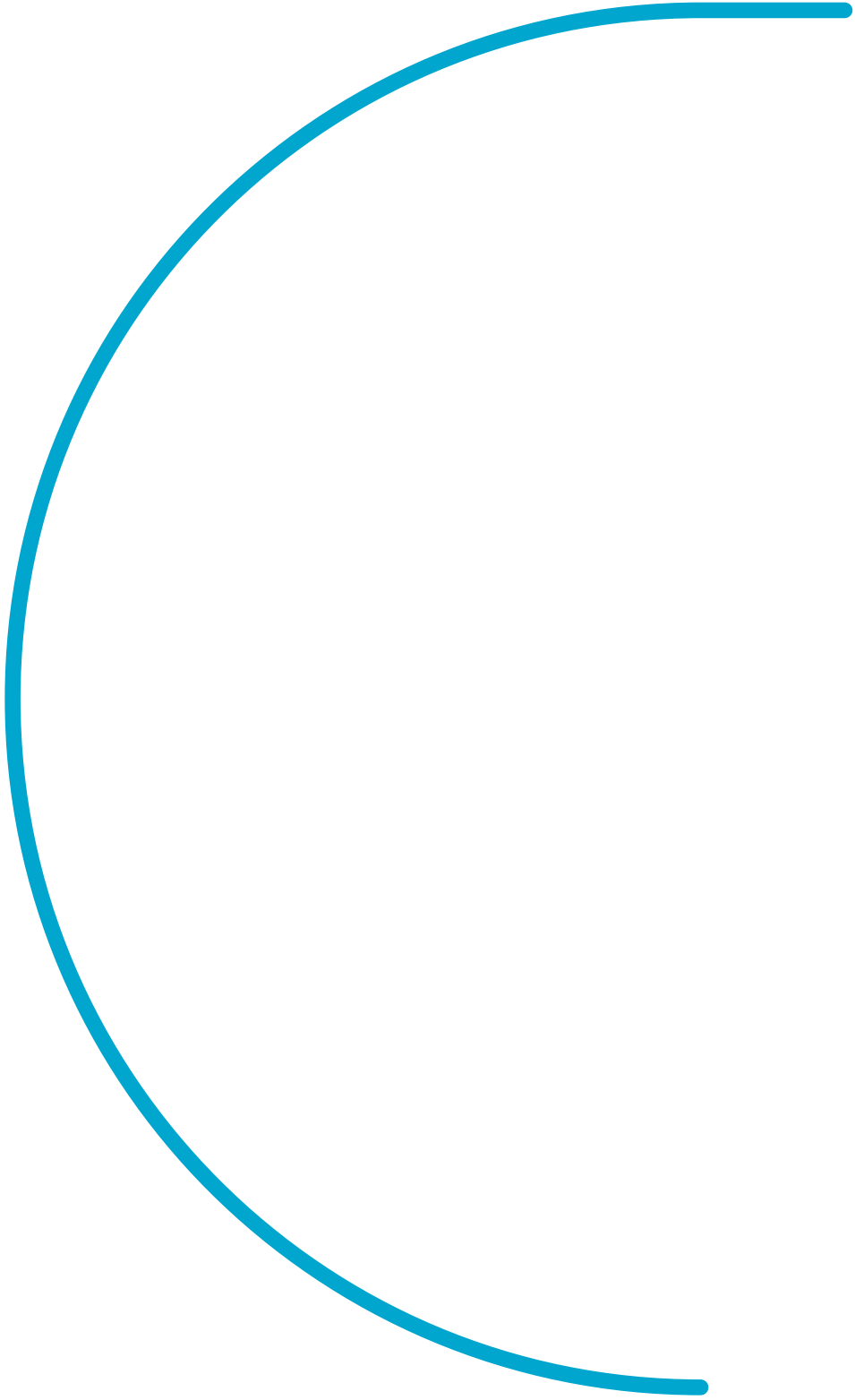














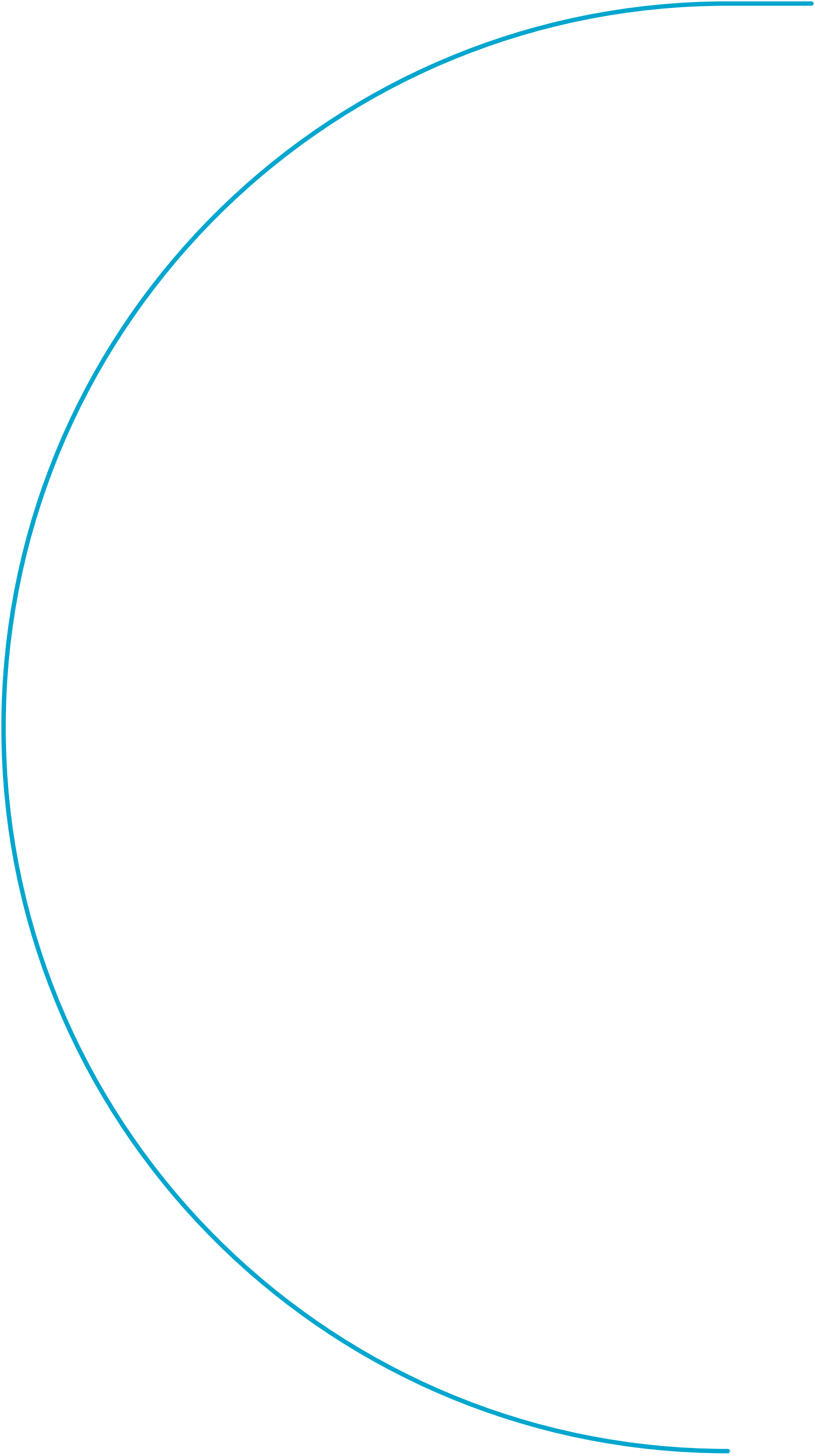


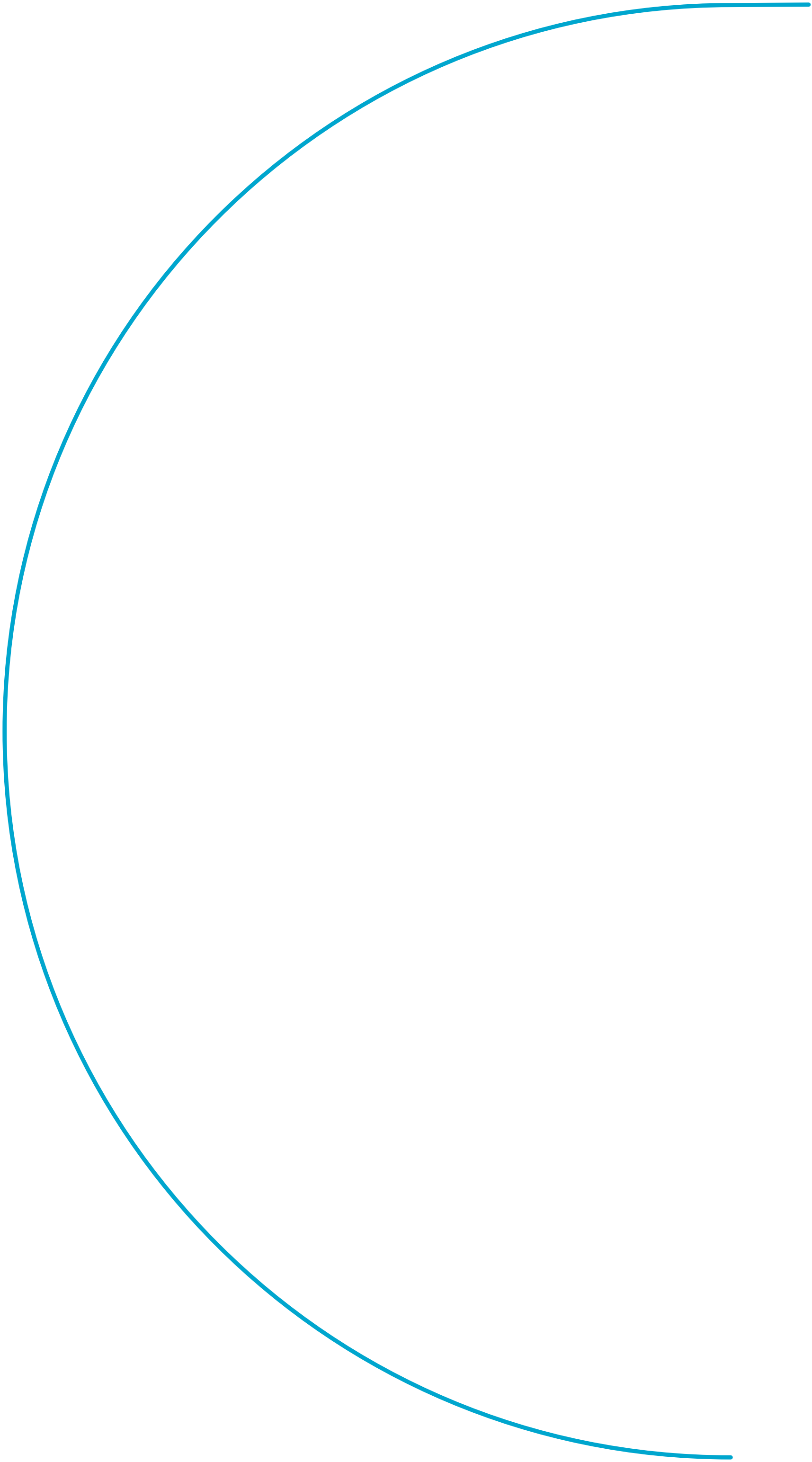


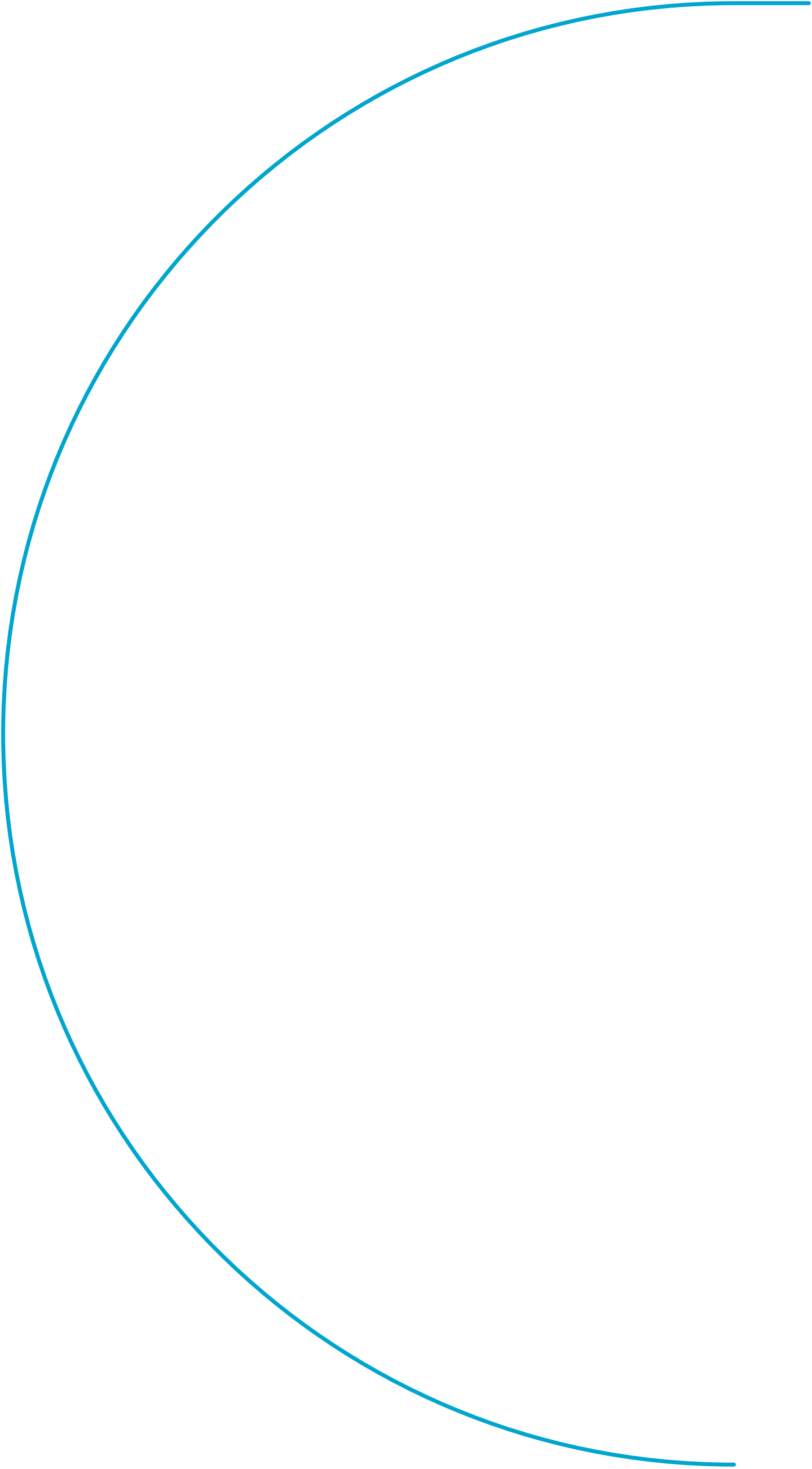


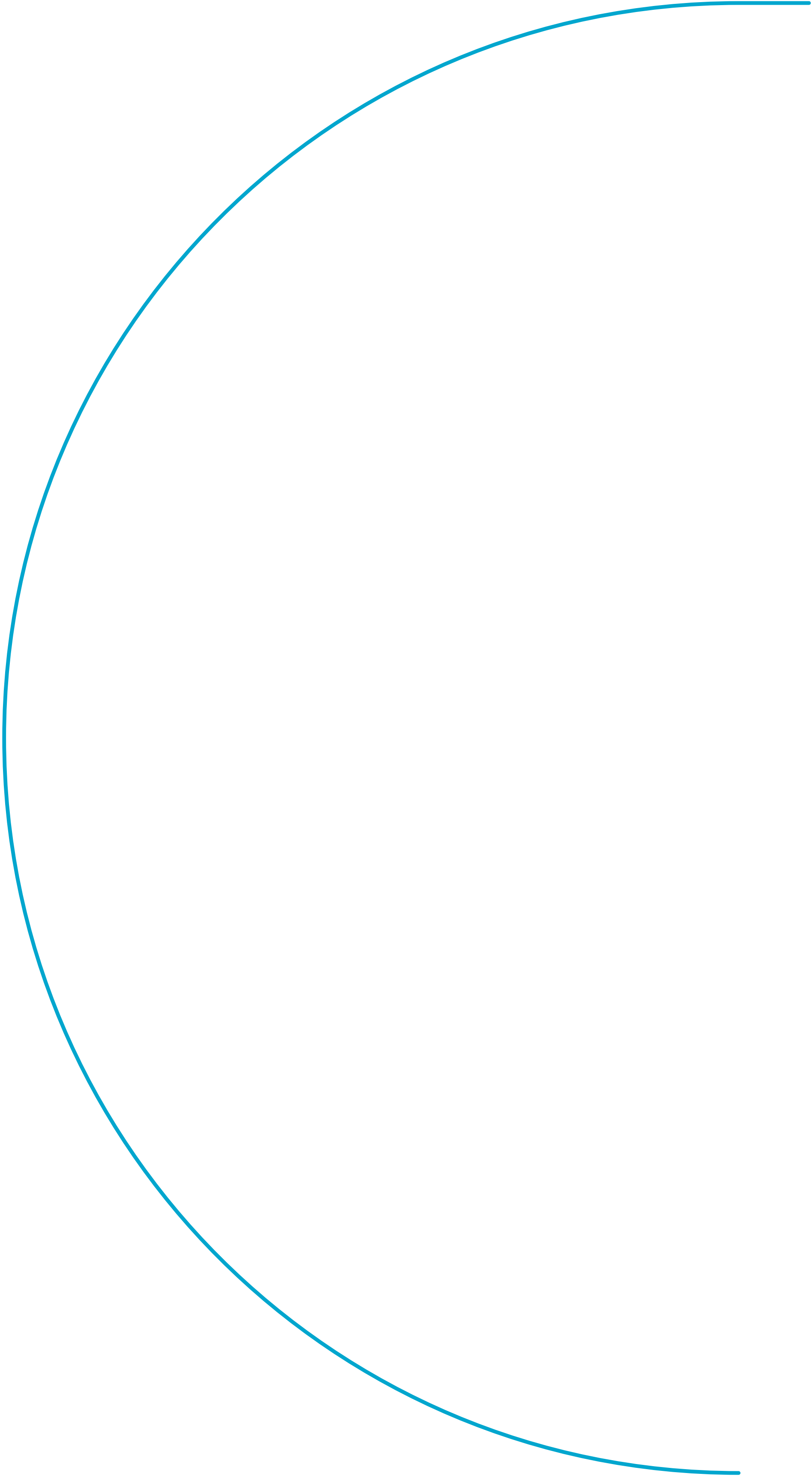


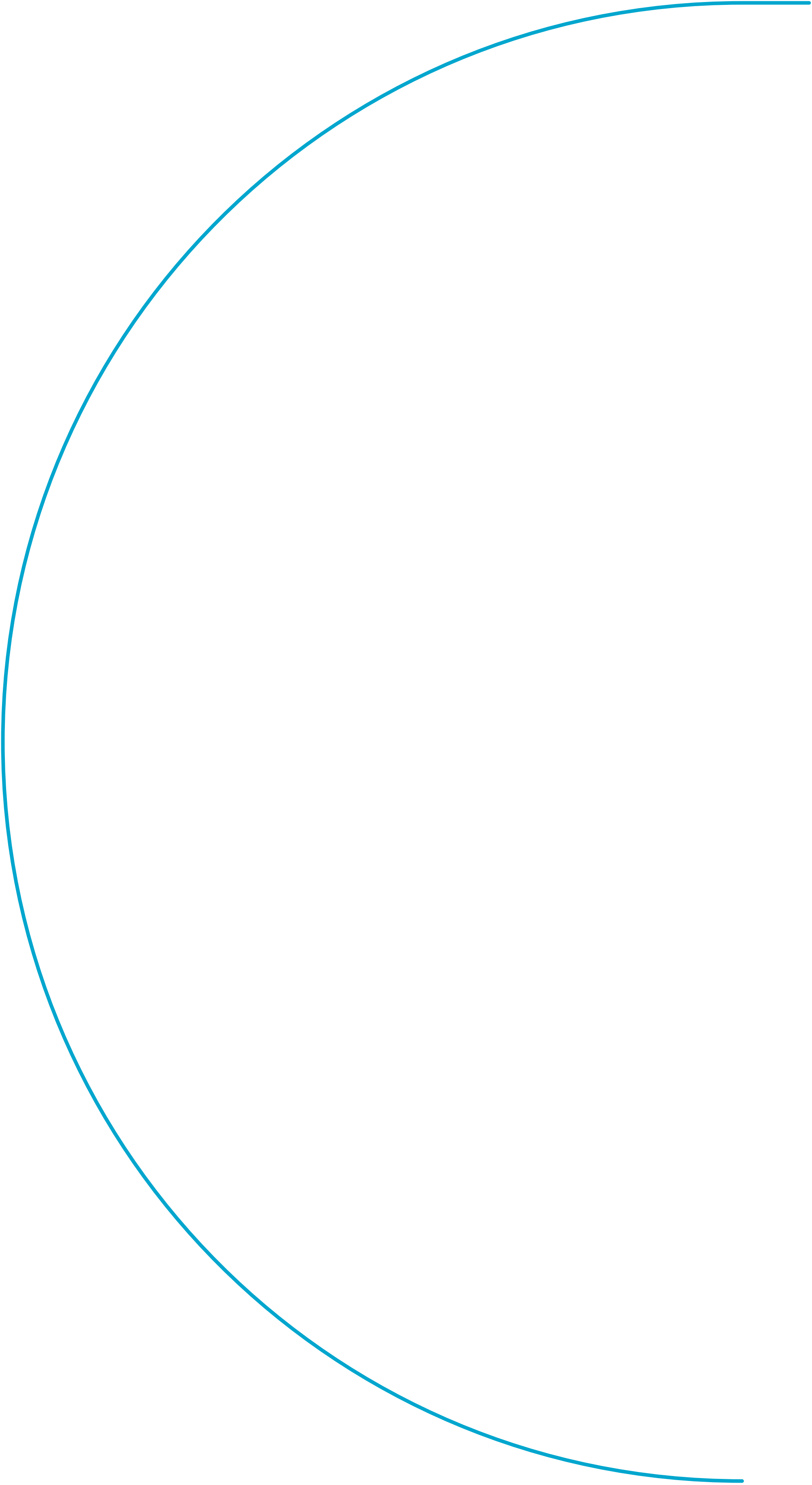


















Tech-Swift, TAPPS, TDS

Personalisation algorithms

Device/Screensize

input methods

scalded factor

Layout

Typography

colour



Tonnes of noise

Iconography

Imagery

Motion

Sound





Interaction patterns

ldserjournays





Product personality