





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

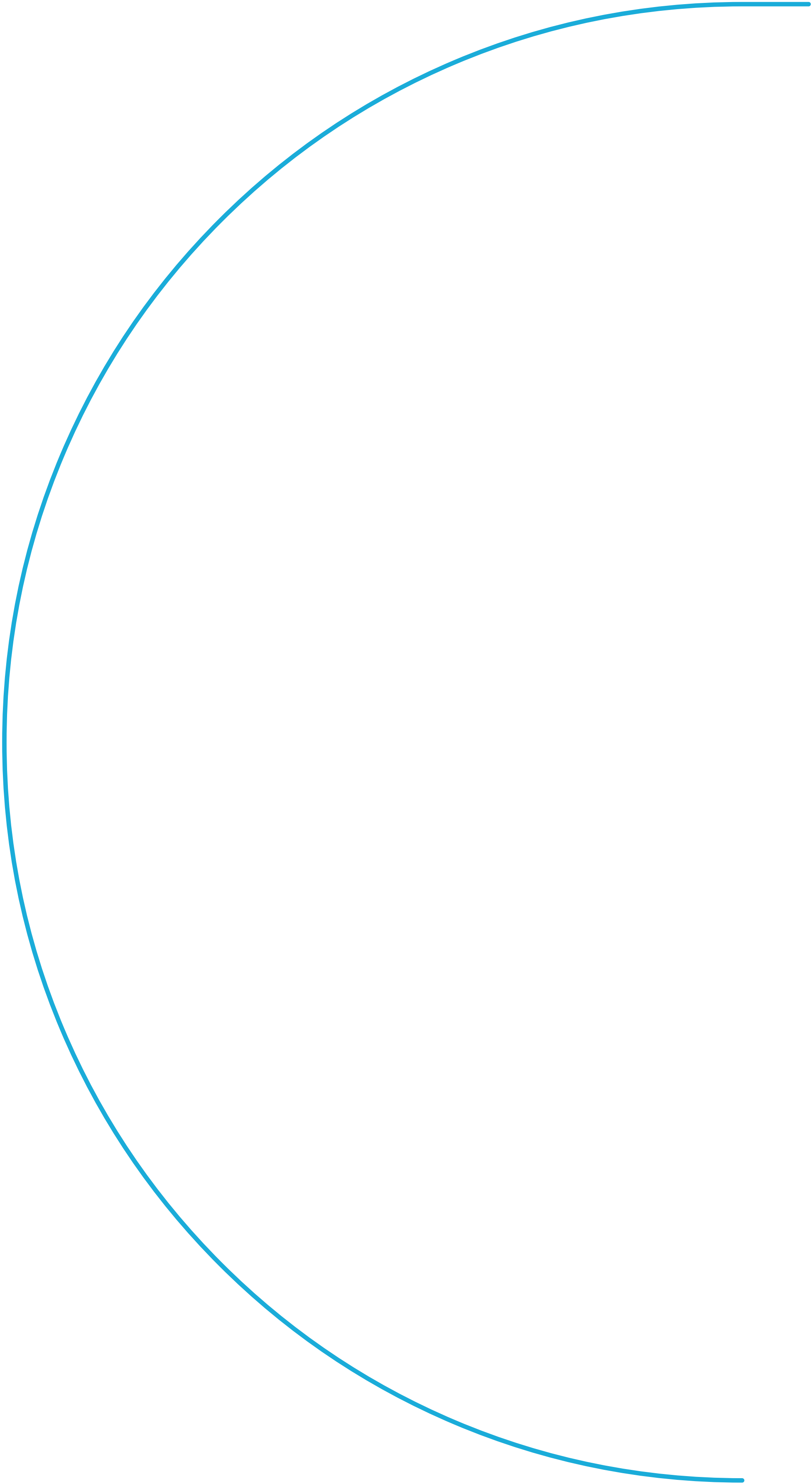




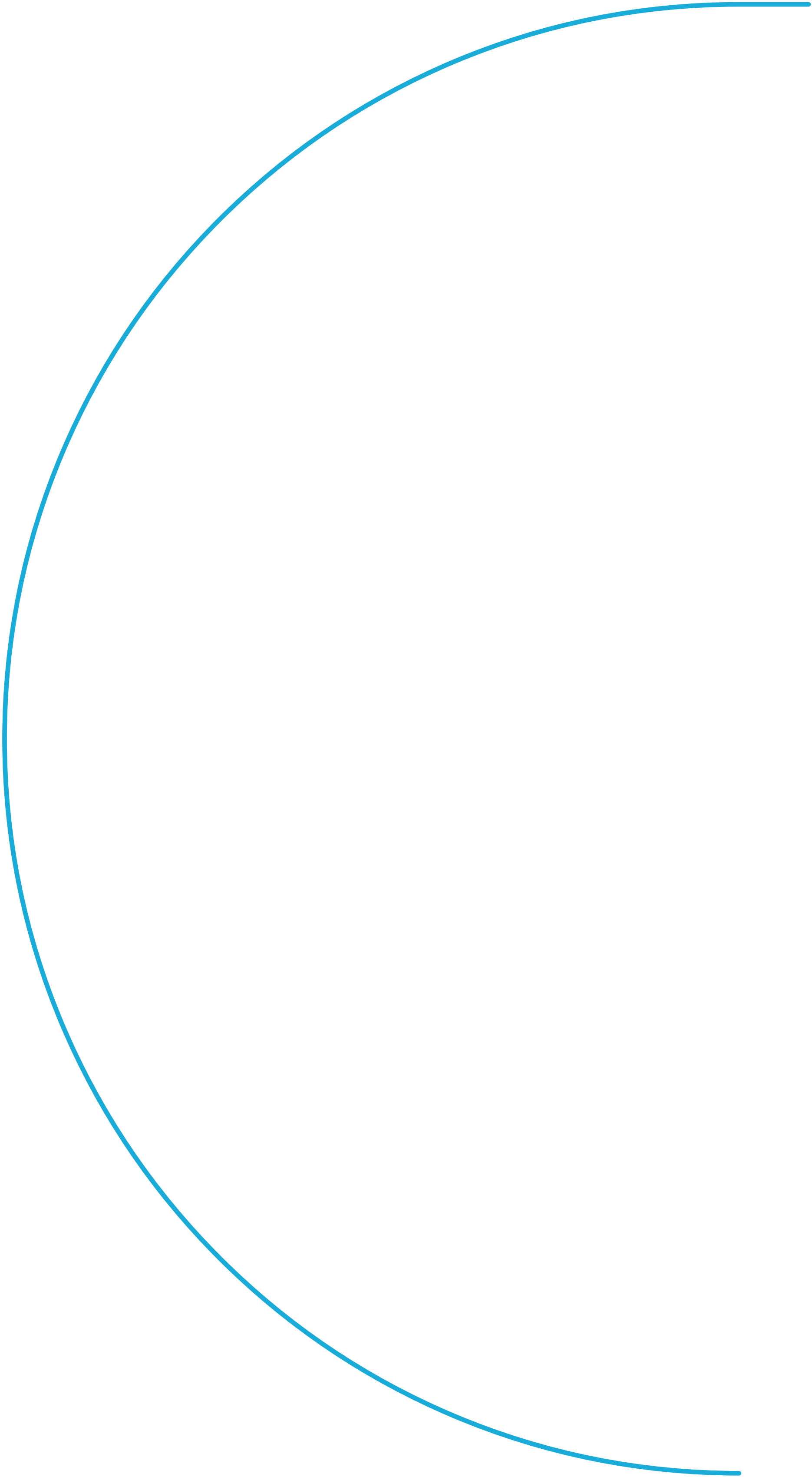




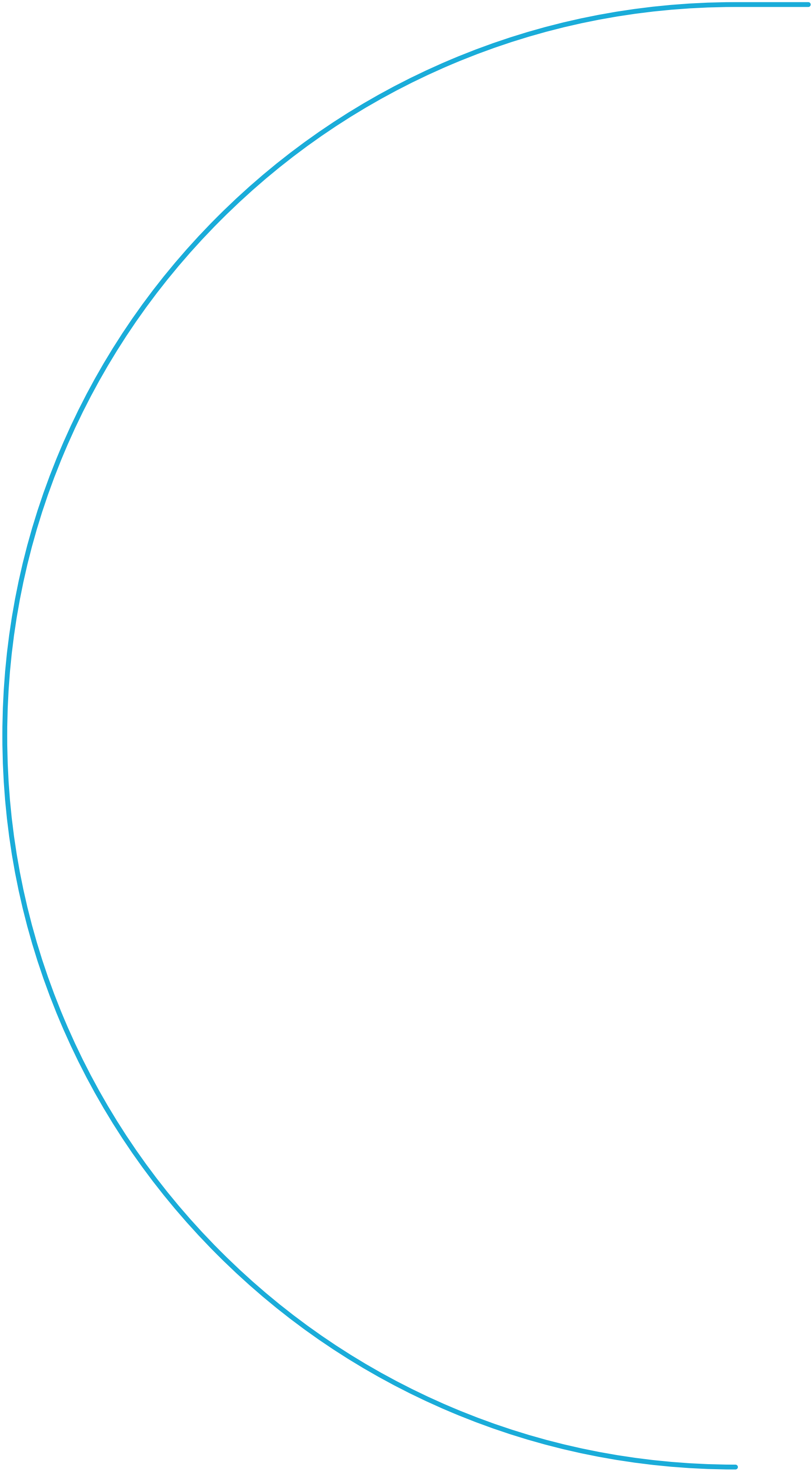
userjournneys



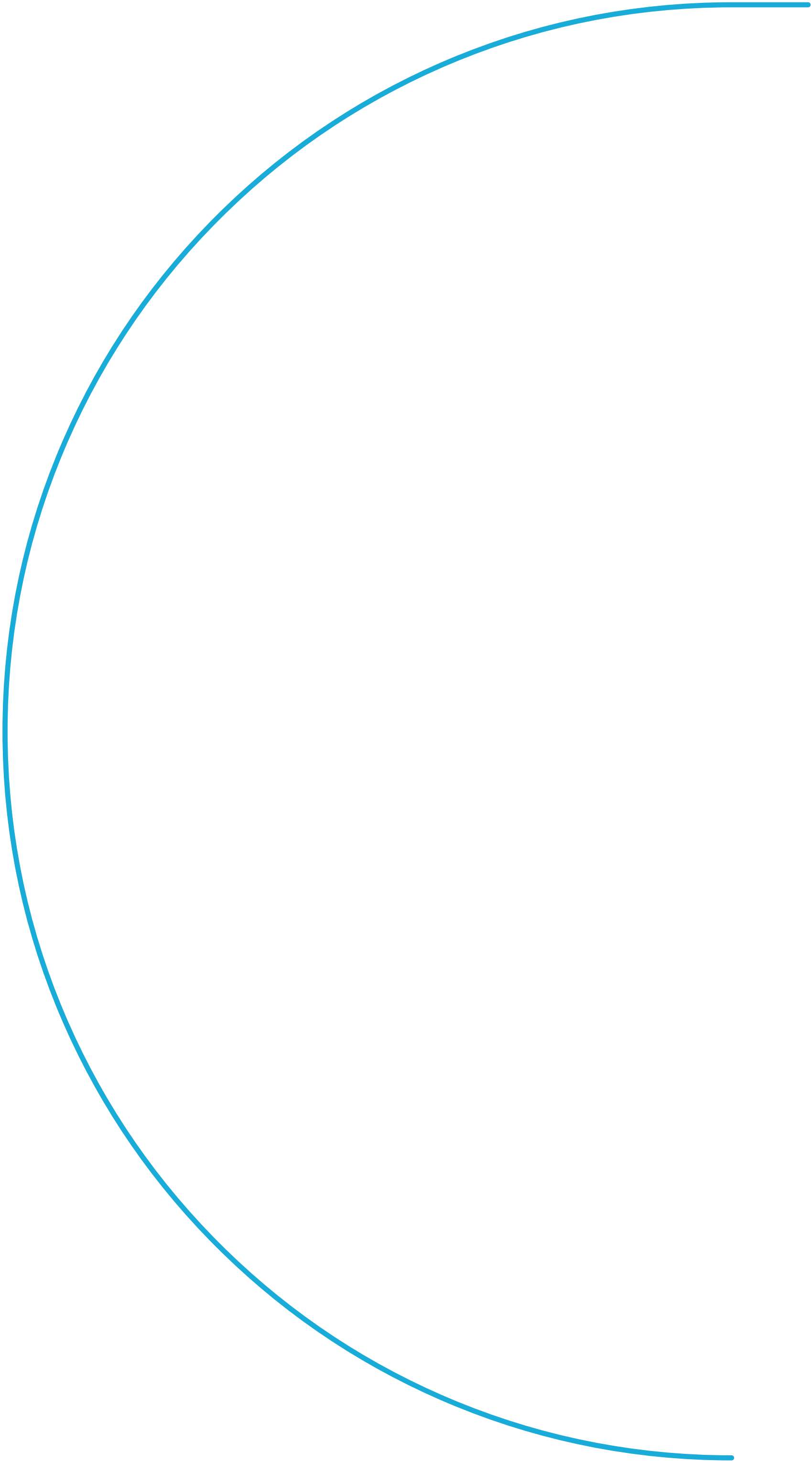
Interaction patterns

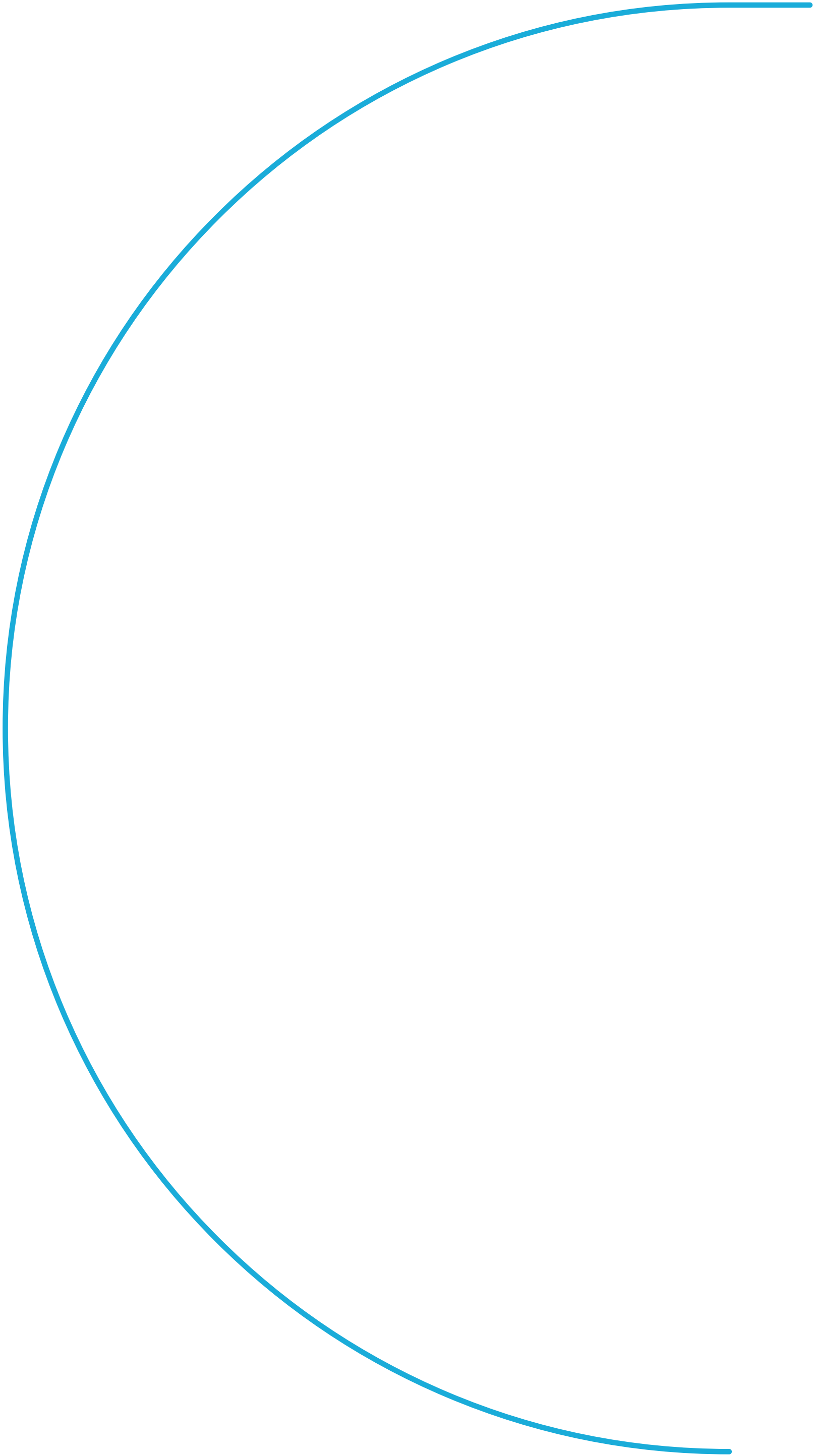


building components



Sound





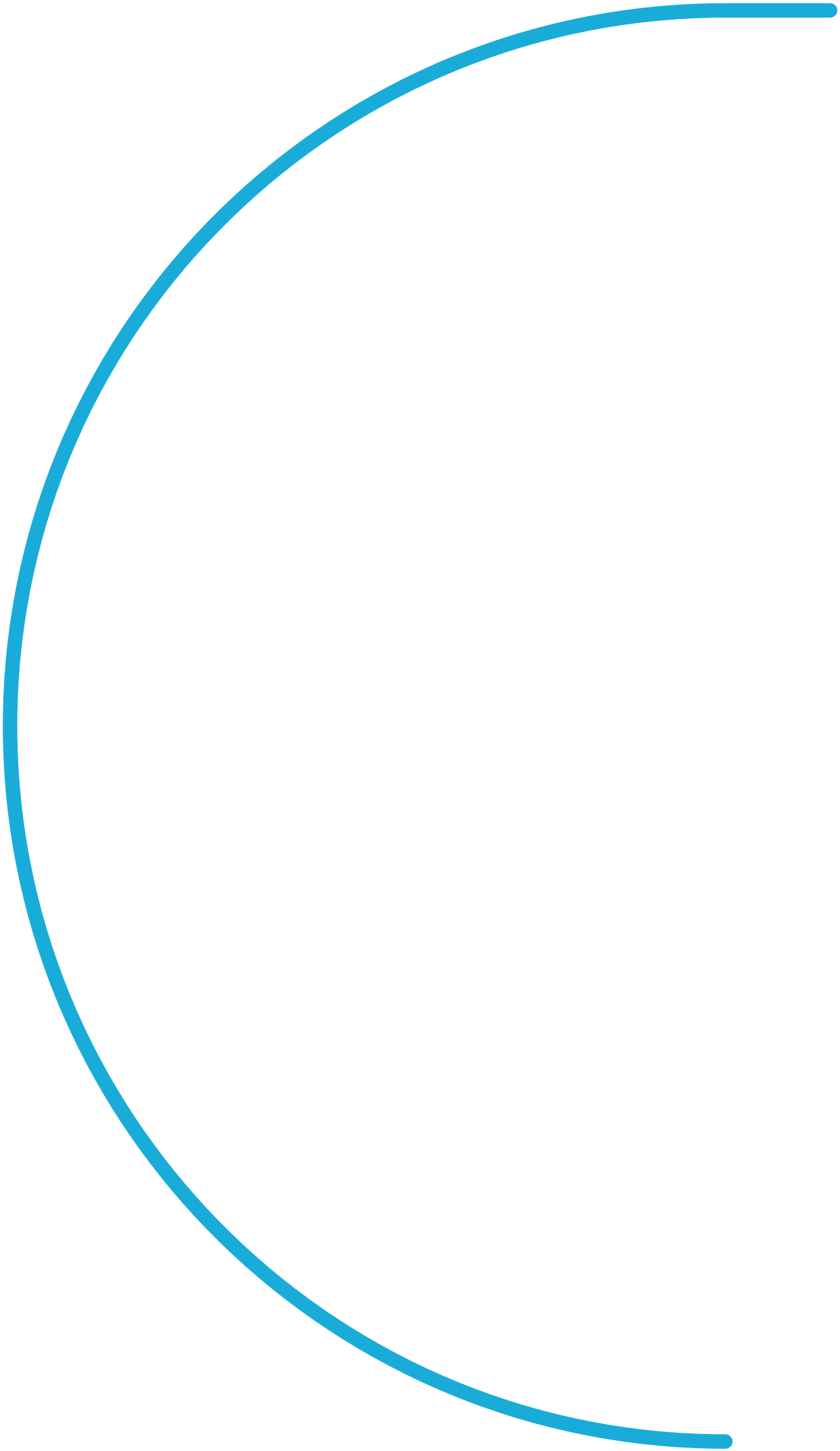
motion



Imagery

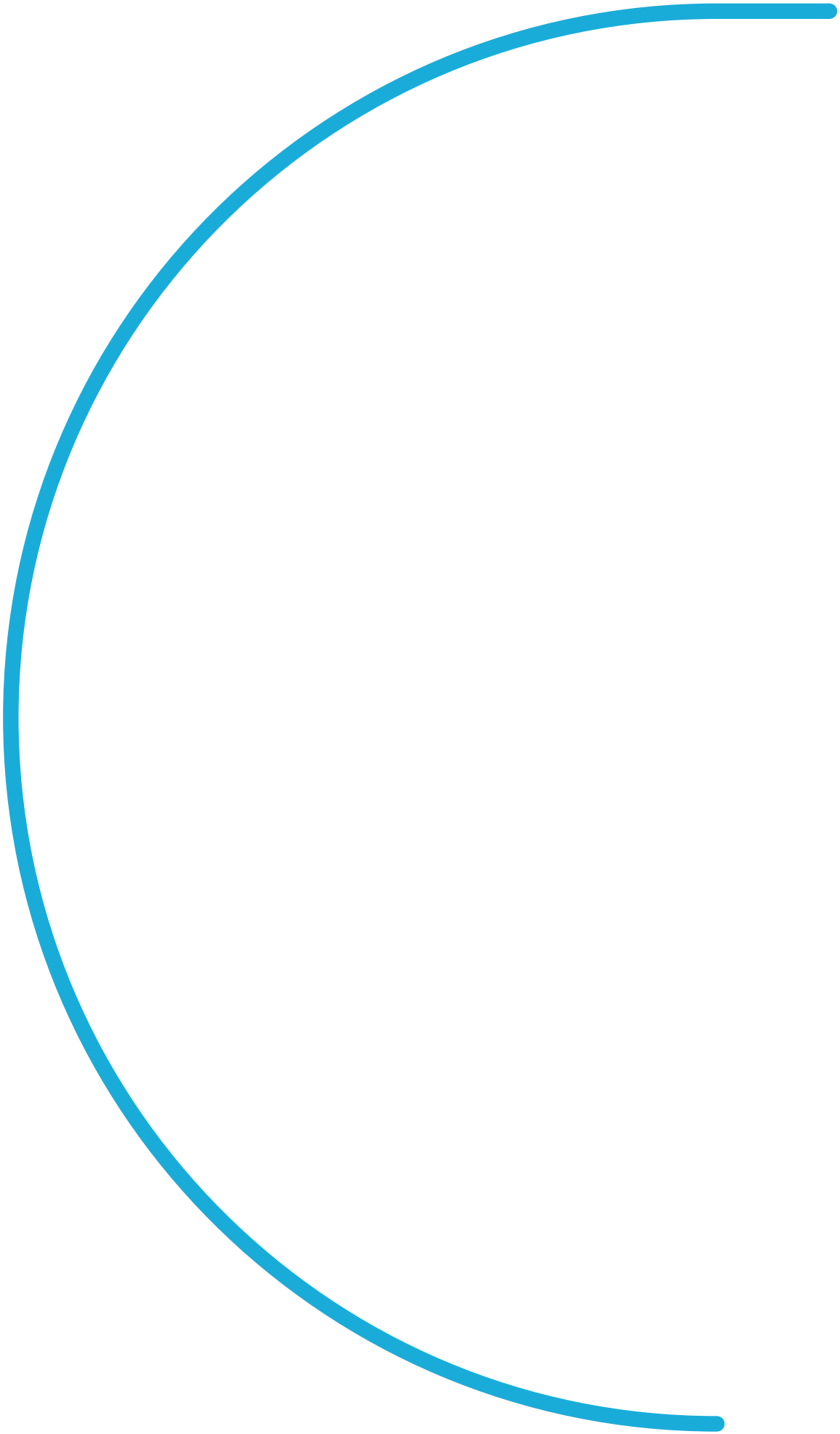




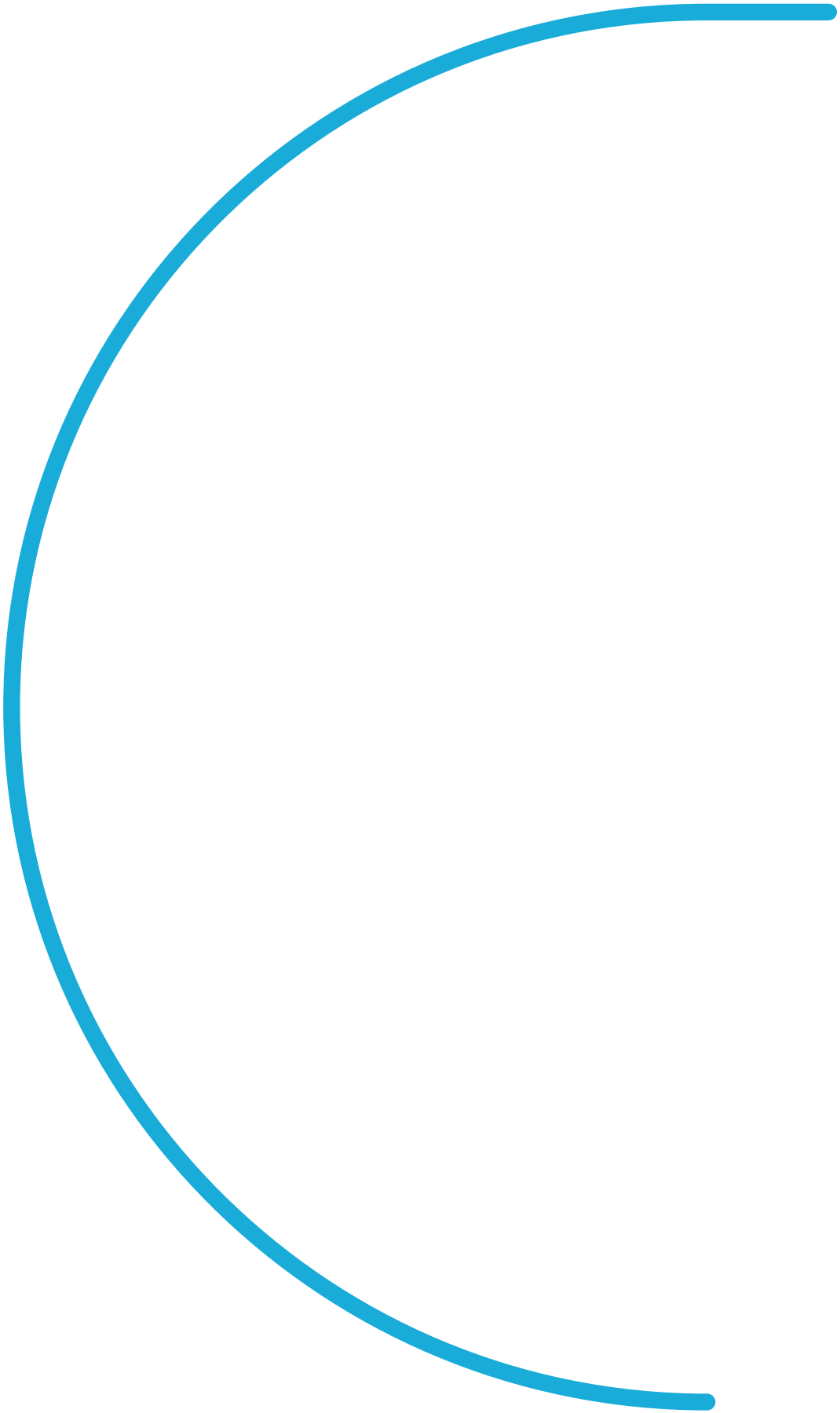




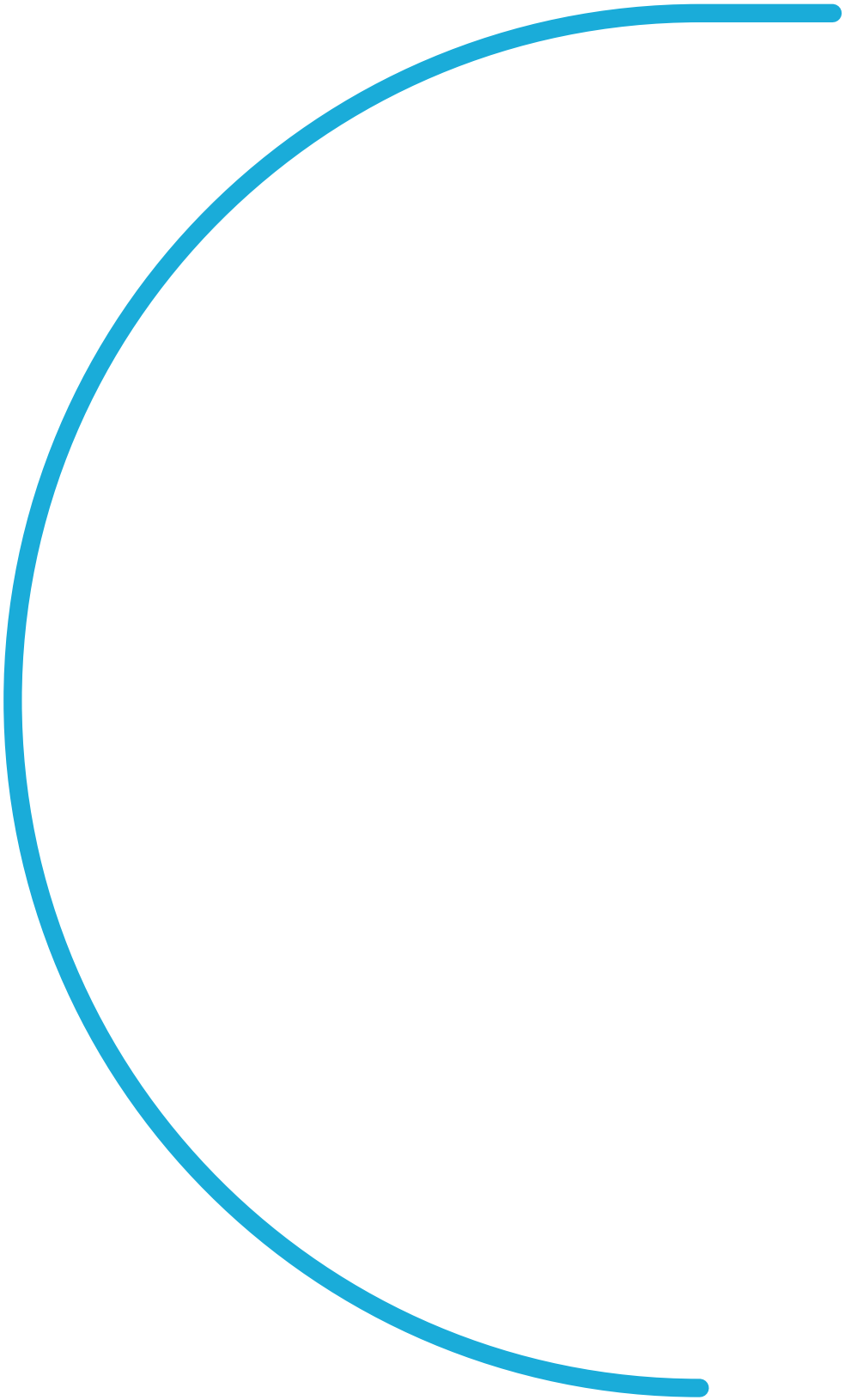
Tonnes of noise



colour



Typography



Layout



scalds for



input methods



Device/Screen size



Tech-Swift, TAPRS, TDS

Personalisation algorithms

Layers of Symphony

Changes made by on engineering teams out

1. One global stylesheet

to all pages, across mobile and desktop

2. From 23 font sizes to 6



Reduce minor decisions and deliver, accessible

information hierarchy for customers

Reduced minor decisions and ensure energy across clients

3. From 73 colours to 14