











# Kutlu Canlıoğlu | Portfolio

Optimisations



# 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



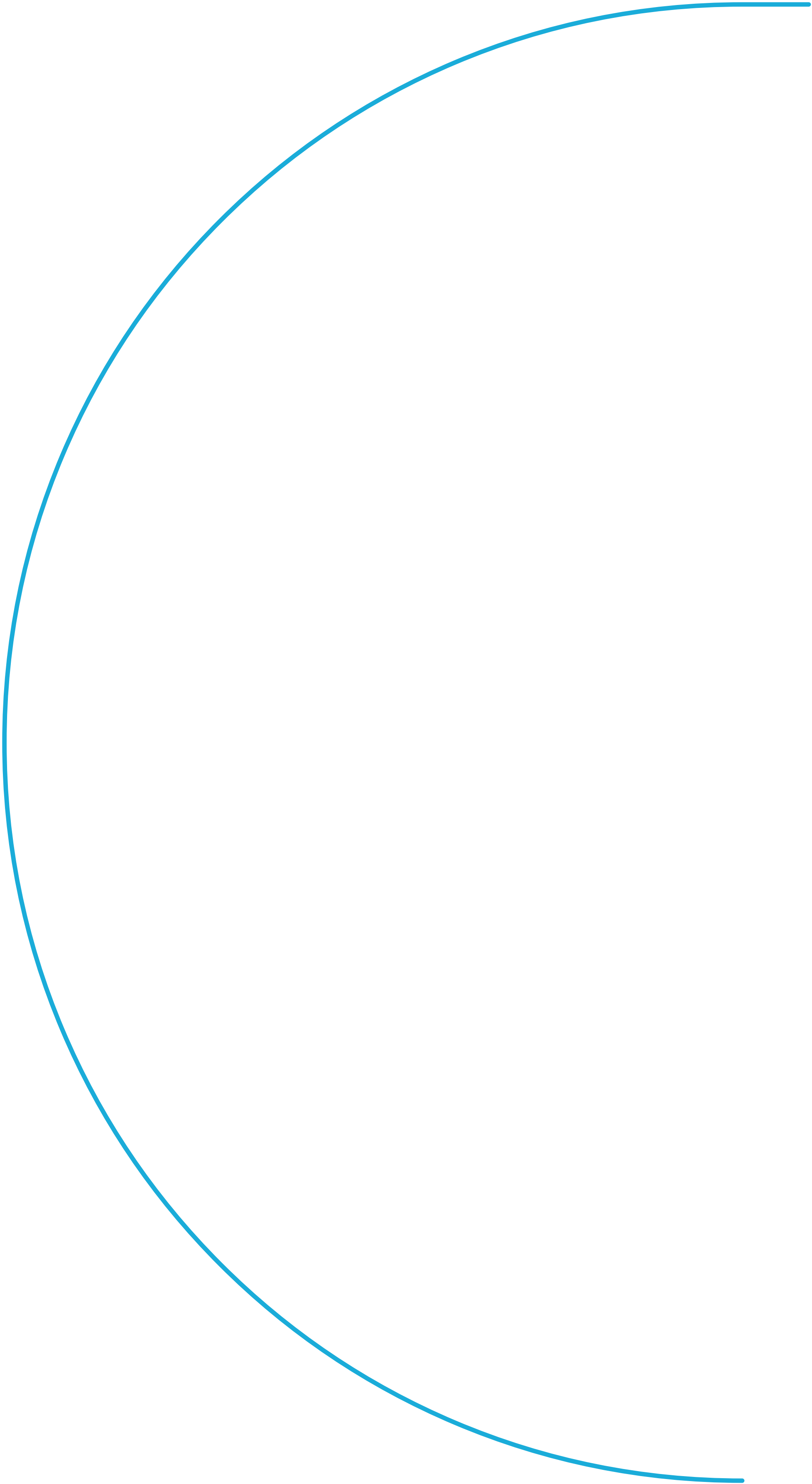
Product personality







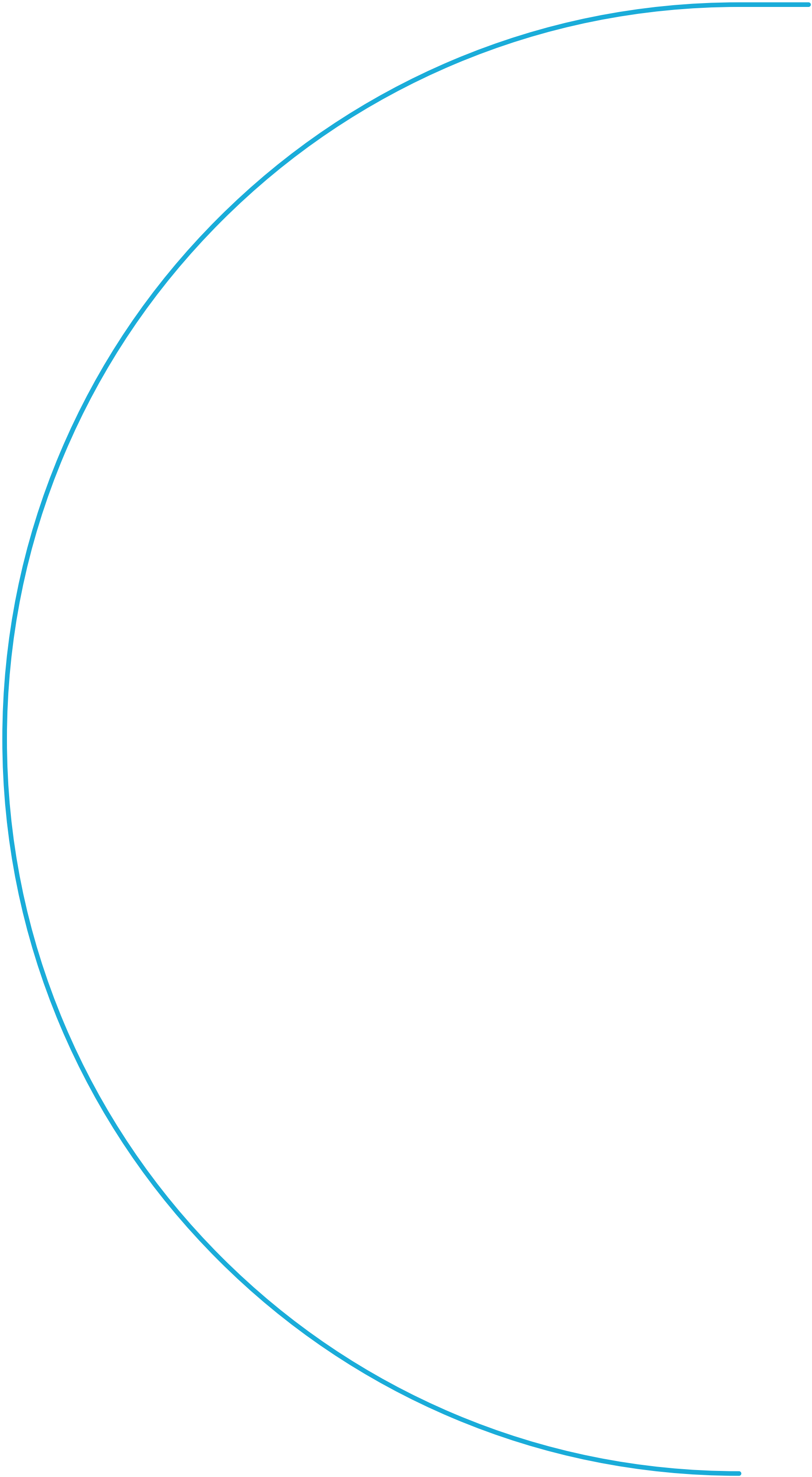




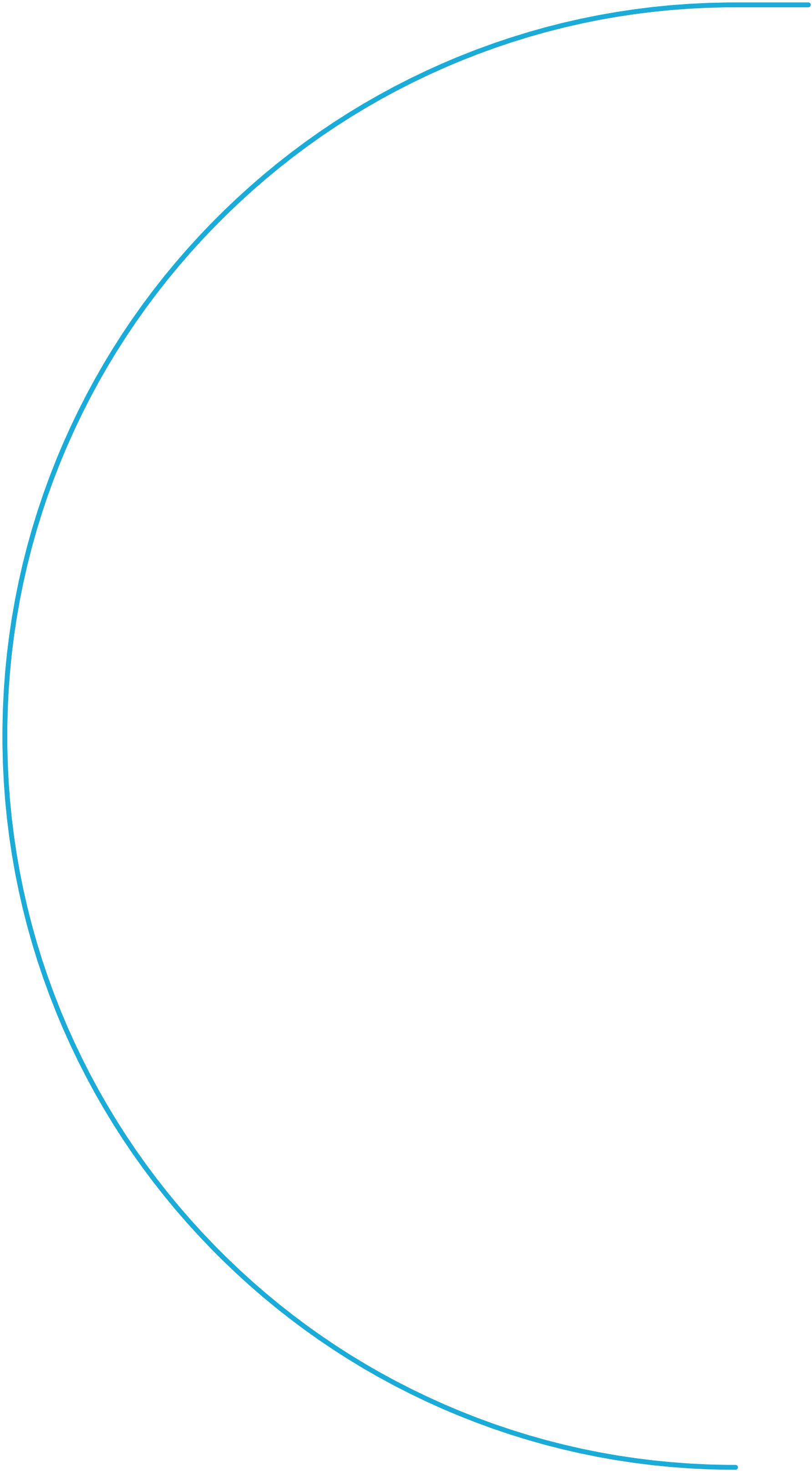




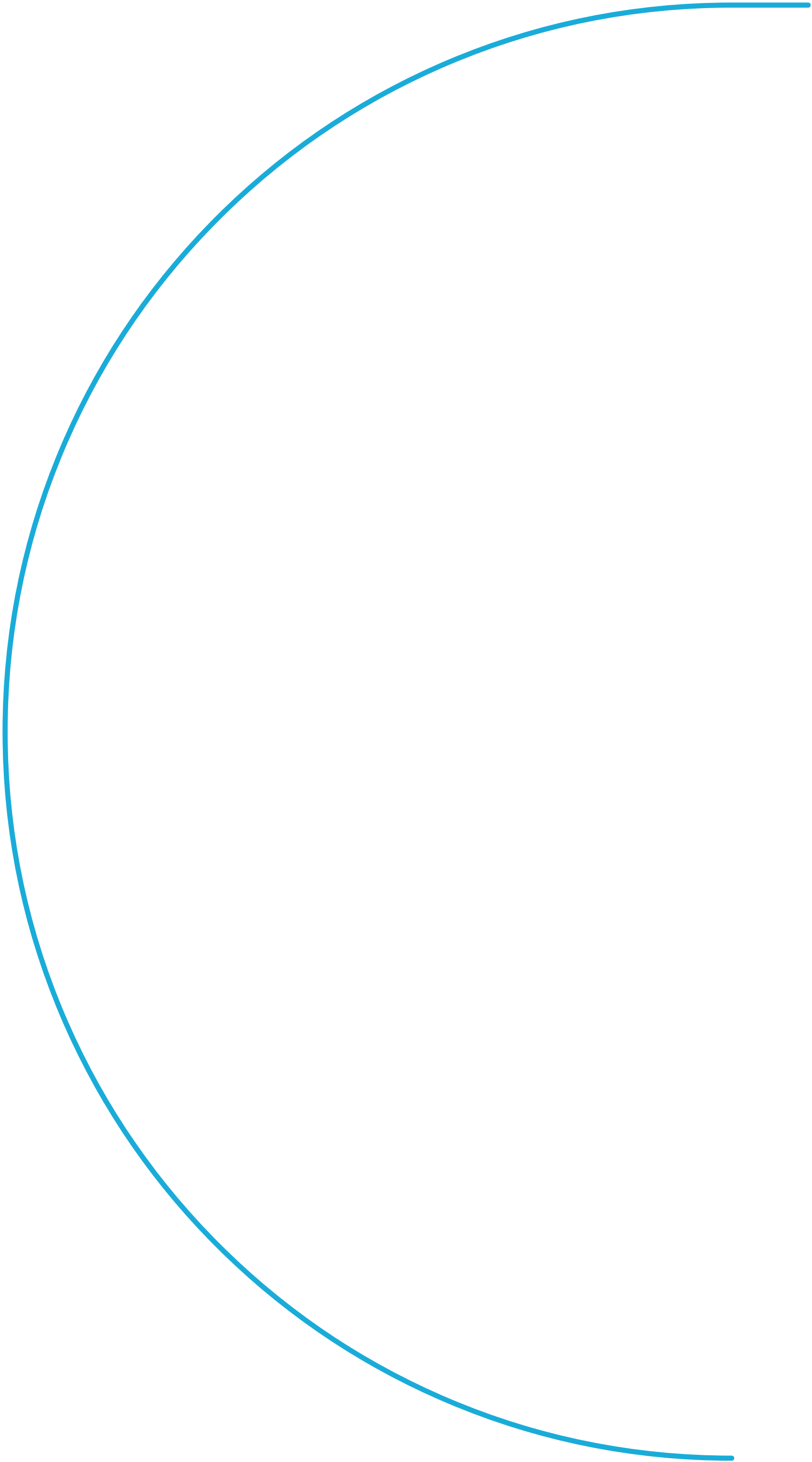
Interaction patterns



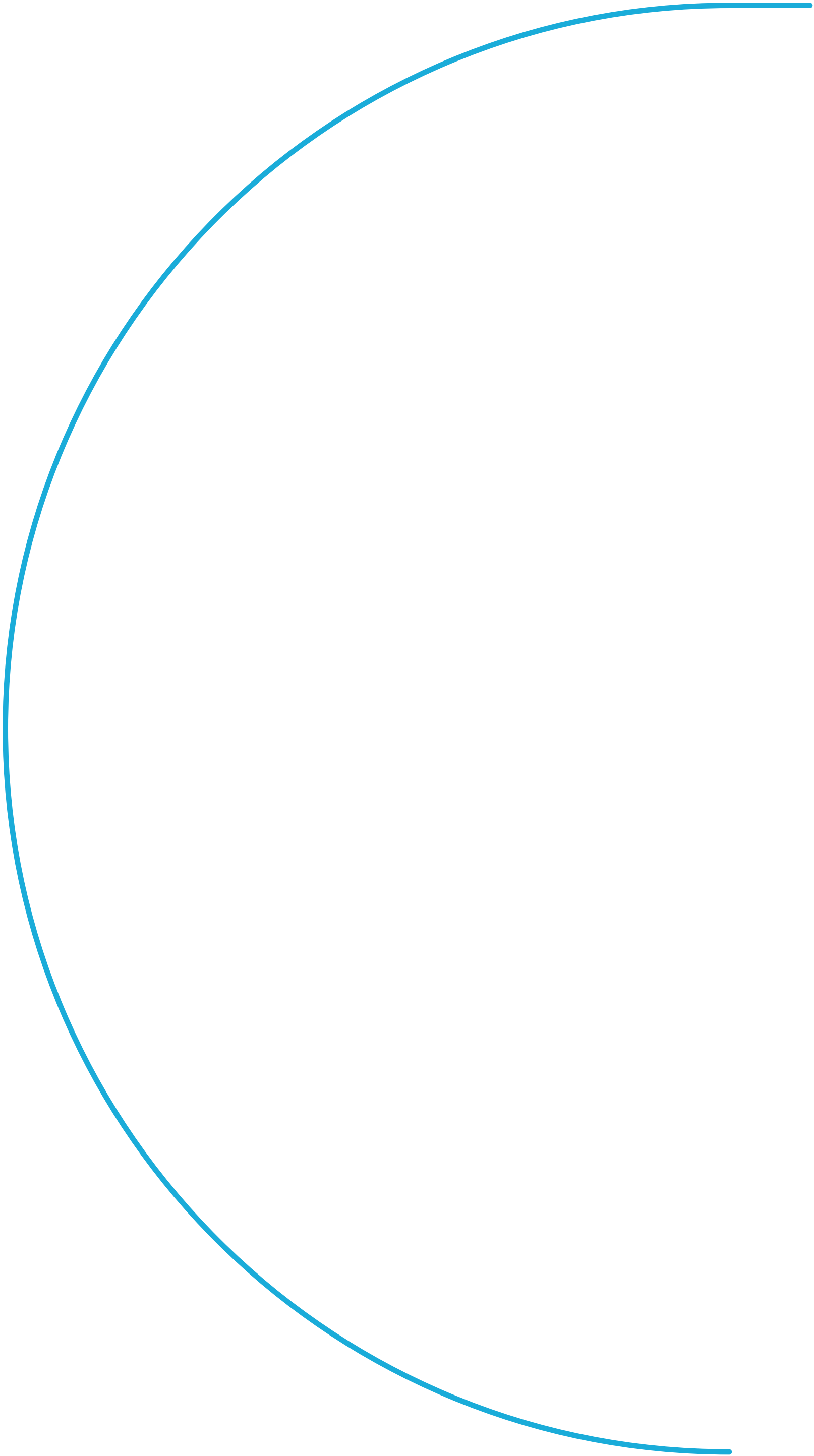




Sound







motion

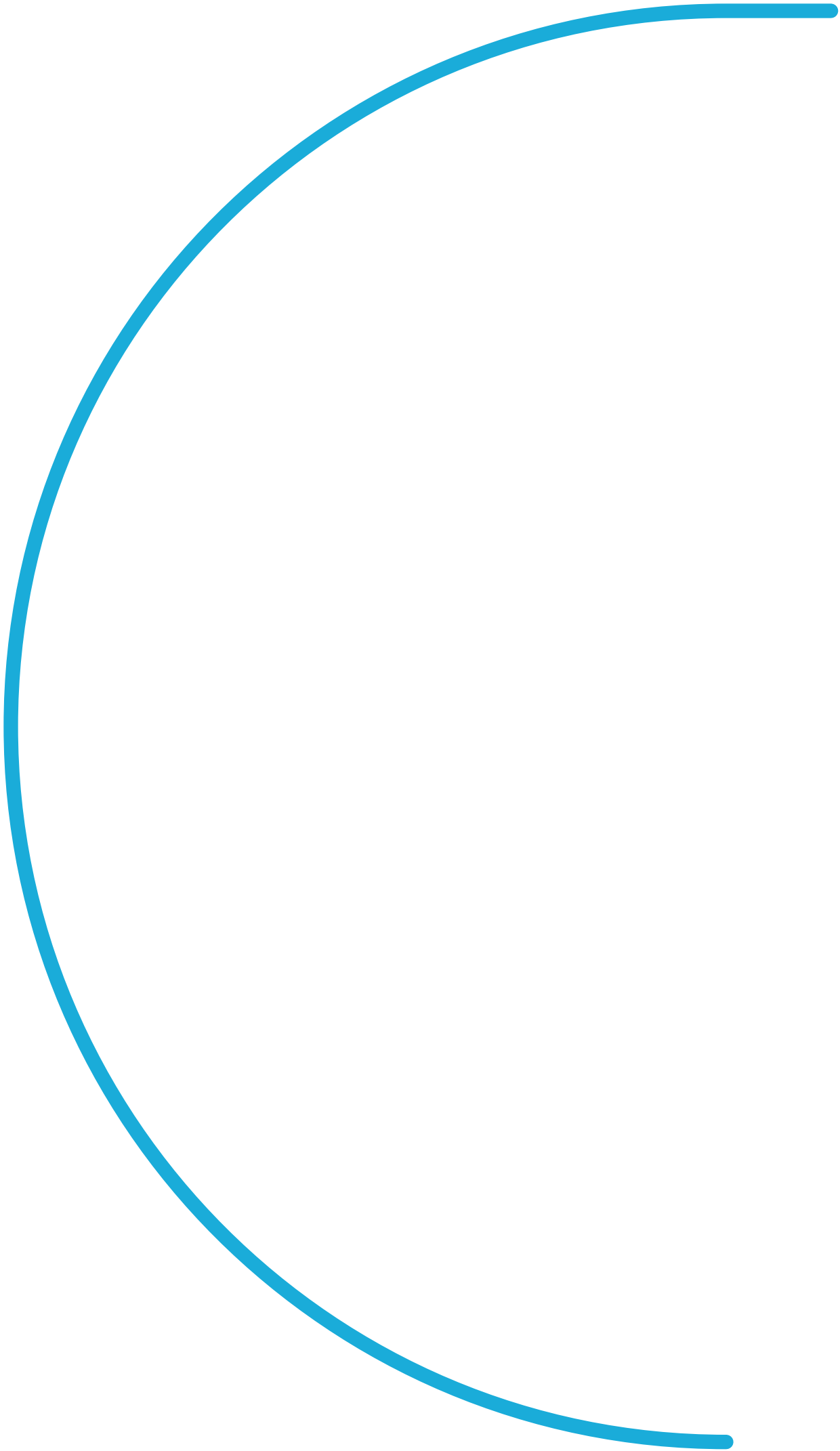


Imagery







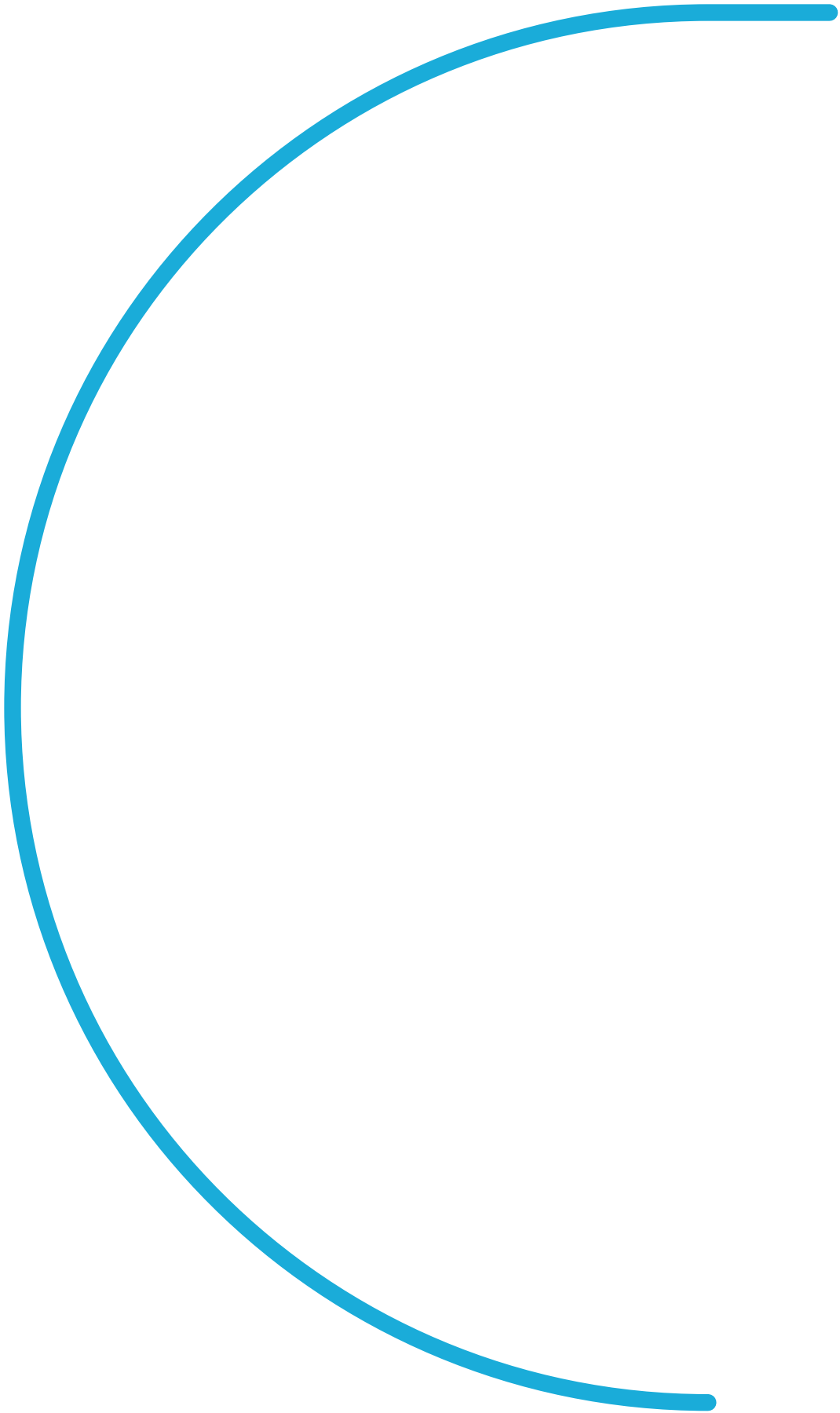




Tone of voice

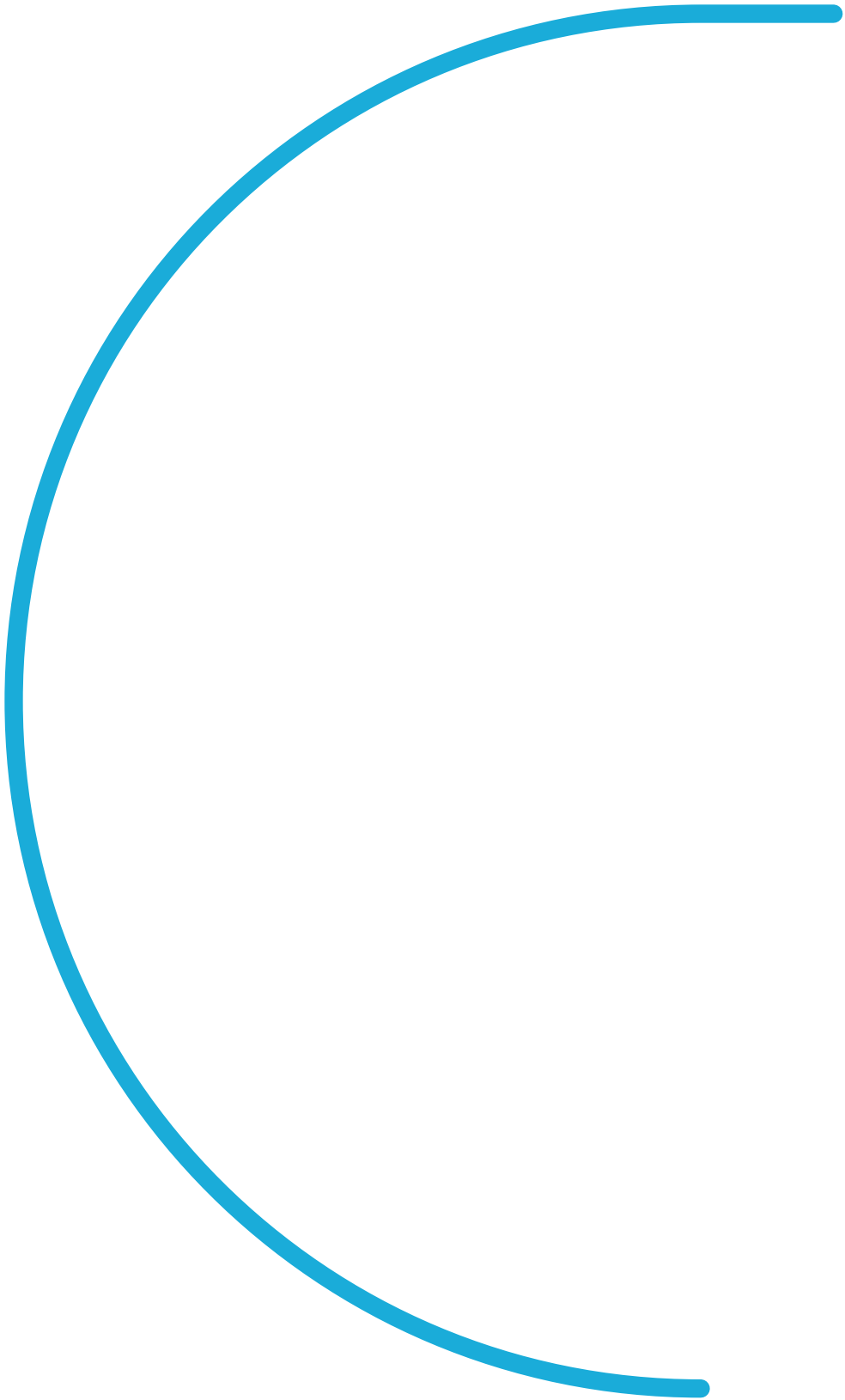


colour



Typography





Layout





scalds for

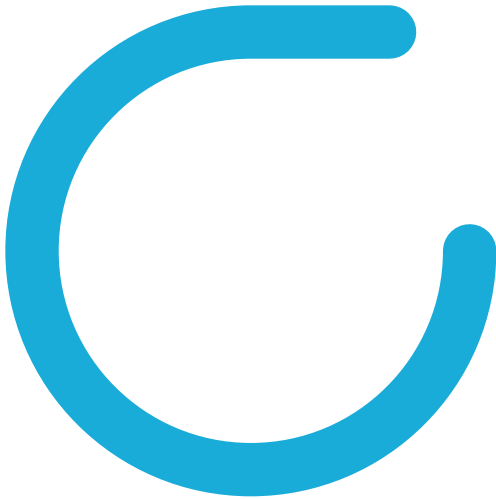


input methods



Device/Screen size





Tech-Swift, TAPRS, TDS

Personalisation algorithms

Layers of Symphony

1. One global stylesheet

Changes made by on engineering teams out

to all pages, across mobile and desktop

2. From 23 font sizes to 6





Reduce emissions and deliver, accessible

information hierarchy for customers

3. From 73 colours to 14



Reduced minor decisions and ensure energy across clients