





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

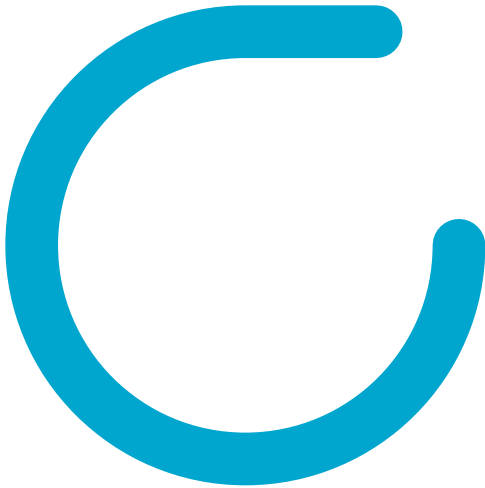


Reduced microneedles and delivered clear, accessible

information hierarchy for customers

3. From 73 colours to 14

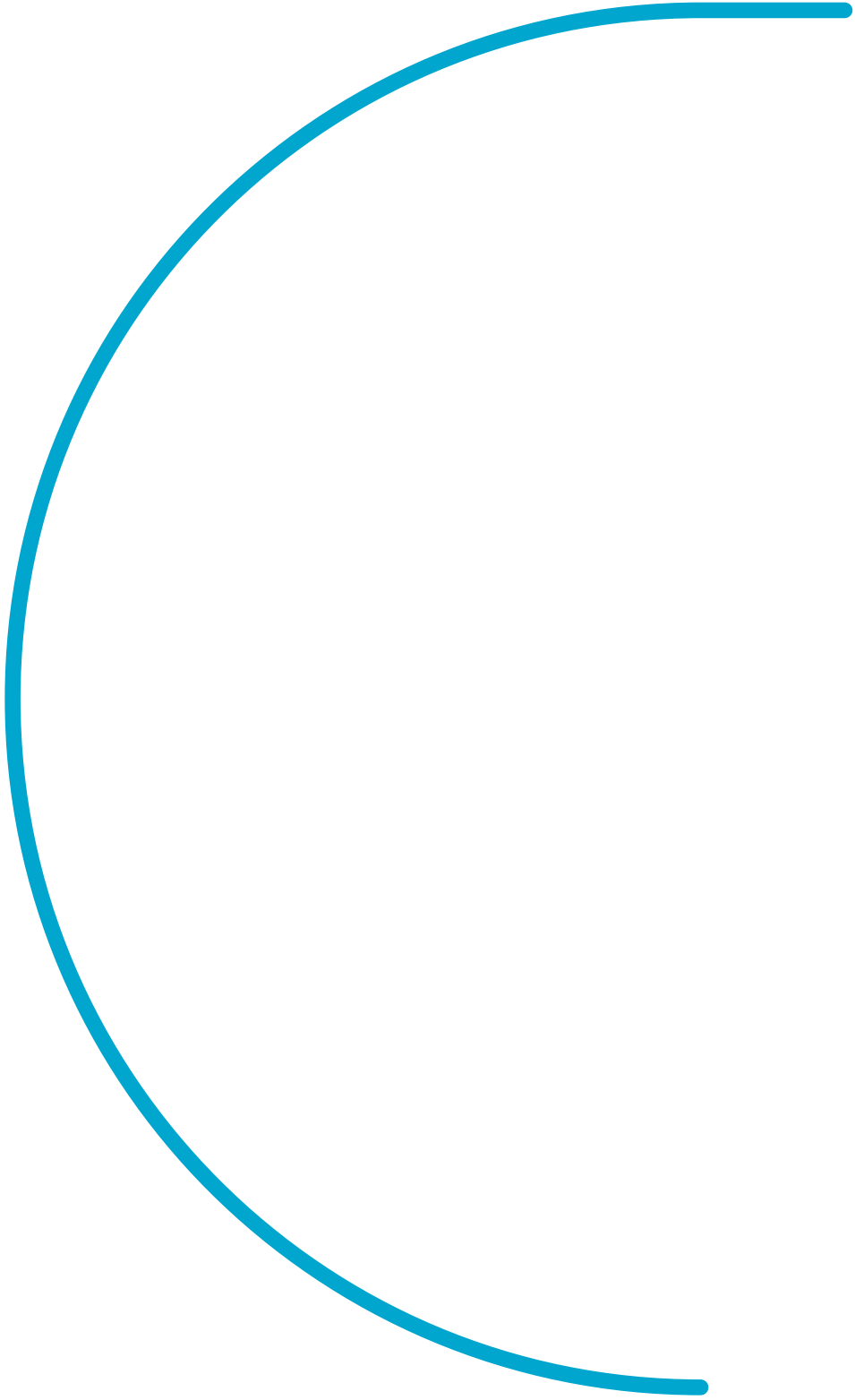
Reduced minor decisions and ensure energy across clients











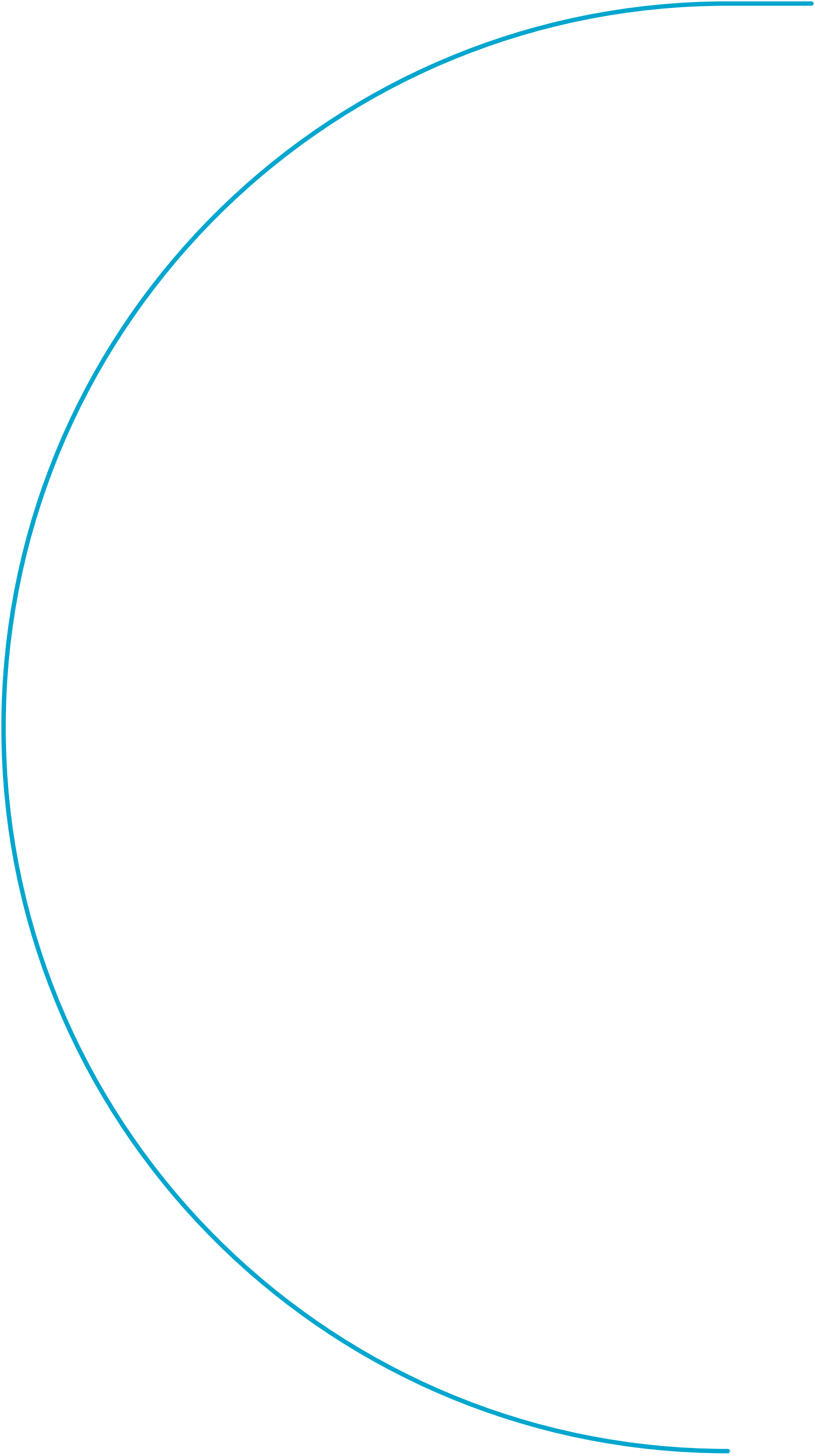


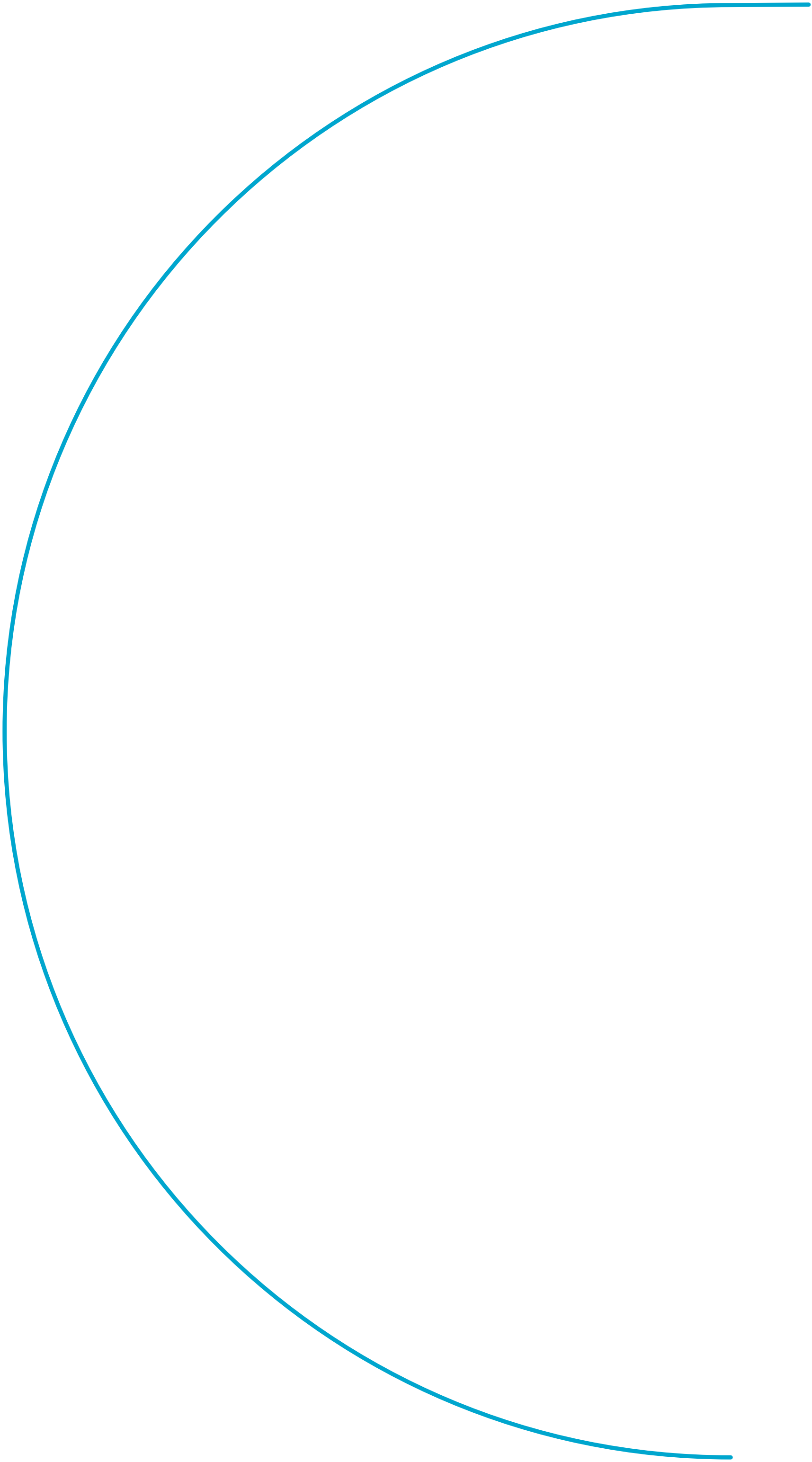


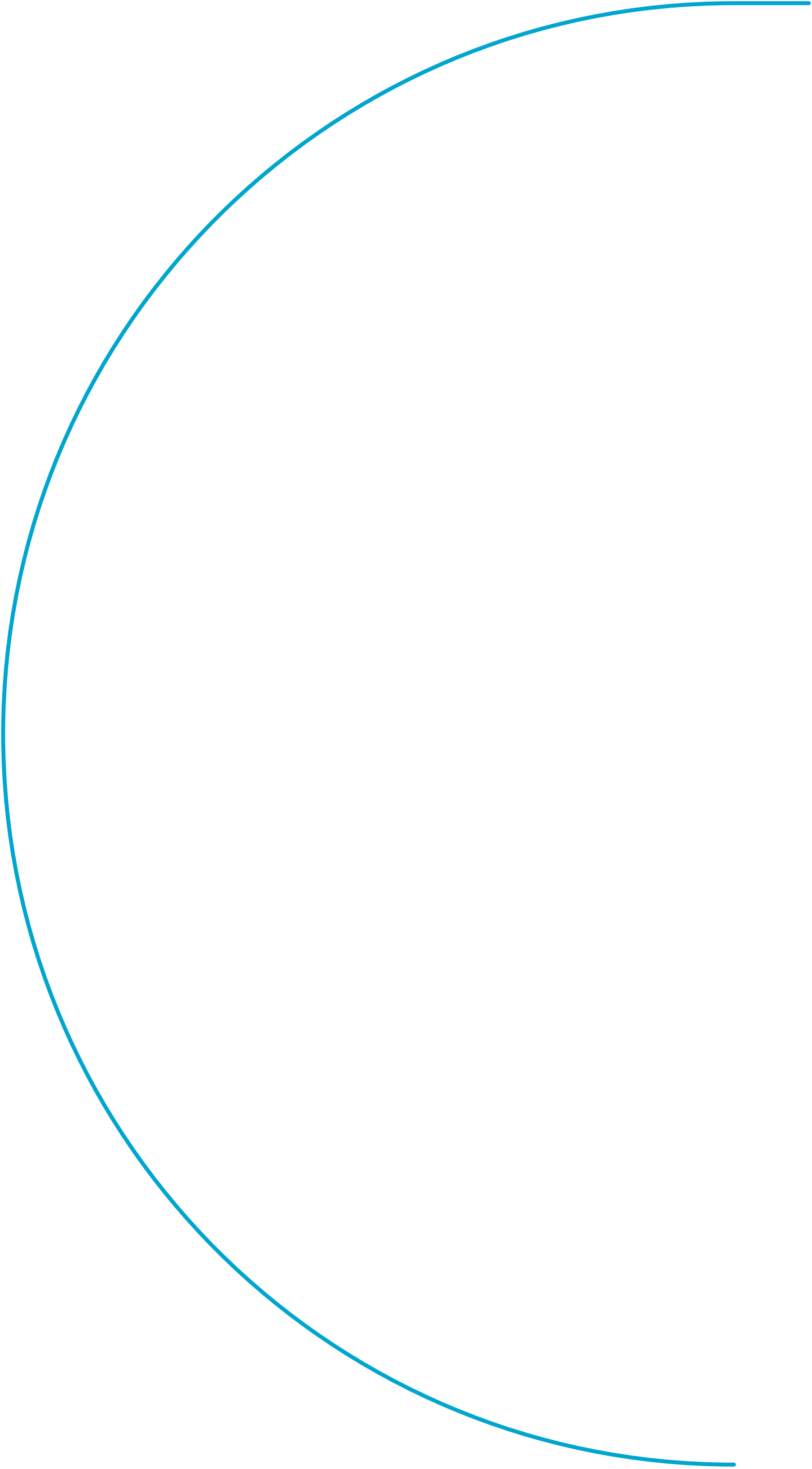


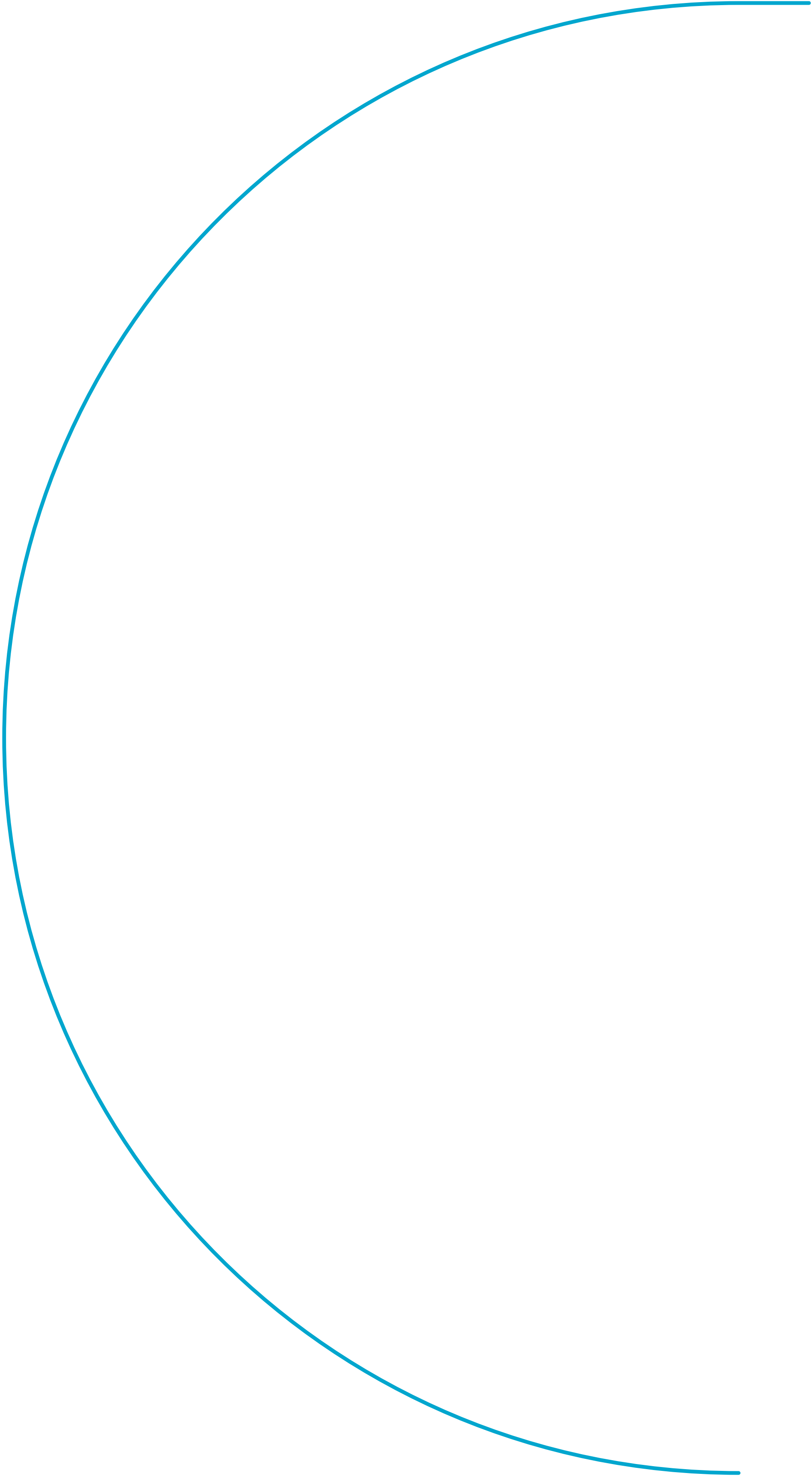


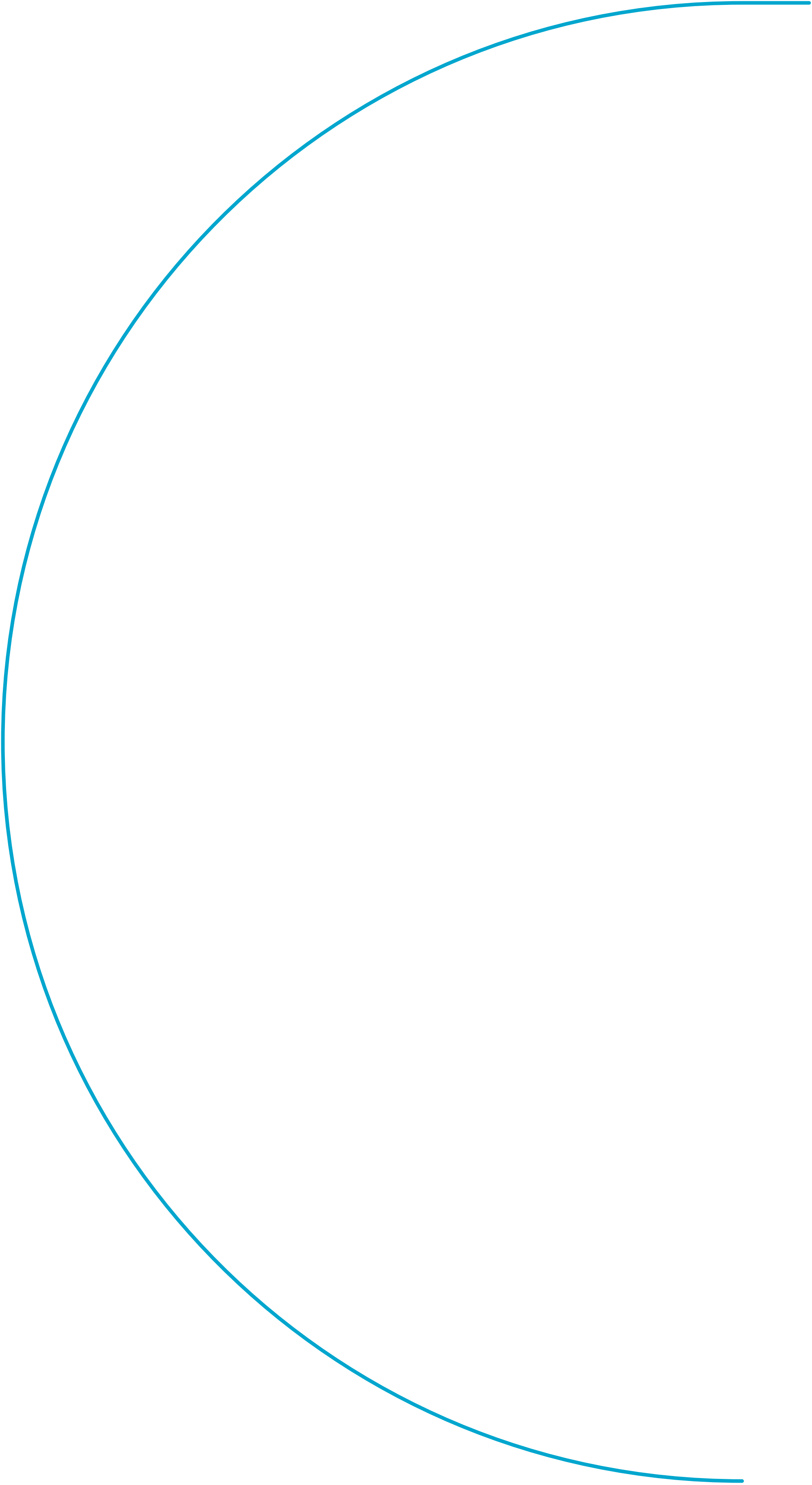
















Tech-Swift, TAPPS, TDS

Personalisation algorithms

Device/Screensize

input methods



ssaleffactor

Layout

Typography

colour

Tonnes of noise



Iconography

Imagery

Motion

Sound

building components

Interaction patterns

ldserjournays



Product personality