





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

Changes made by on engineering team rolls out

1. One global stylesheet

to all pages, across mobile and desktop

2. From 23 font sizes to 6

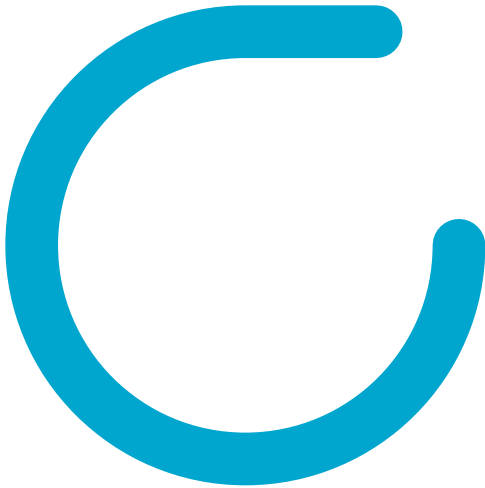
information hierarchy for customers



Reduce mission and deliver clear, accessible

3. From 73 colours to 14

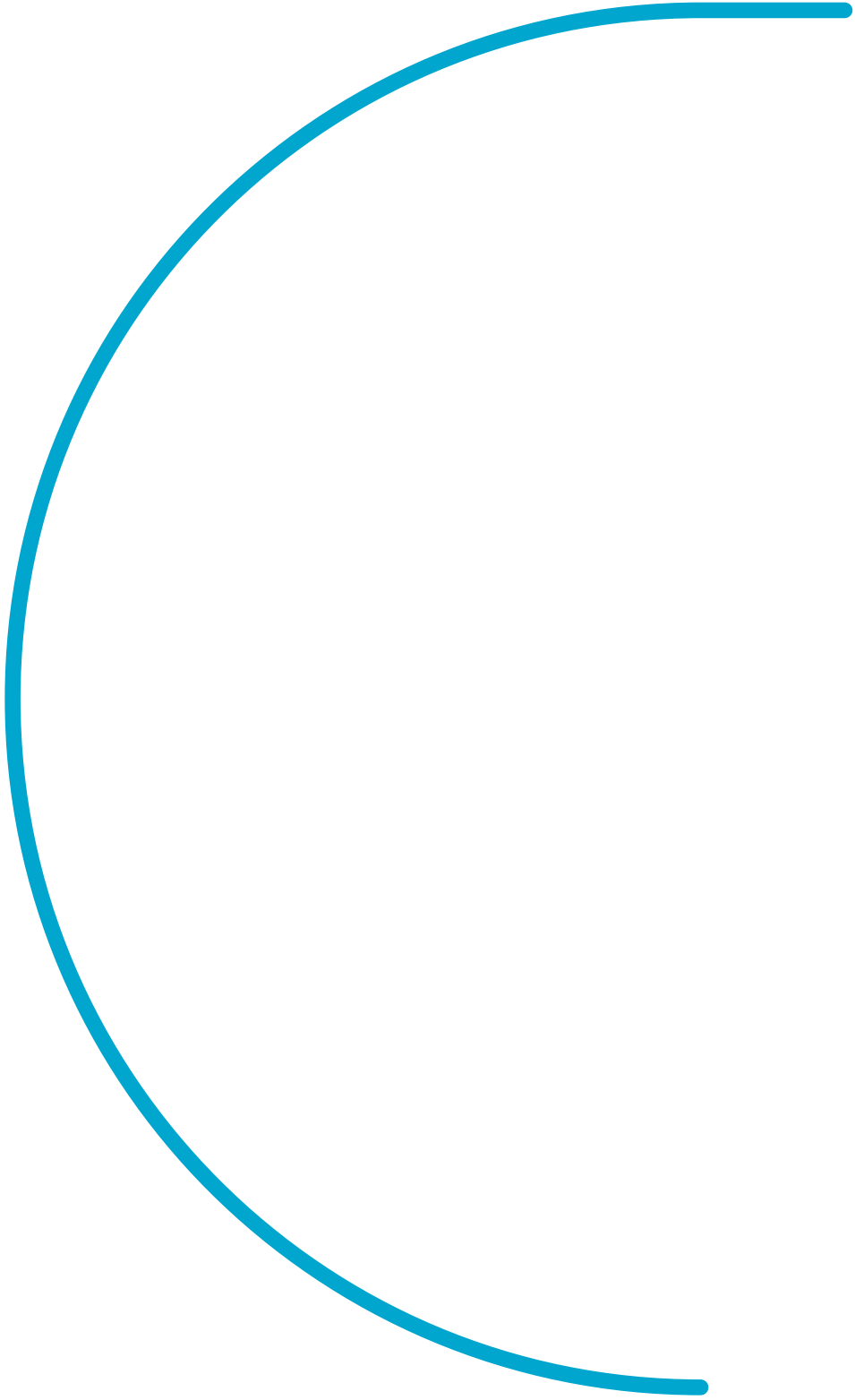
Reduced minor decision and emergency accident clients











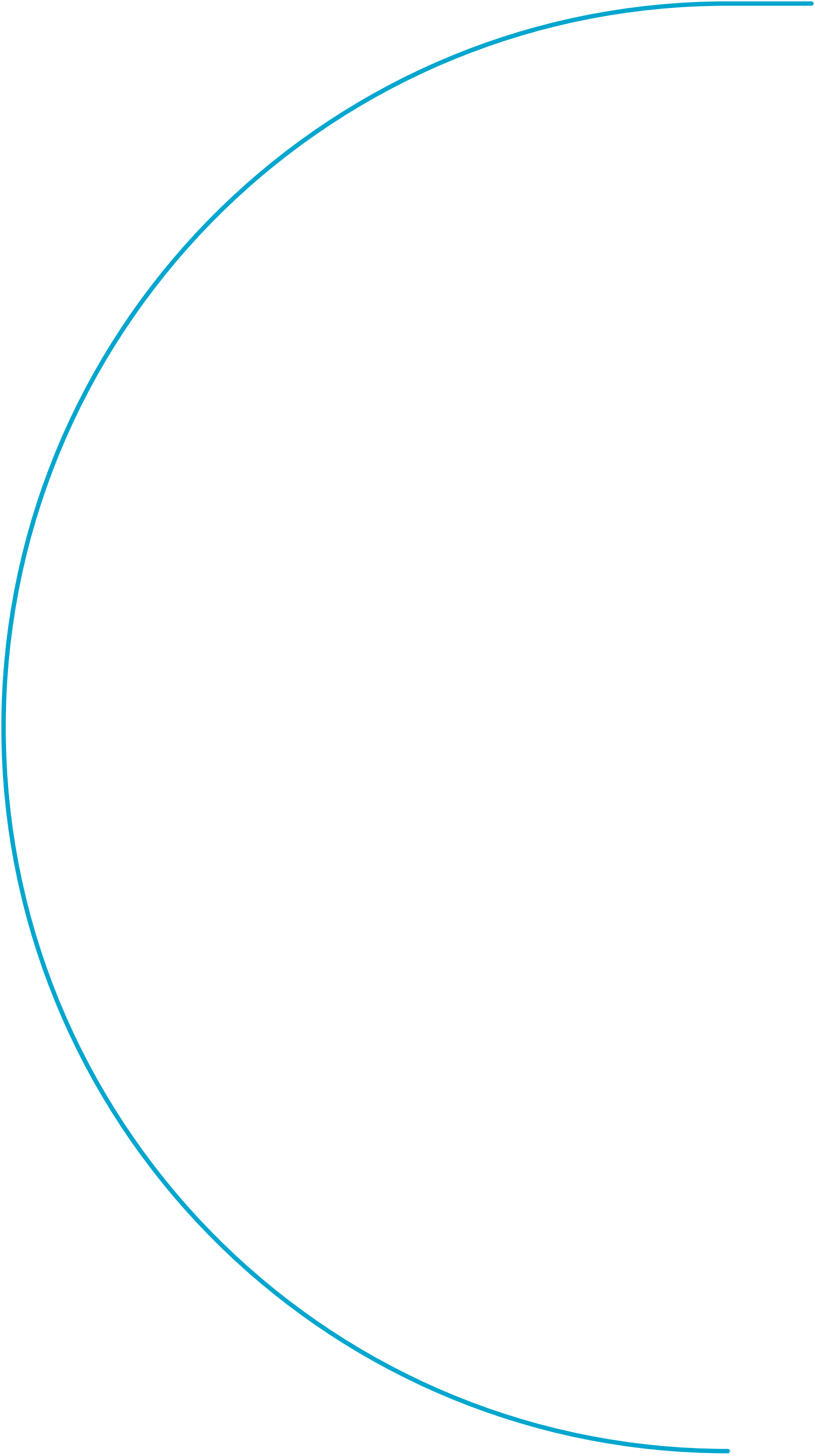


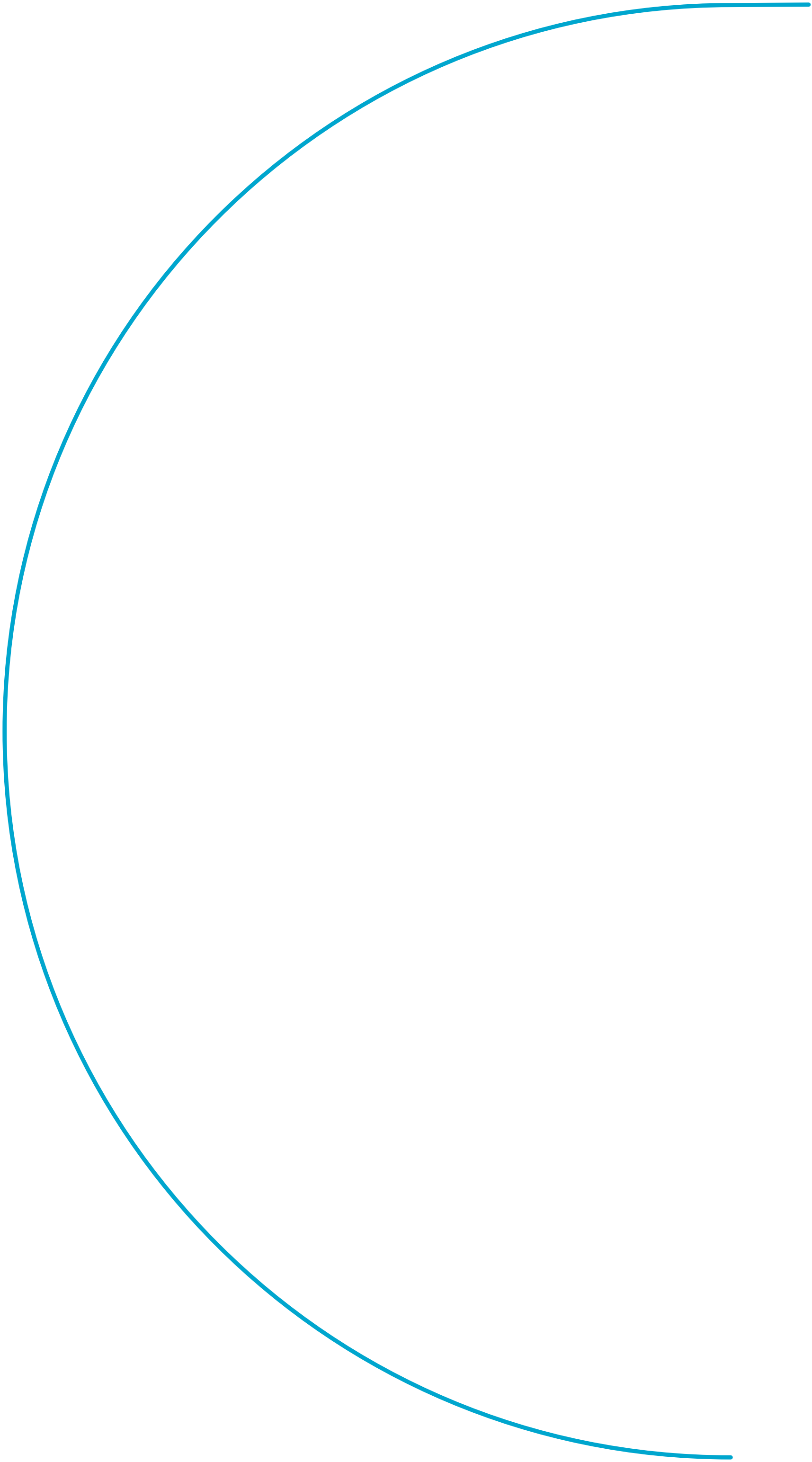


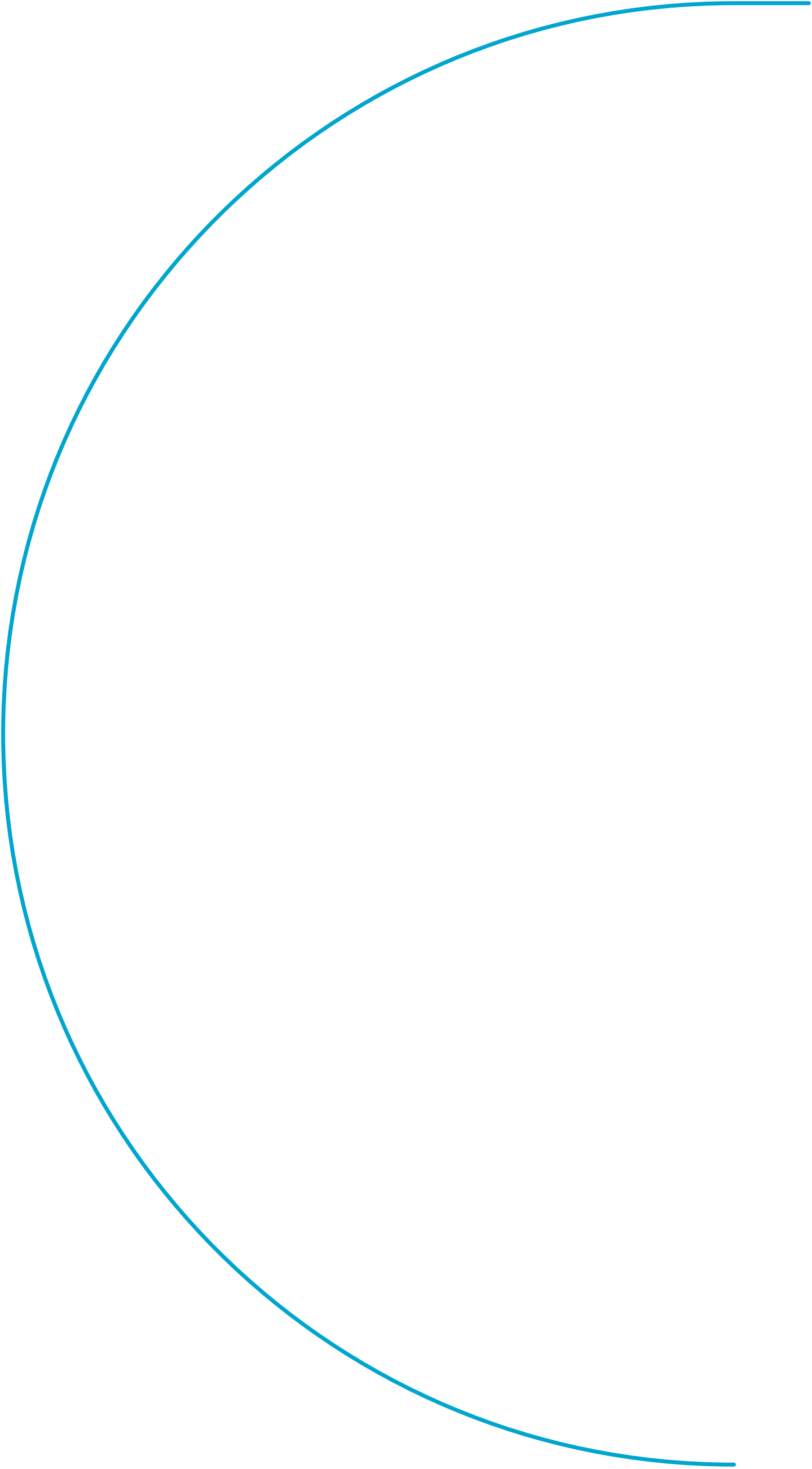


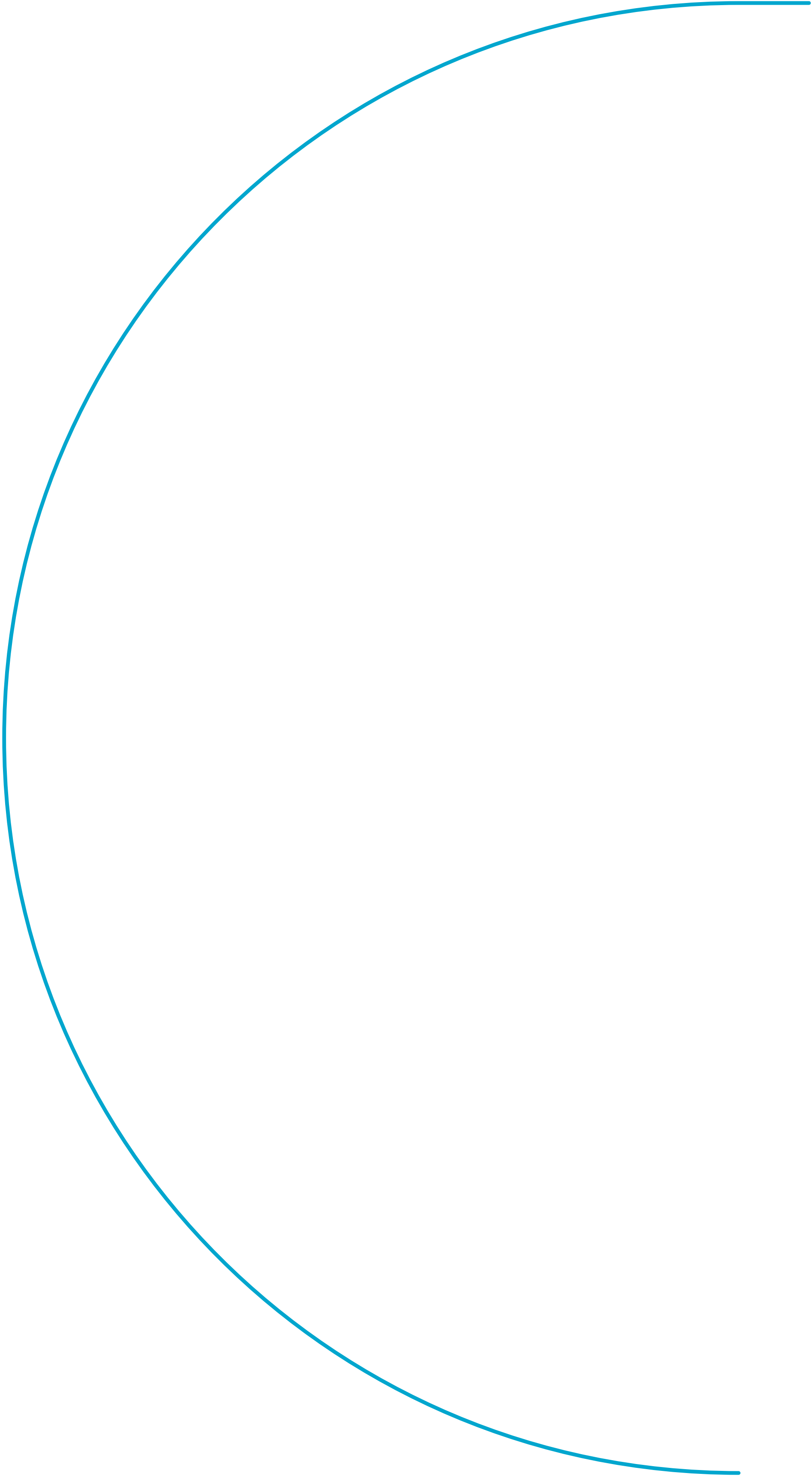


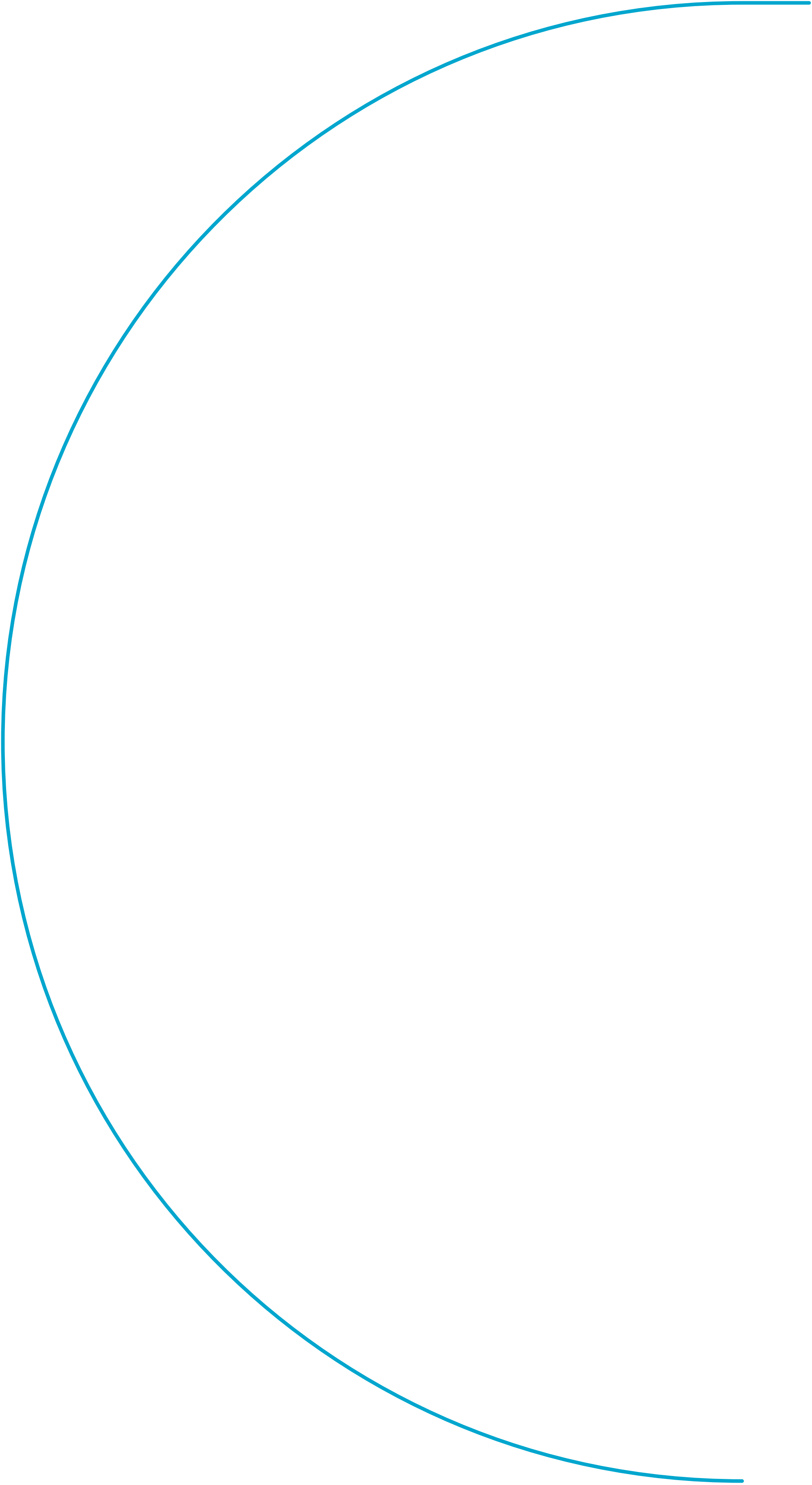
















Tech-Swift, TAPPS, TDS

Personalisation algorithms

Device/Screensize

input methods

sale for

Layout

Typography

colour

Tonnes of noise

Iconography

Imagery

Motion

Sound





Interaction patterns

ldserjournays



Product personality