











# 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

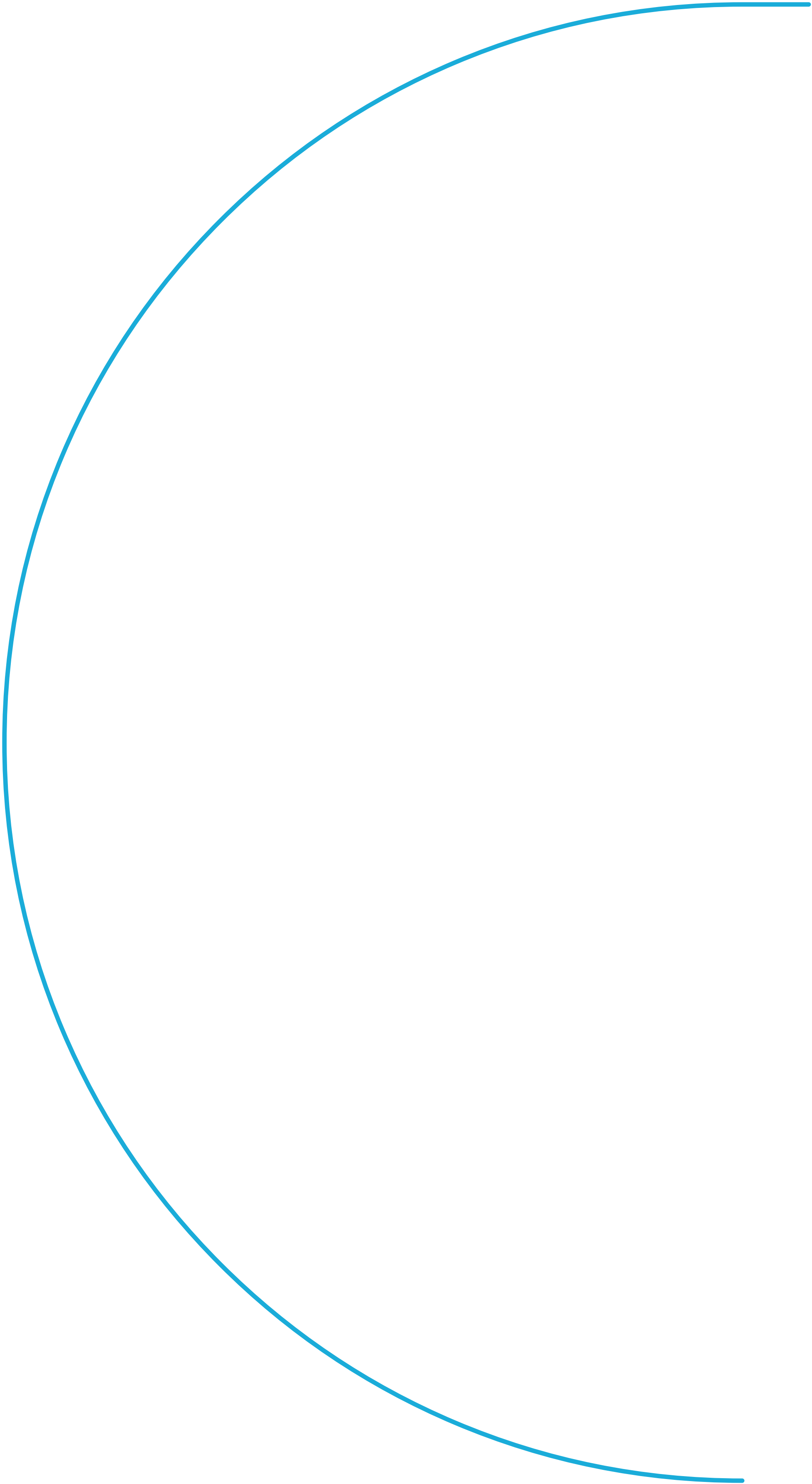








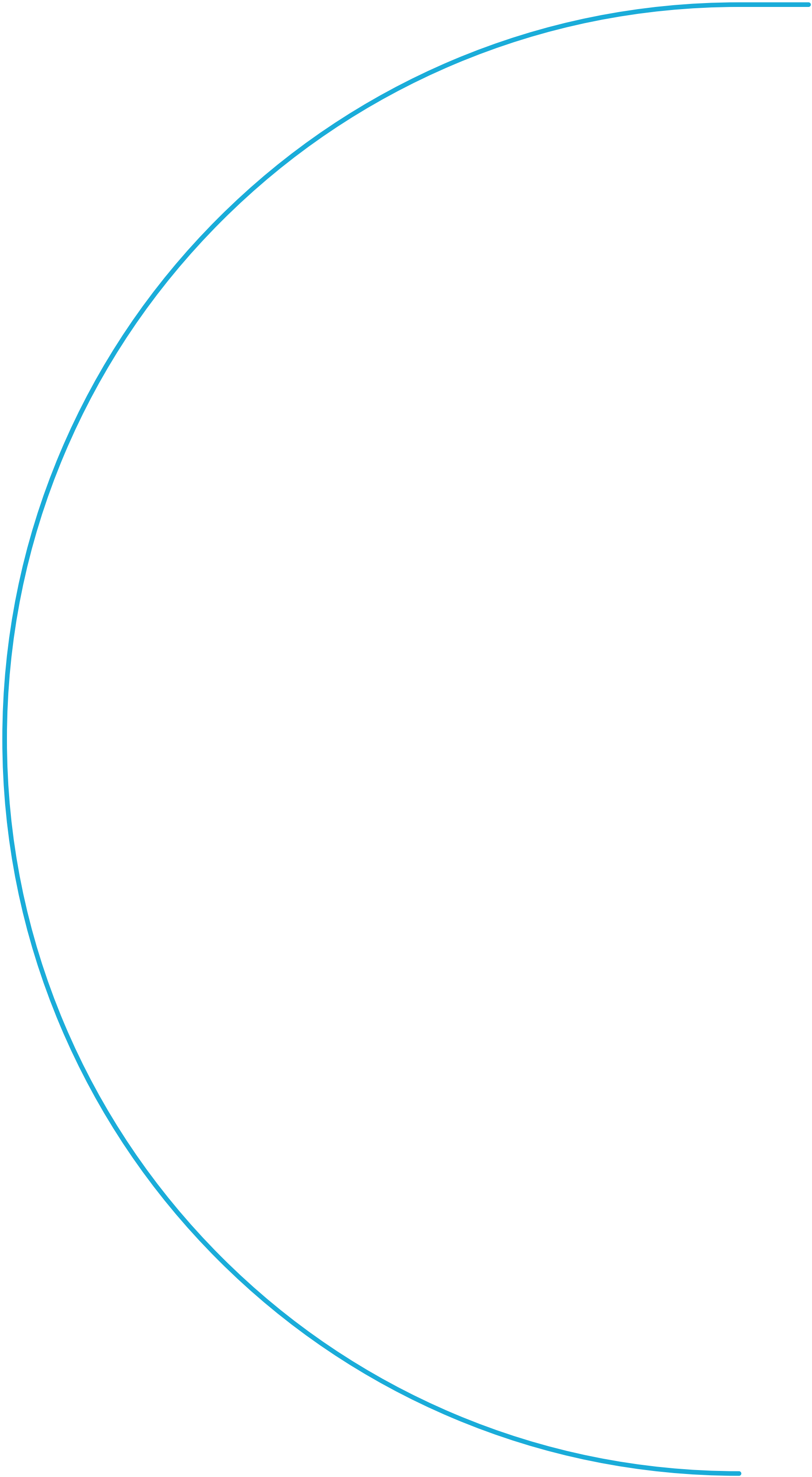
journeys



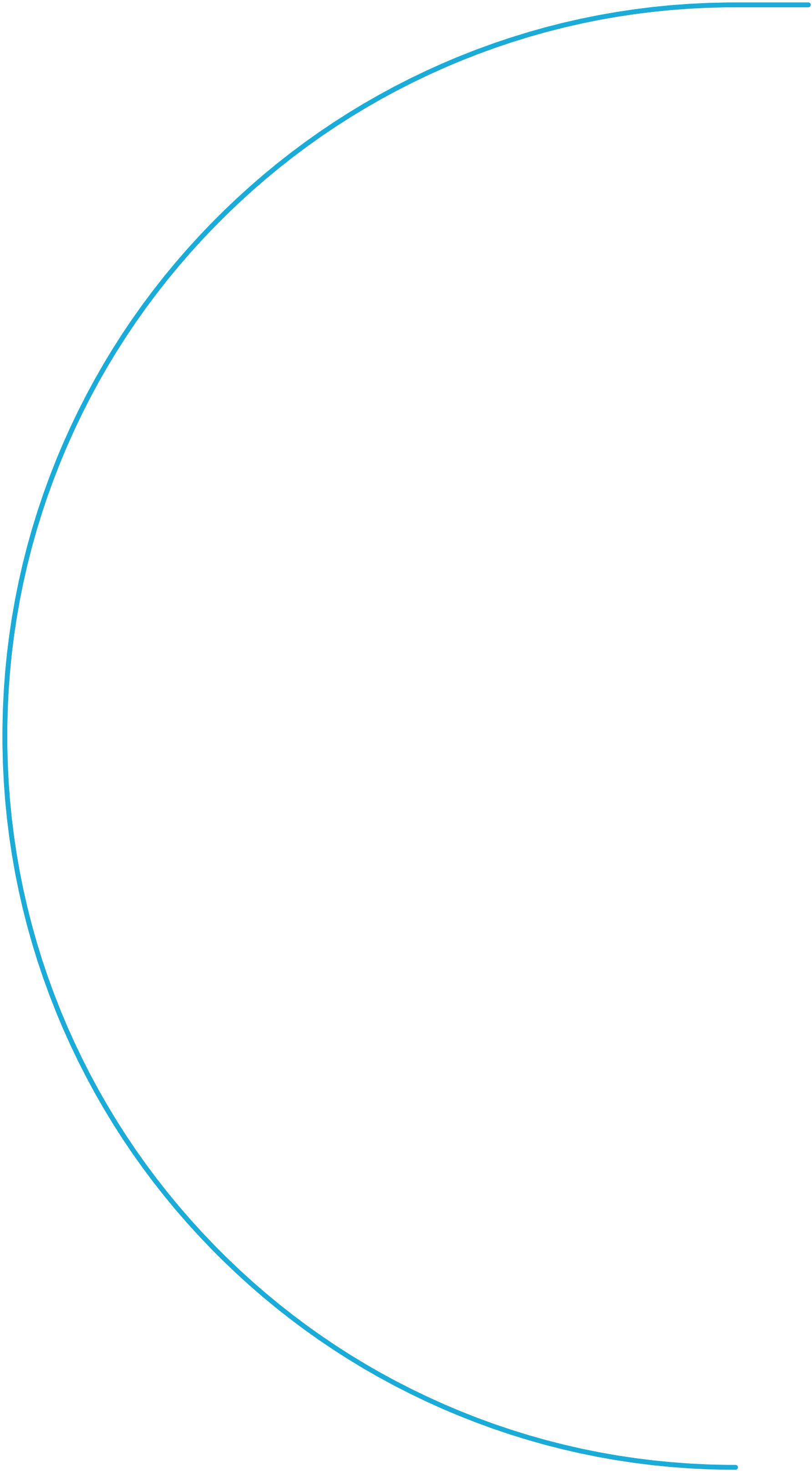




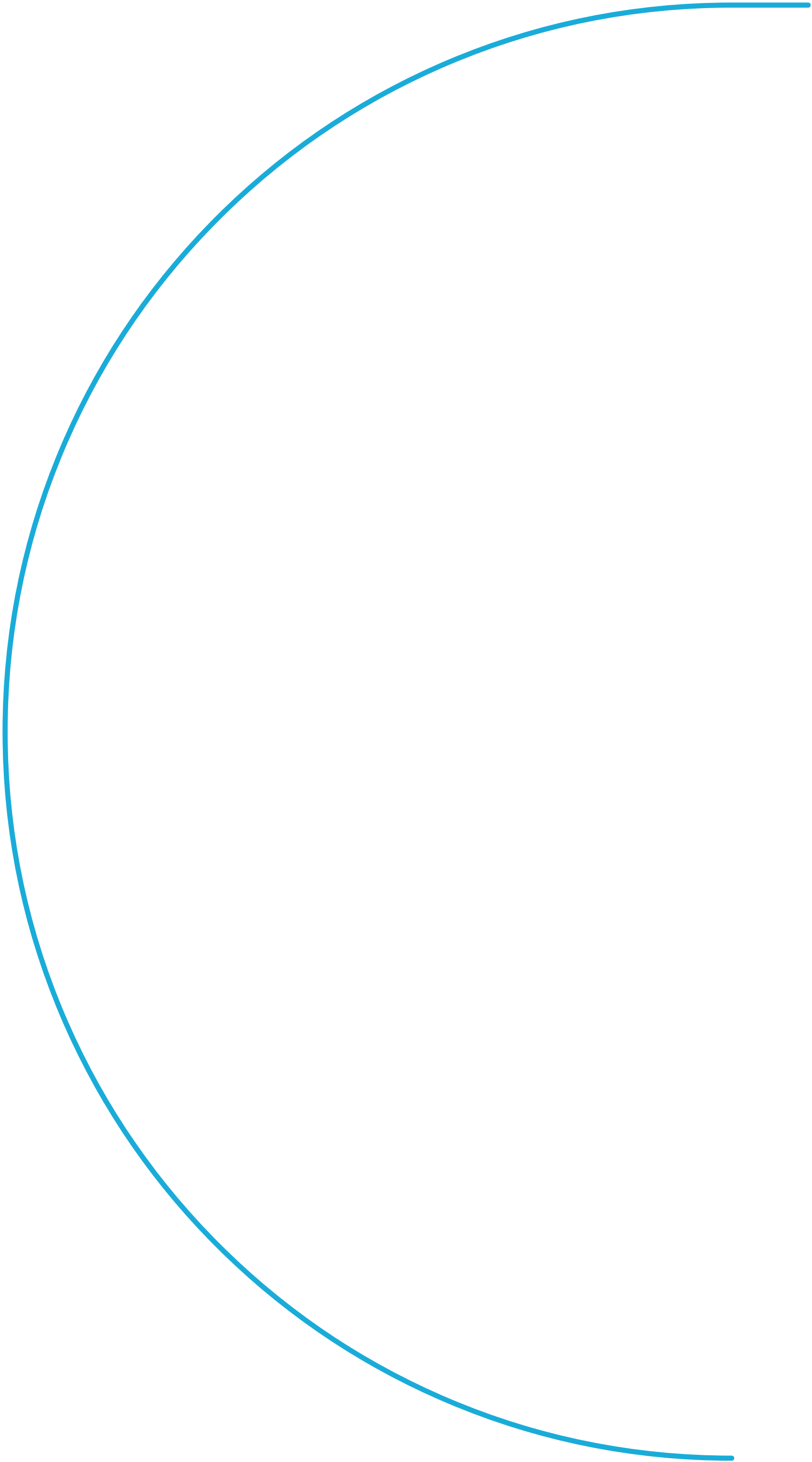
# Interaction patterns



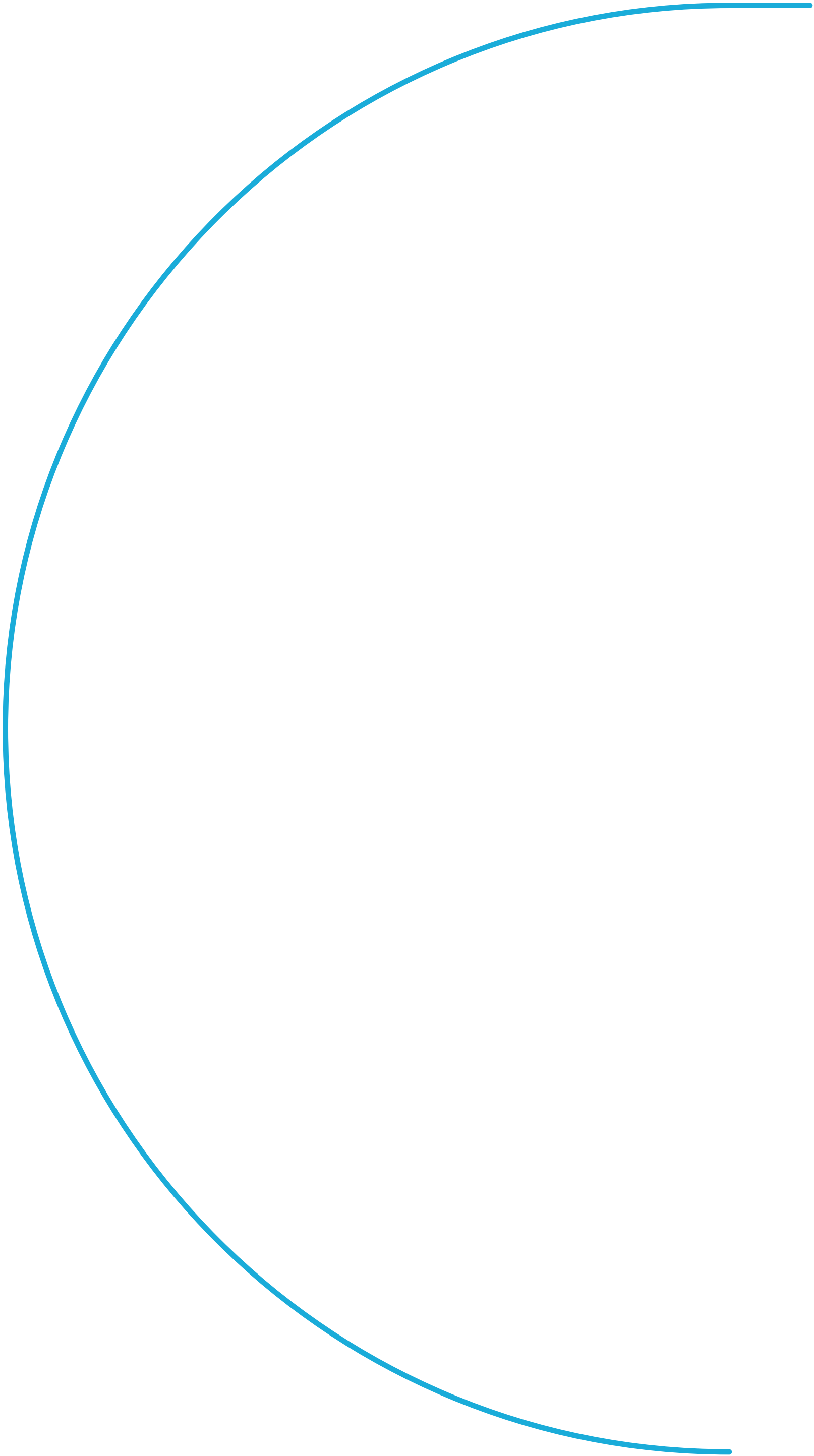




Sound







motion

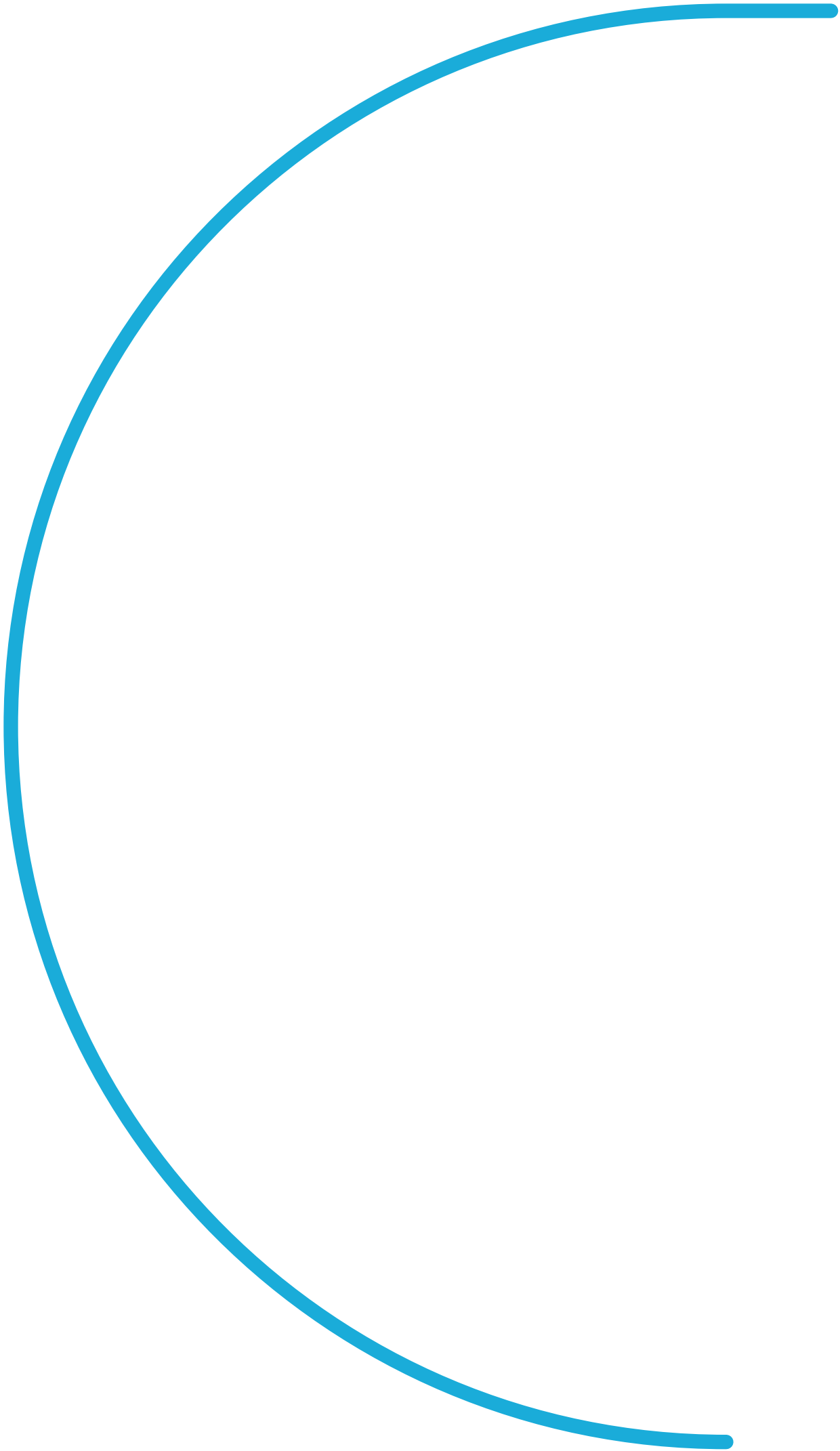


Imagery





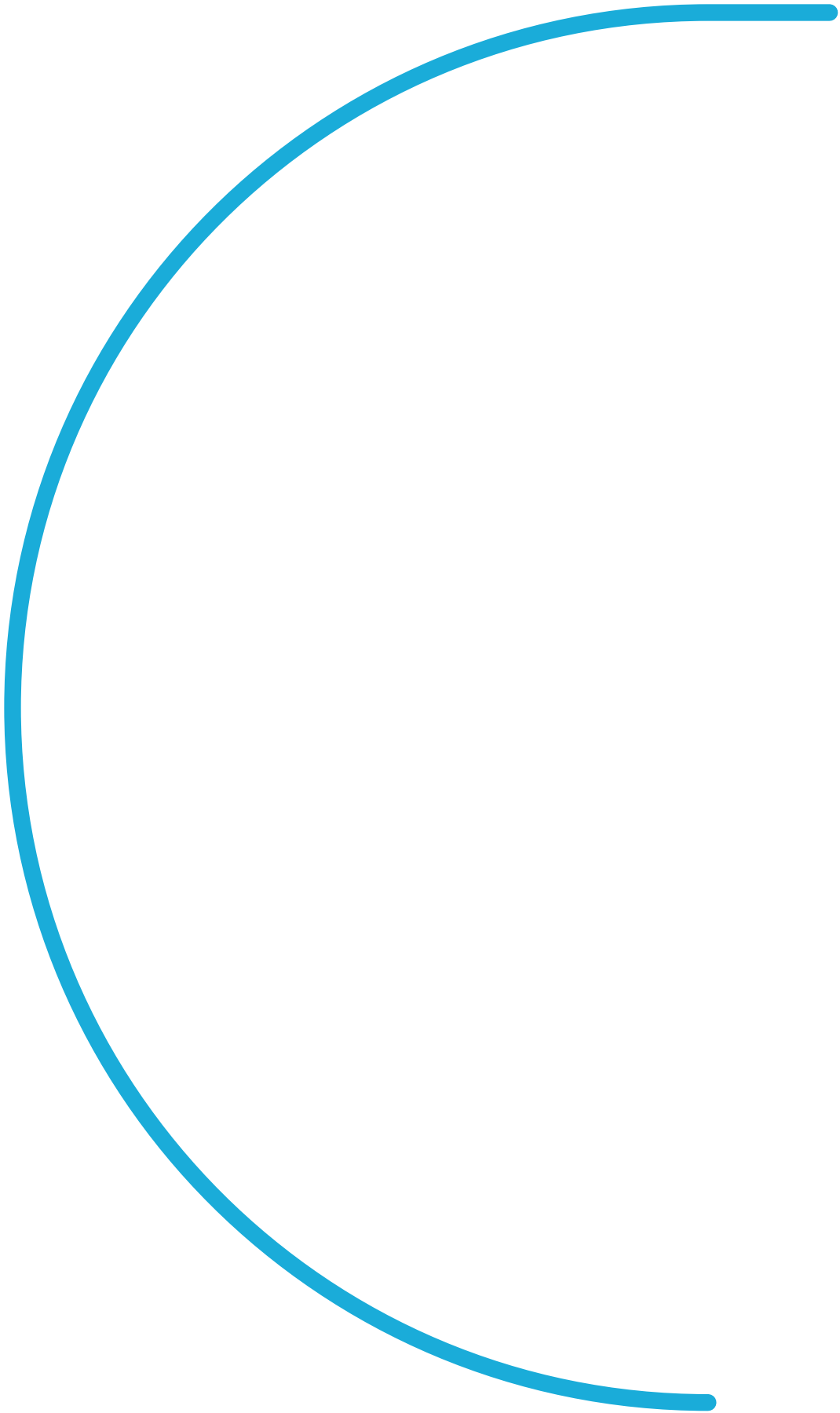




Tonnes of noise

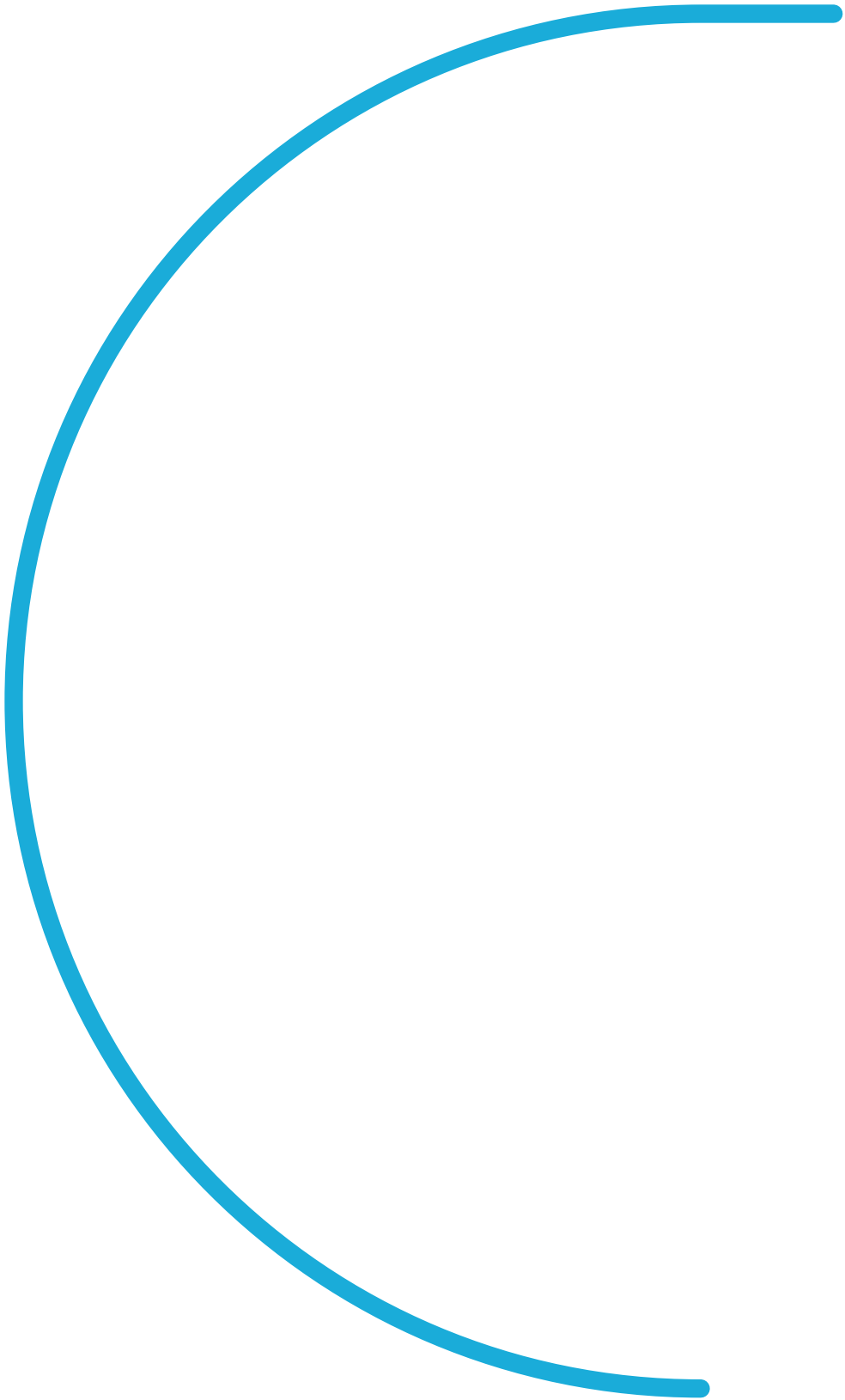


colour



Typography





Layout





scaldes fader

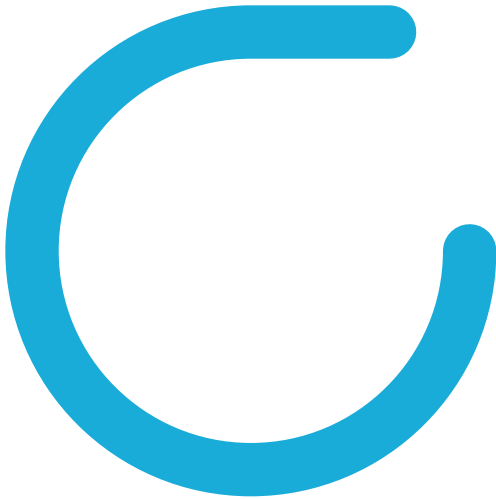


input methods



Device/Screen size





Tech-Swift, TAPRS, TDS

Personalisation algorithms

Layers of Symphony

1. One global stylesheet

to all pages, across mobile and desktop

Changes made by on engineering team rolls out

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