











# 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 on engineering teams out

to all pages, across mobile and desktop

2. From 23 font sizes to 6

information hierarchy for customers

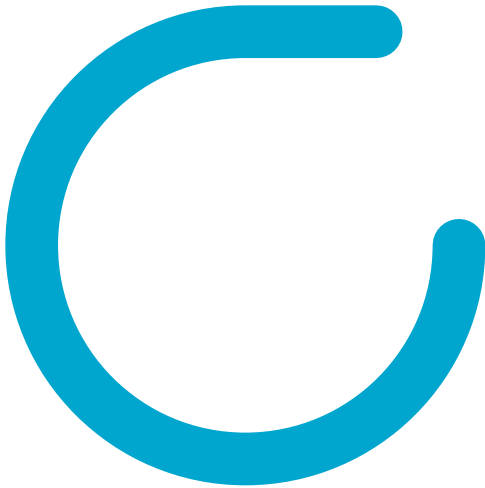




Reduced microneedles and delivered clear, accessible

3. From 73 colours to 14

Reduced minor decisions and ensure energy across clients

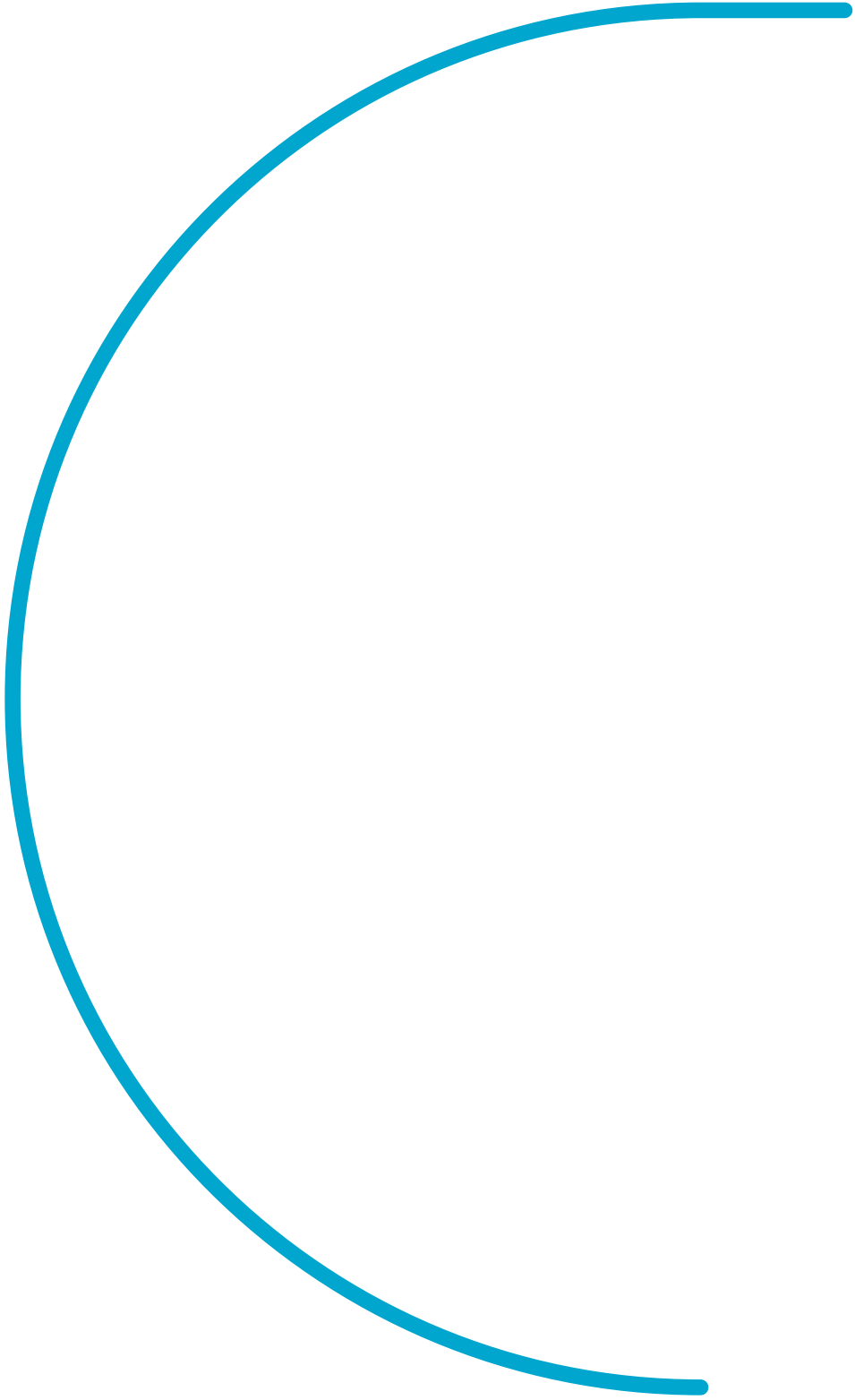














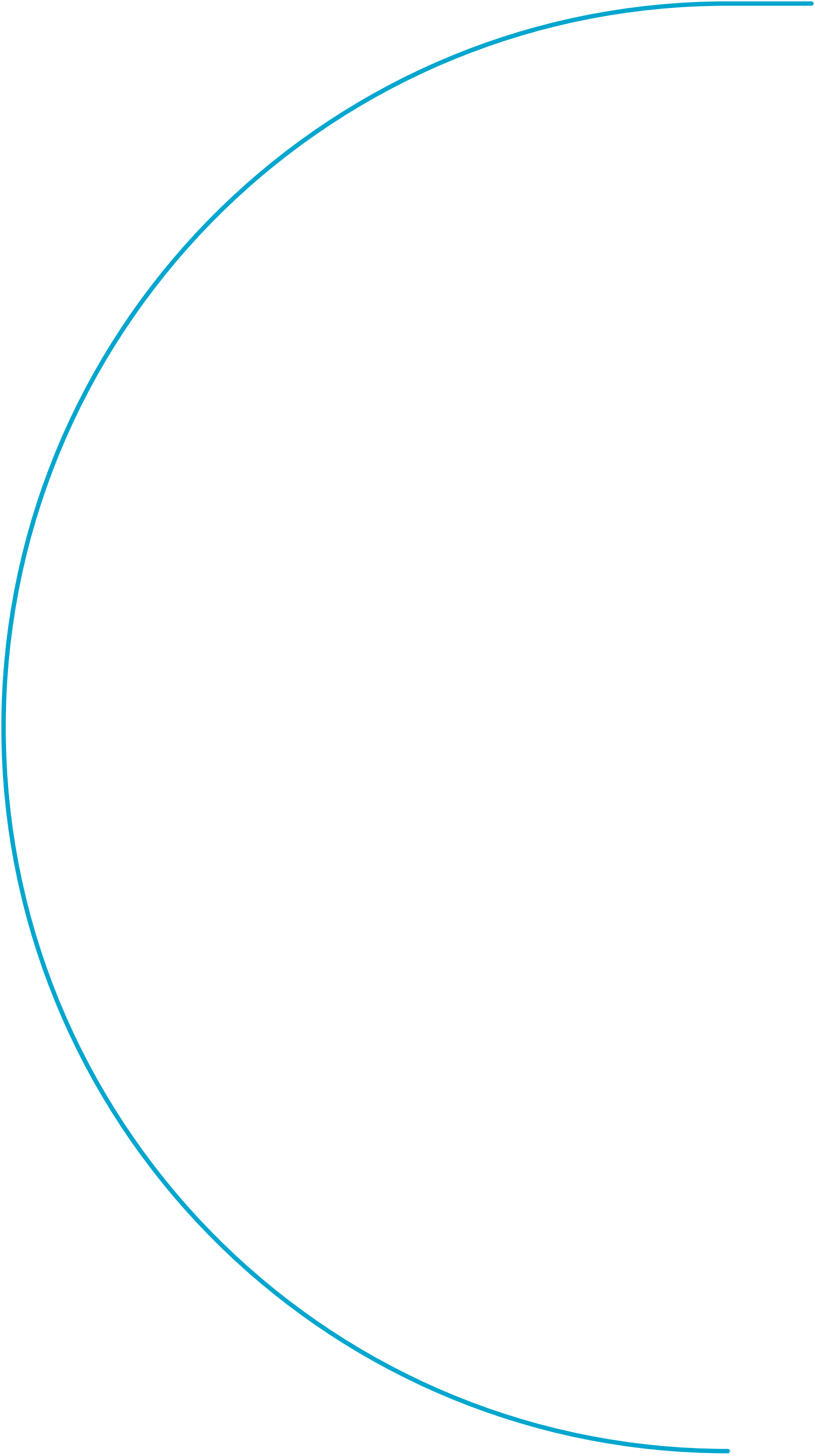


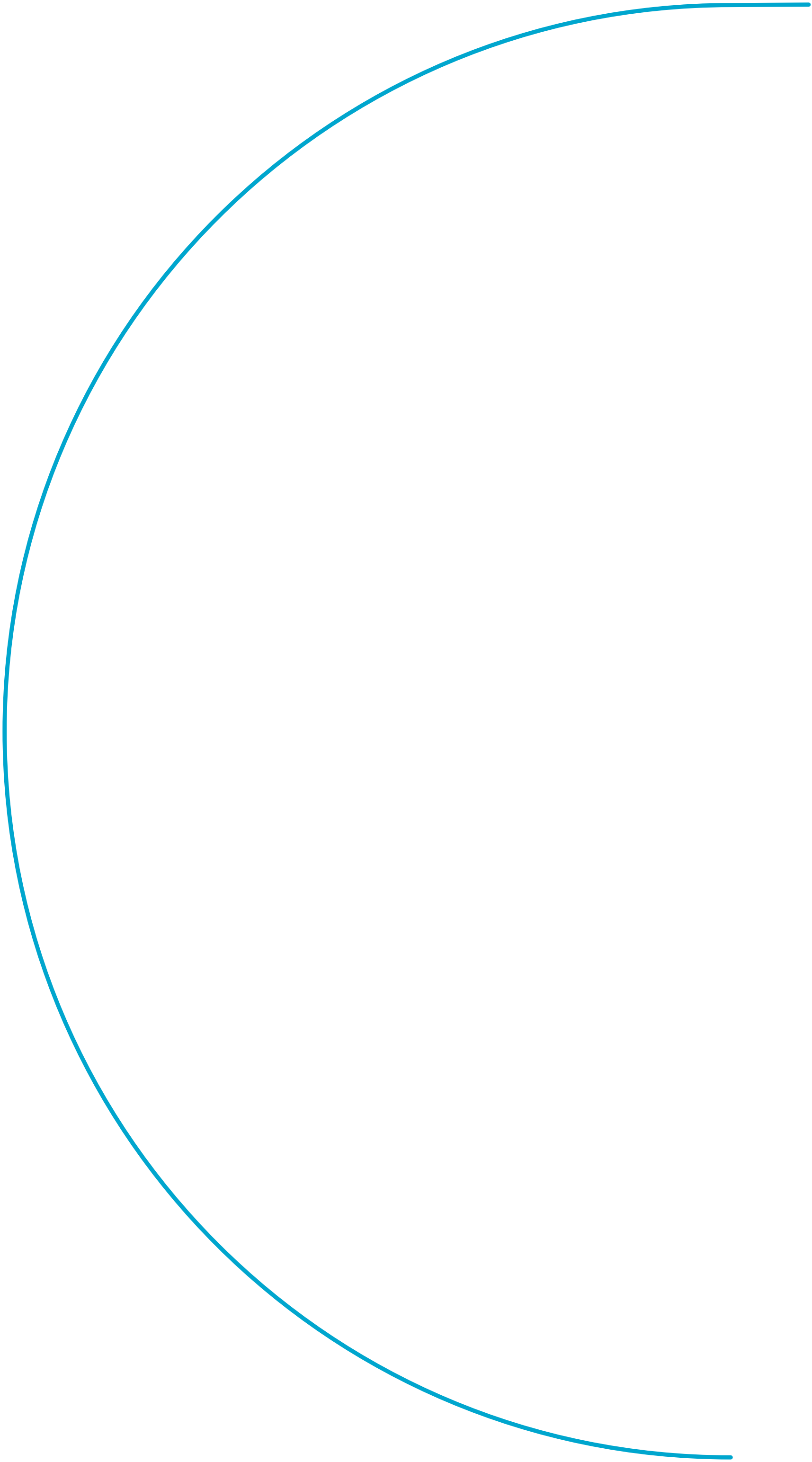


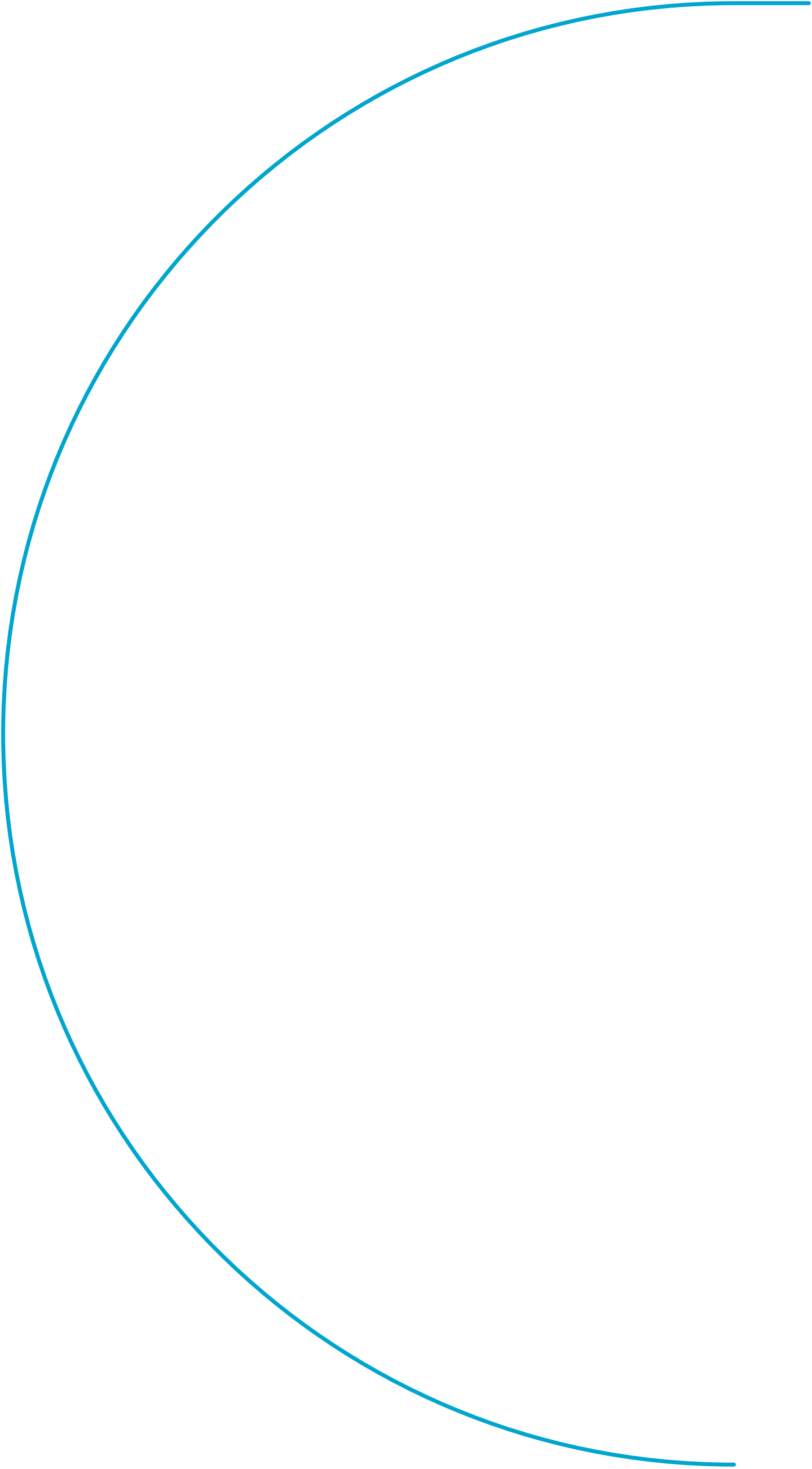


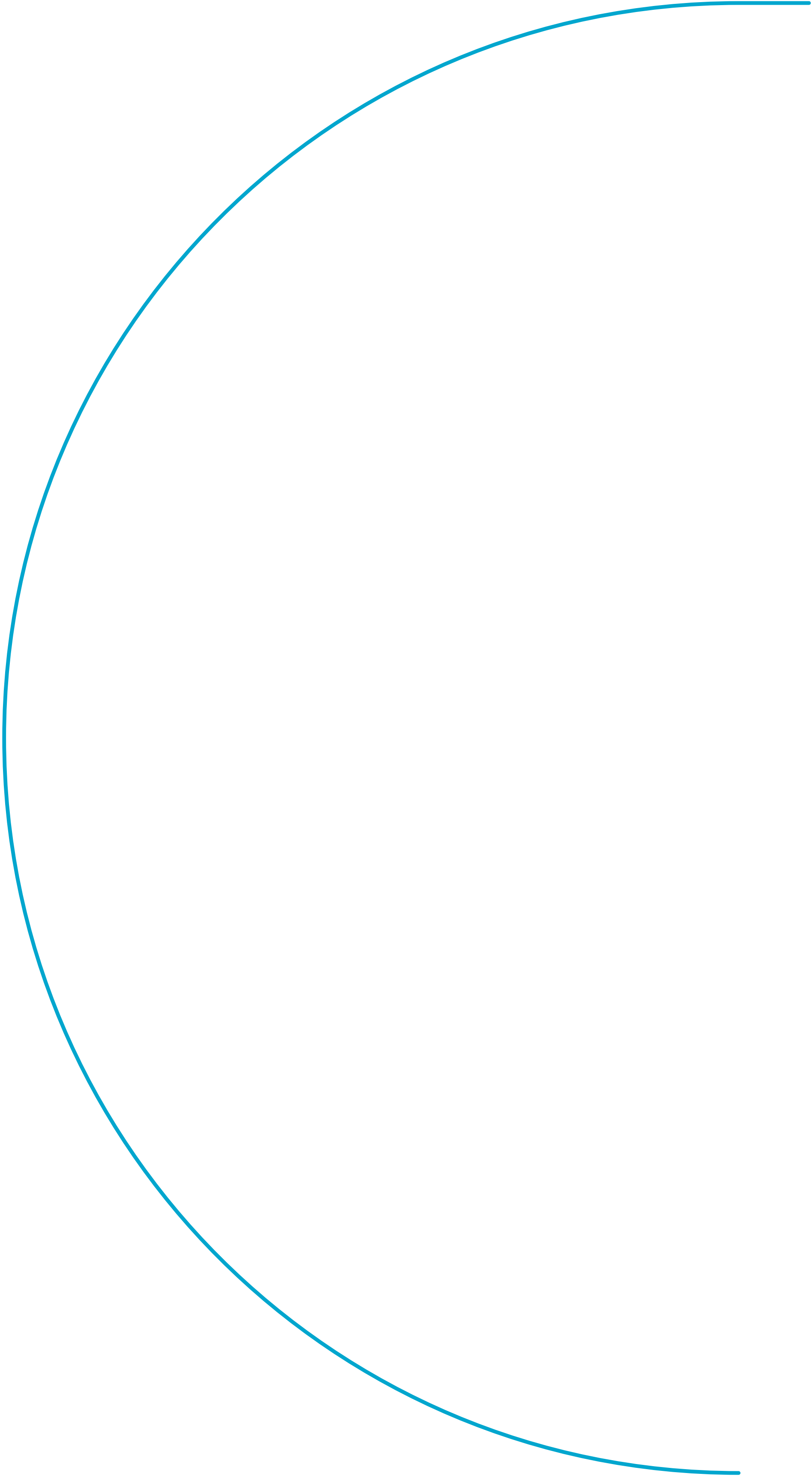


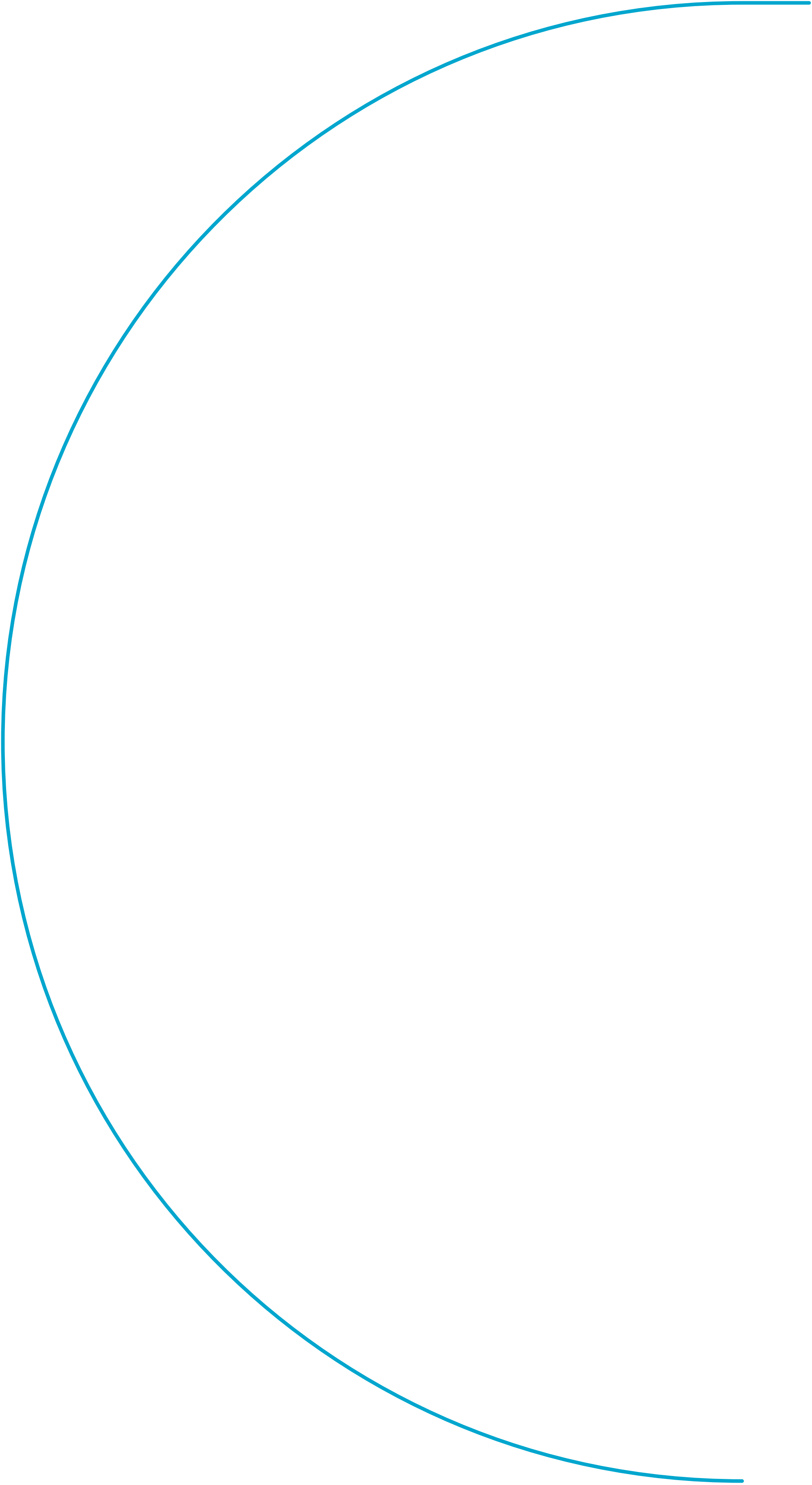


















Personalisation algorithms

Tech-Swift, TAPPS, TDS

Device/Screensize

input methods



sale for

Layout

Typography

colour





Tonnes of noise



Iconography

Imagery

Motion

Sound

building components

Interaction patterns

ldserjournays





Product personality