





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

Product personality

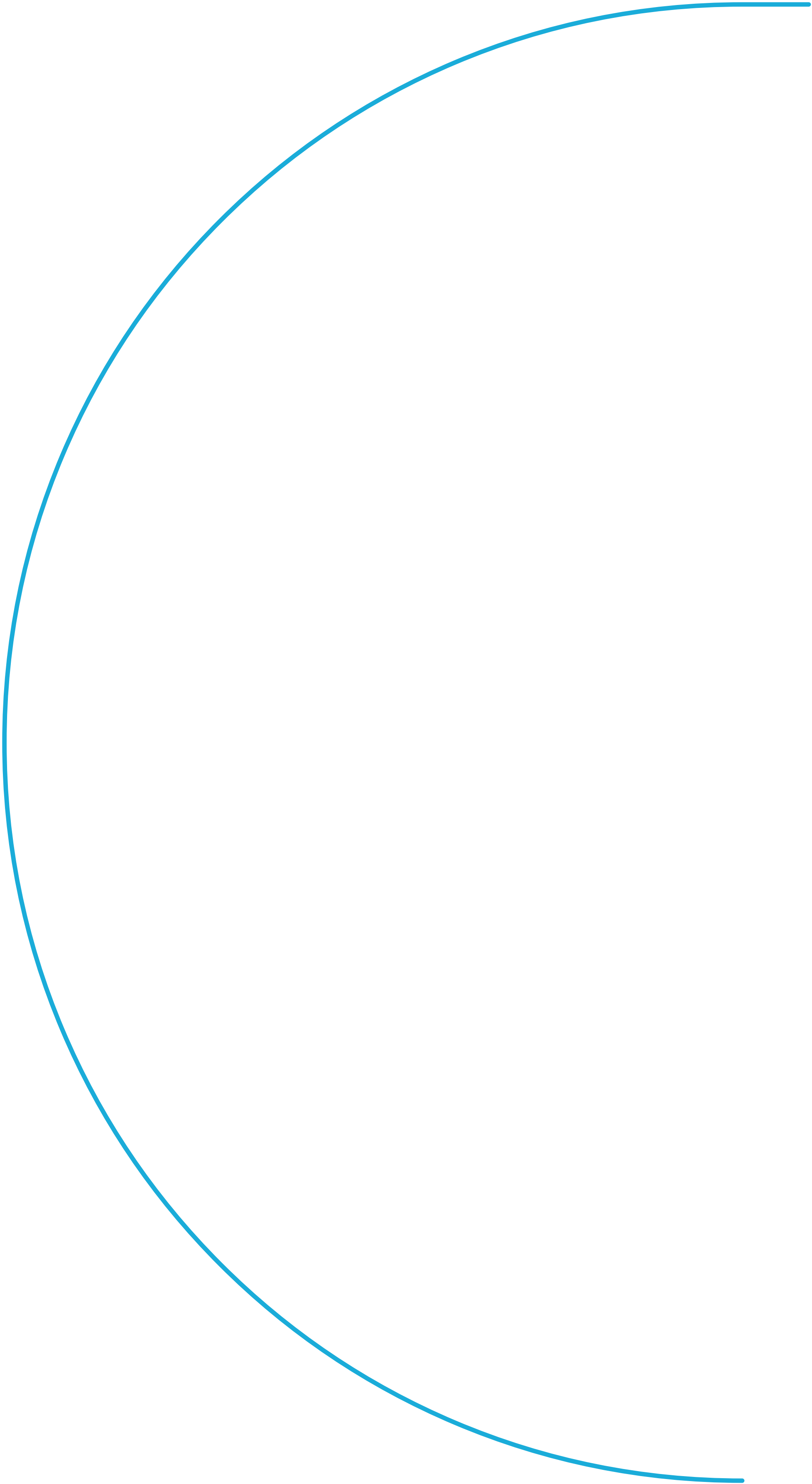






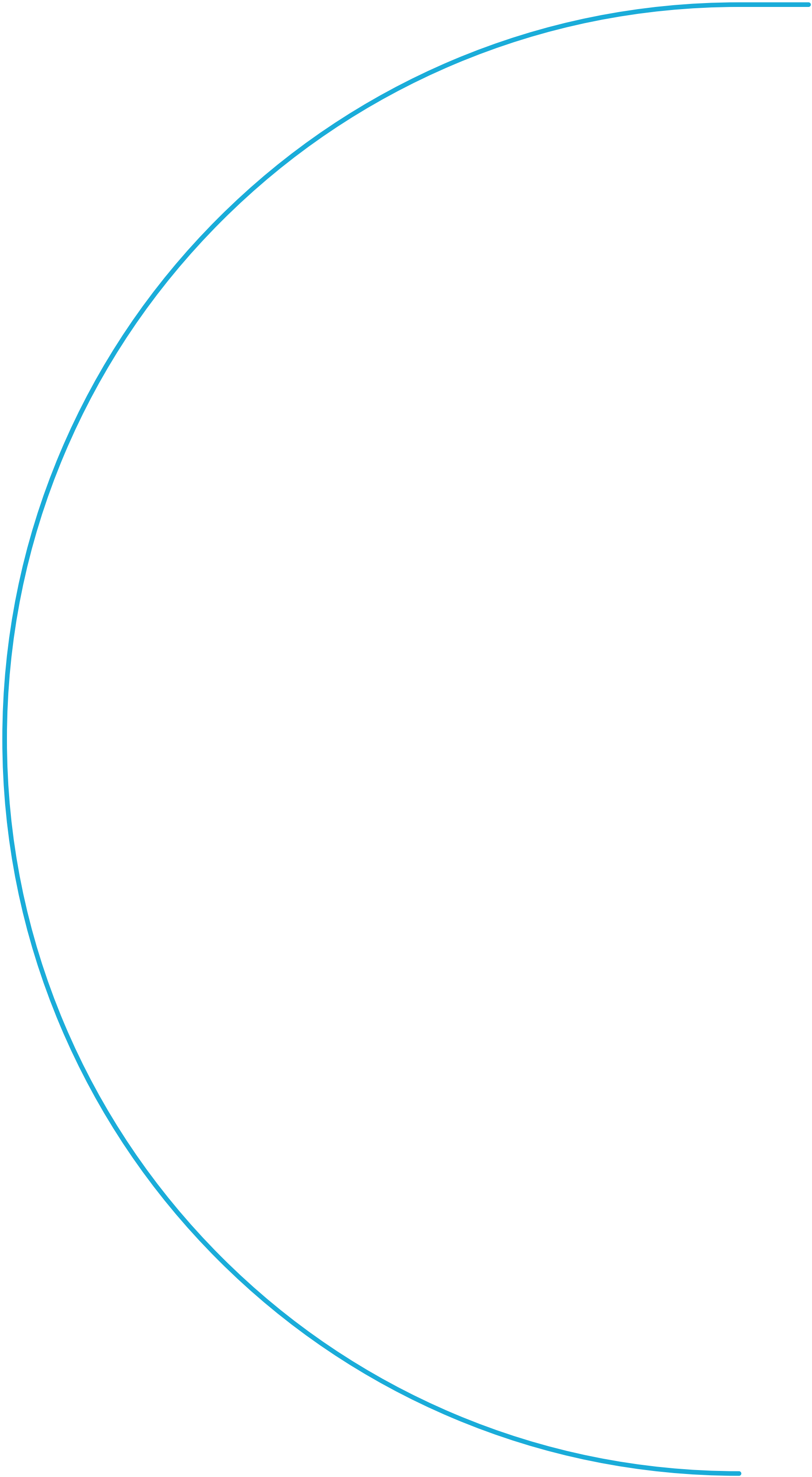


journeys

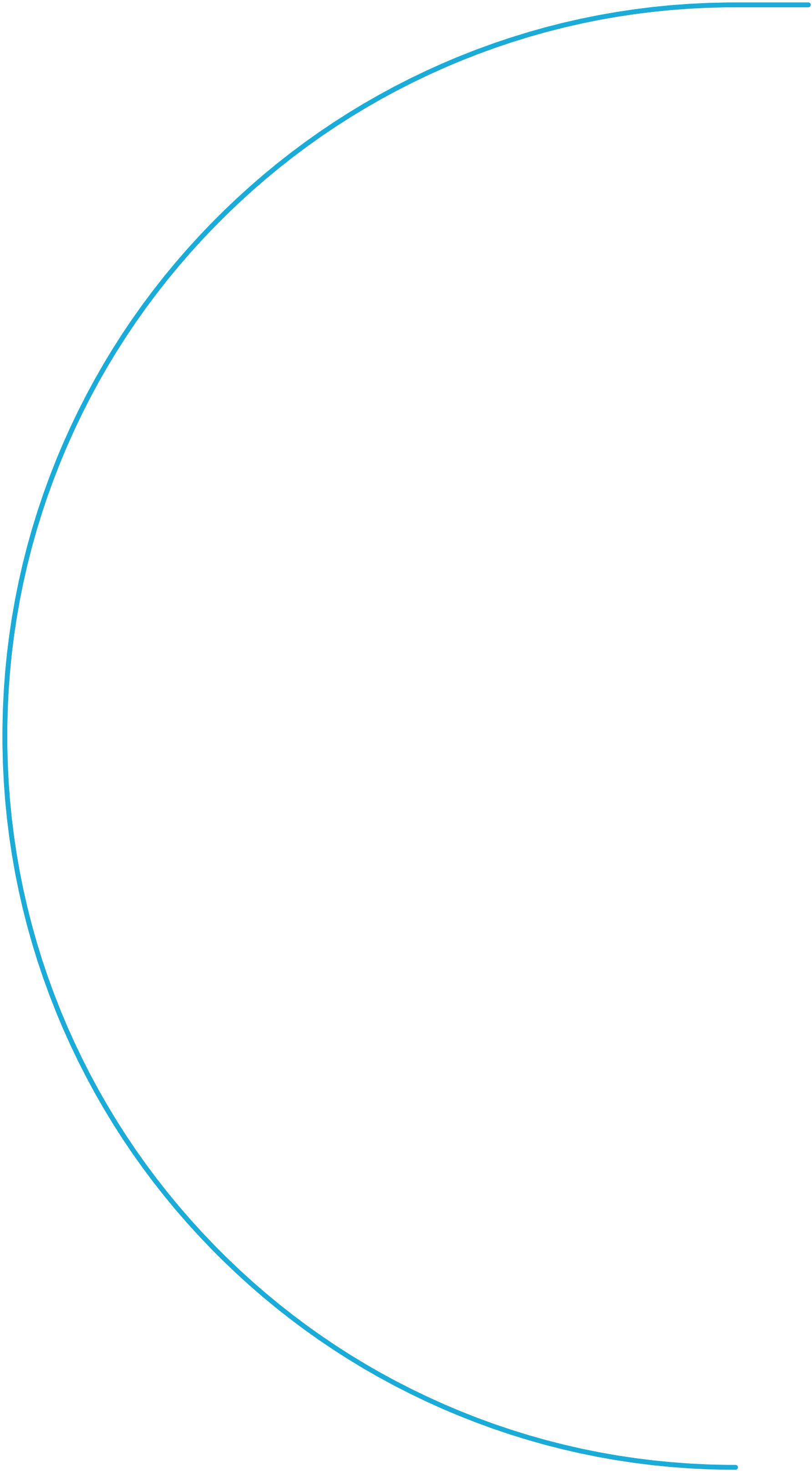




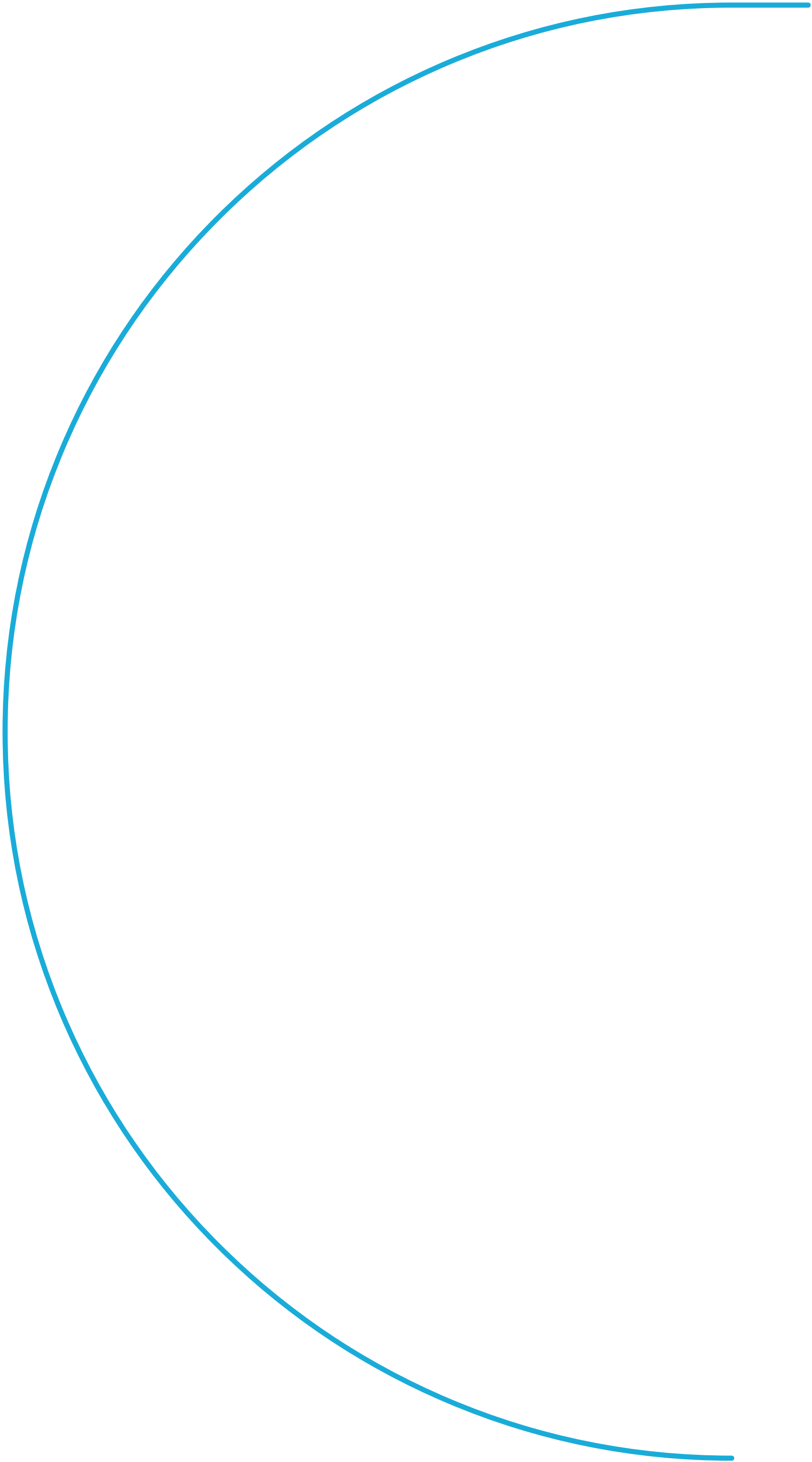
Interaction patterns

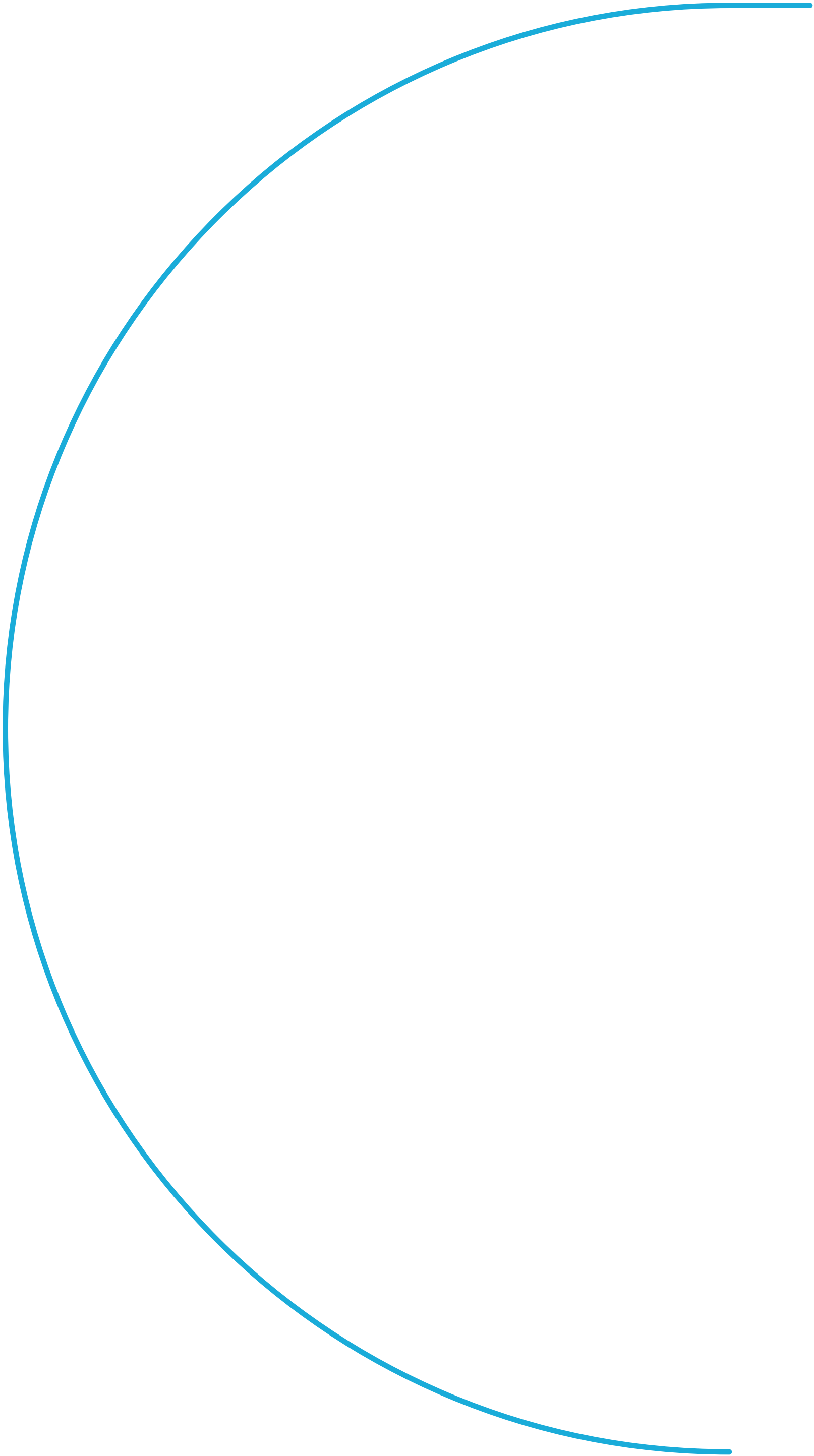






Sound





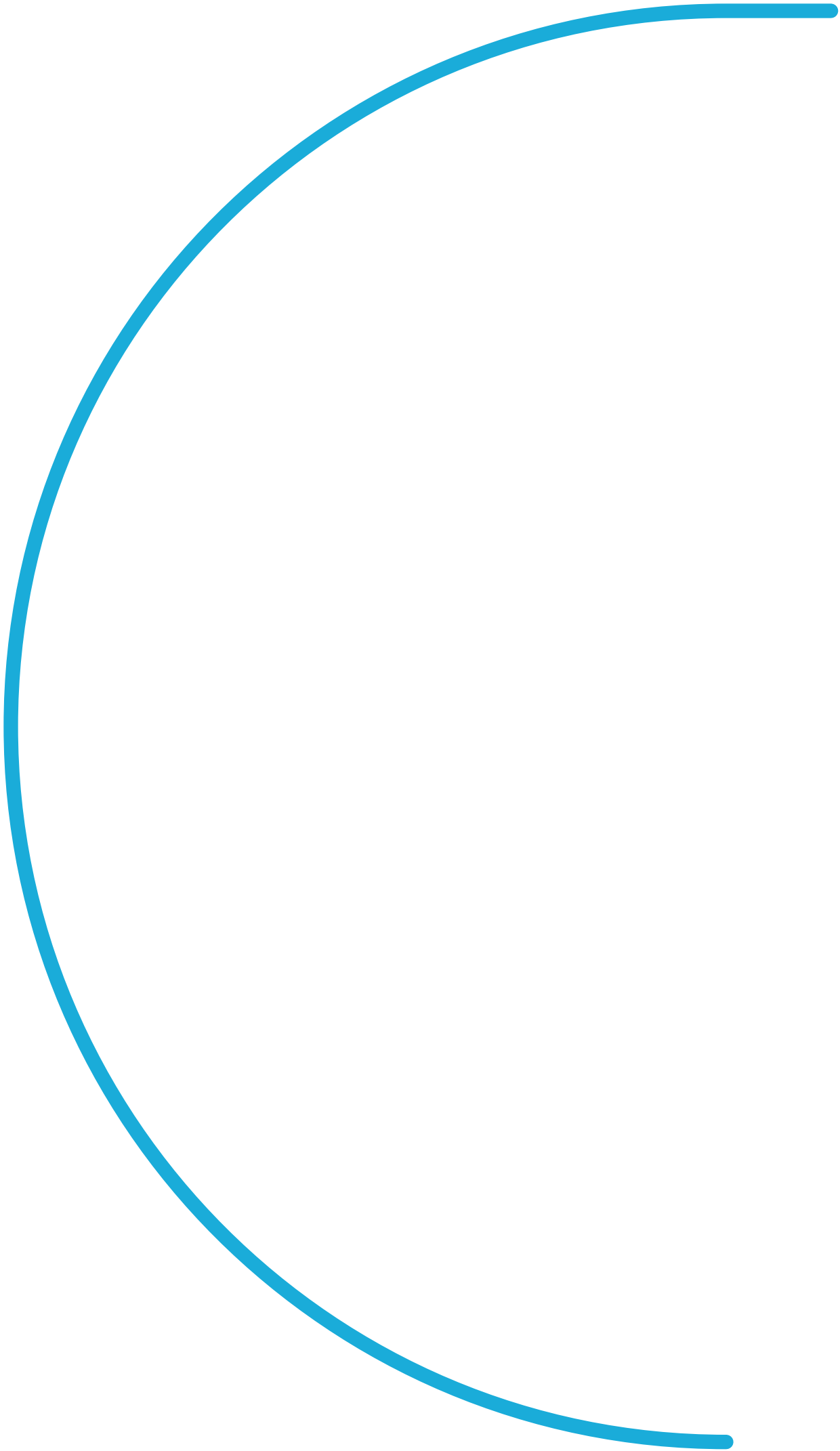
motion



Imagery





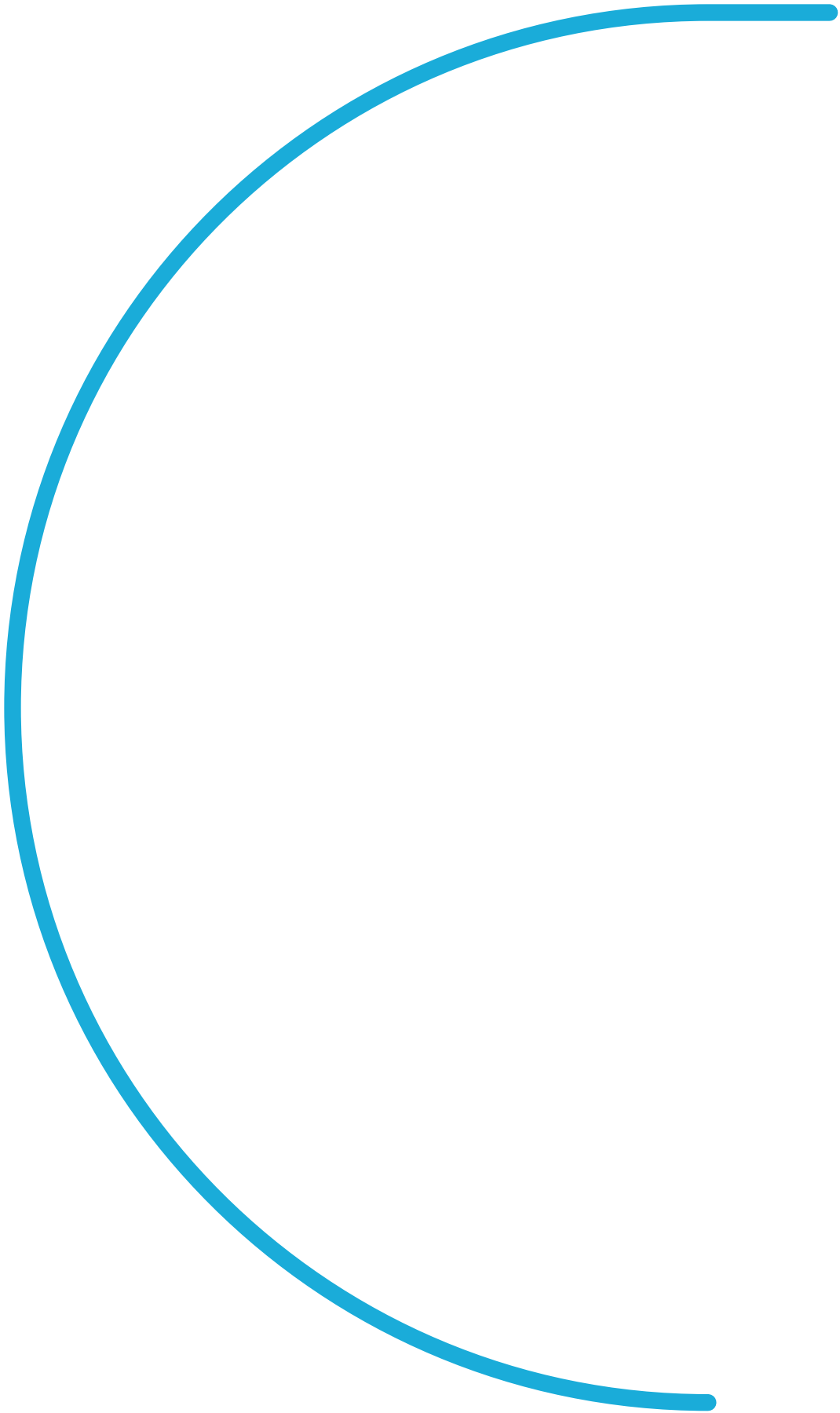




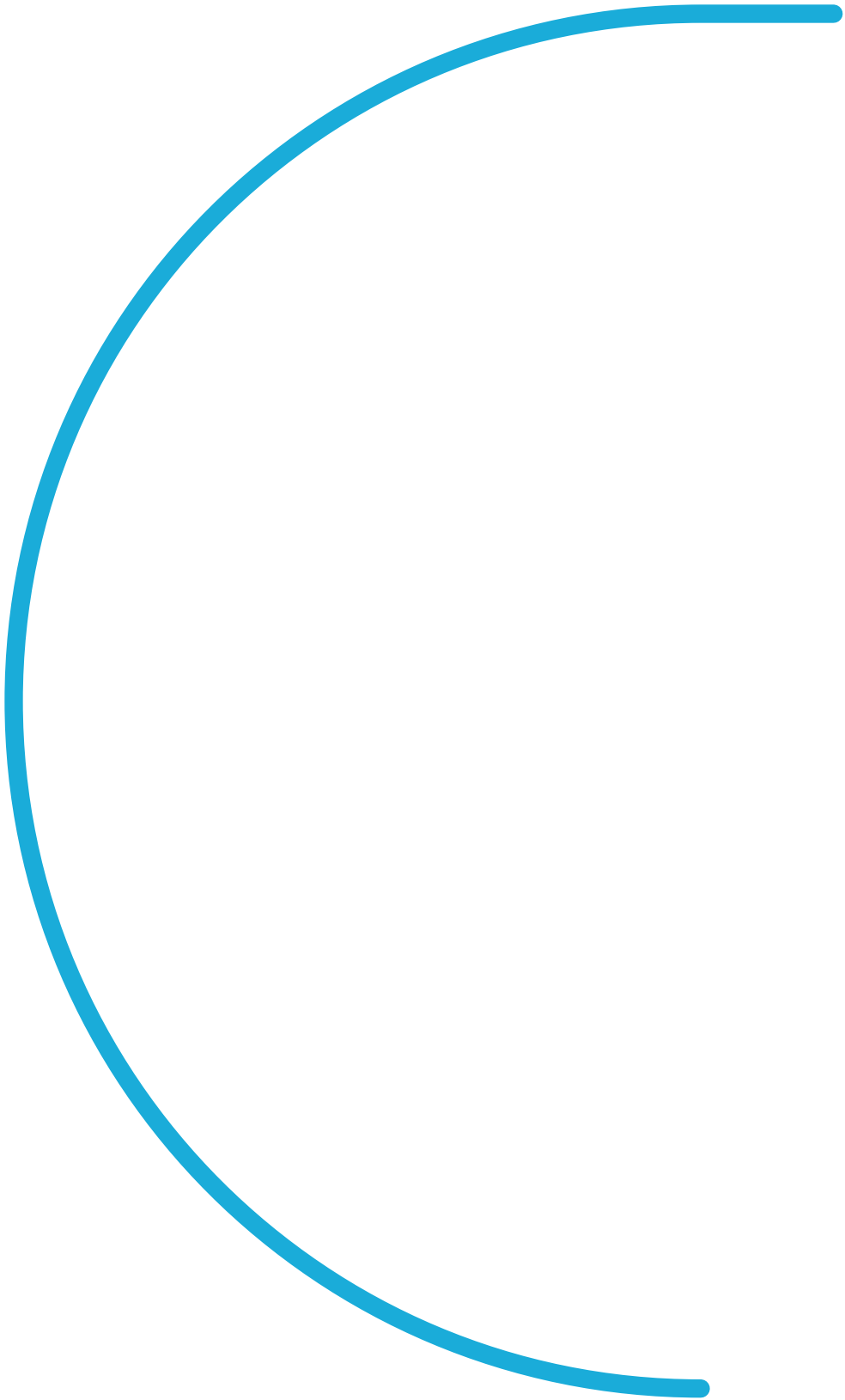
Tonnes of noise



colour



Typography



Layout



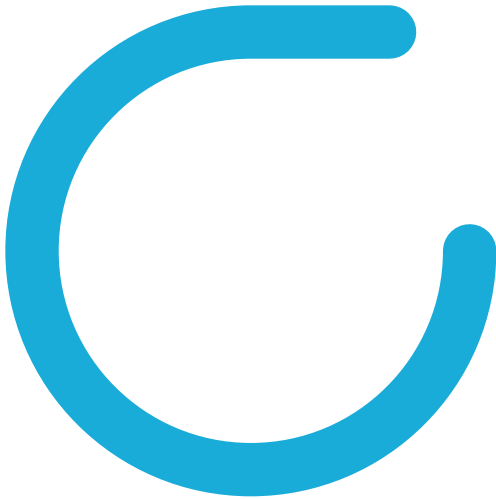
scalds for



input methods



Device/Screen size



Tech-Swift, TAPRS, TDS

Personalisation algorithms

Layers of Symphony

1. One global stylesheet

Changes made by our engineering team rolls out

to all pages, across mobile and desktop

information hierarchy for customers



Reduce minor decisions and deliver, accessible

2. From 23 font sizes to 6

3. From 73 colours to 14

Reduced minor decisions and ensure energy across clients