





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

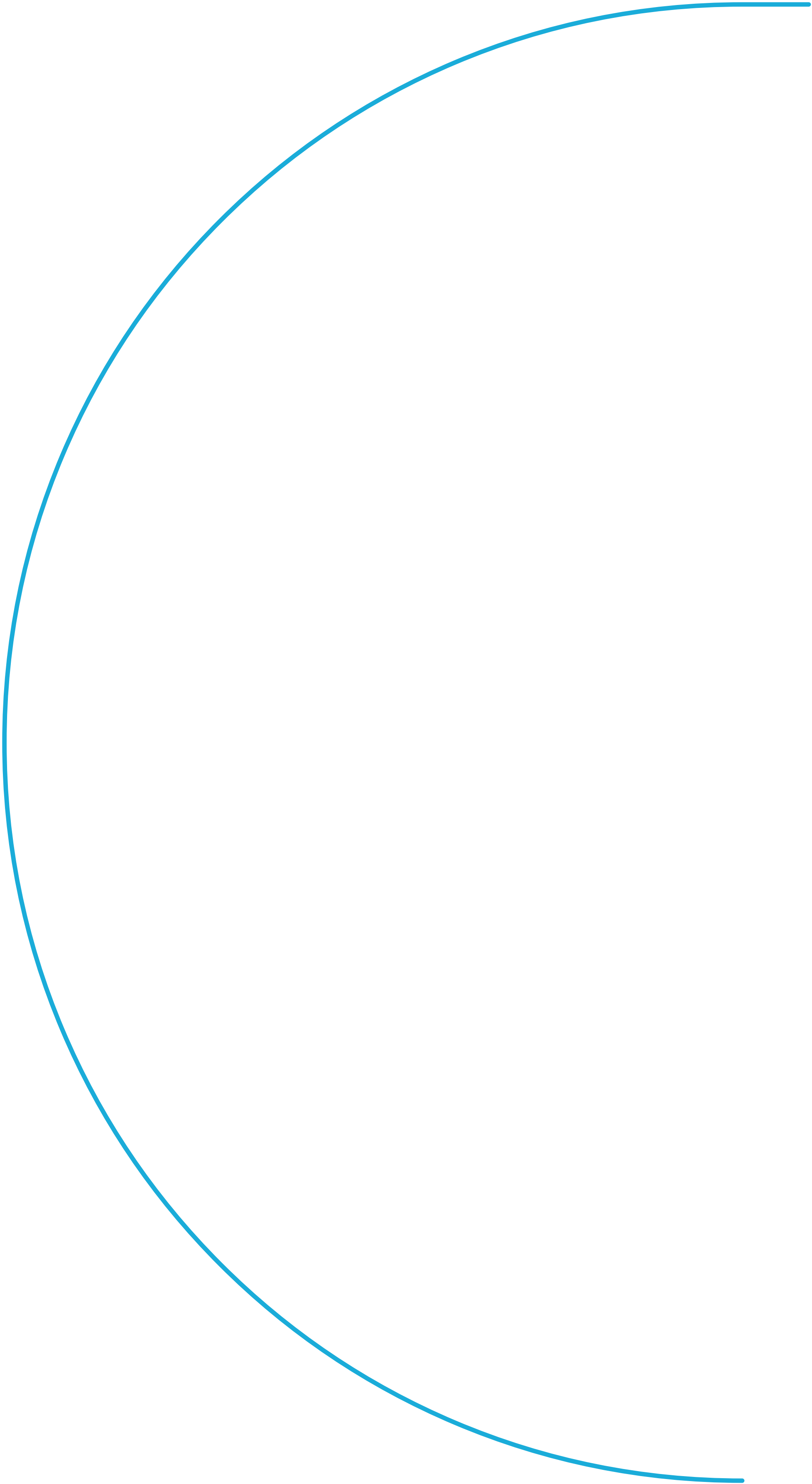






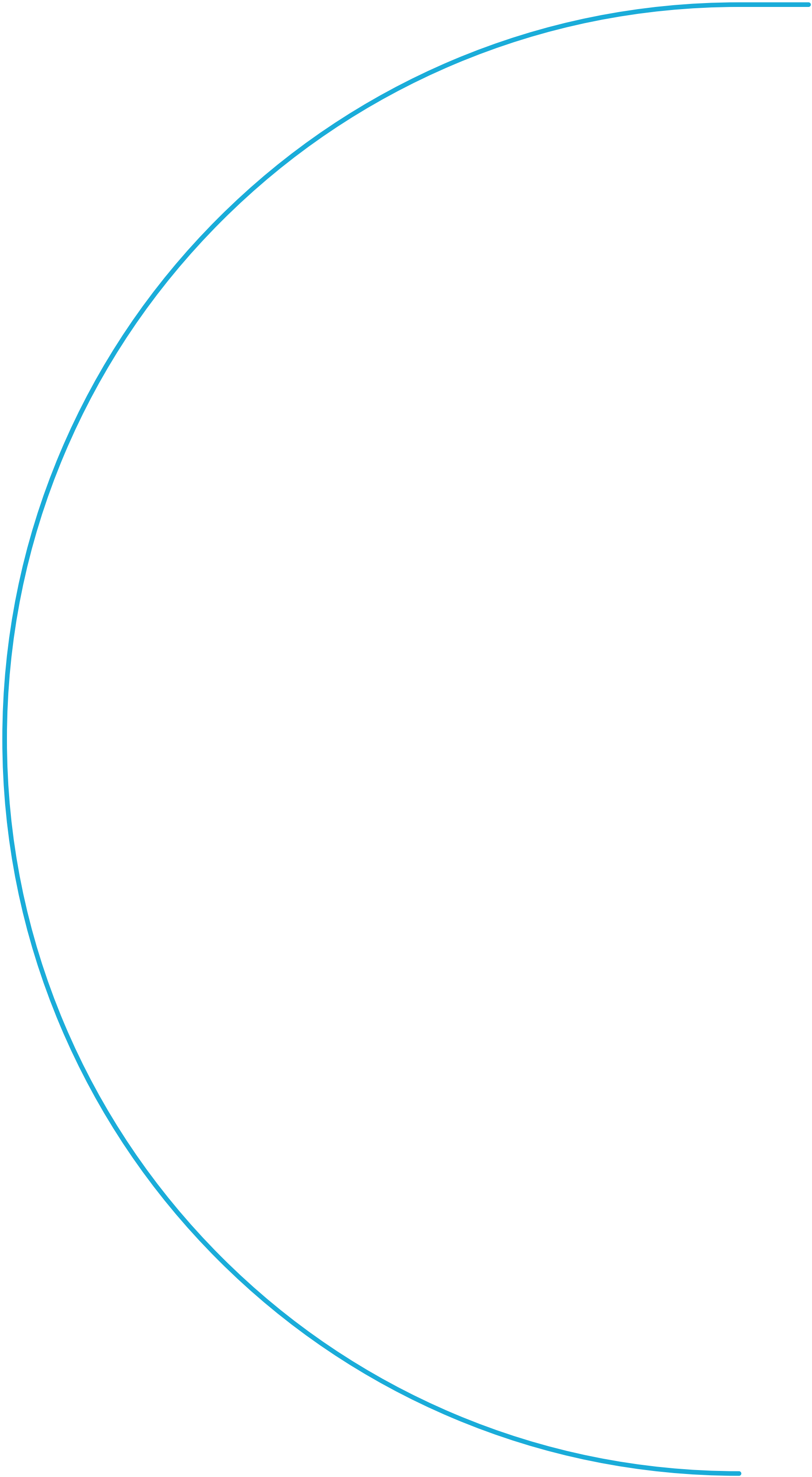


user journeys

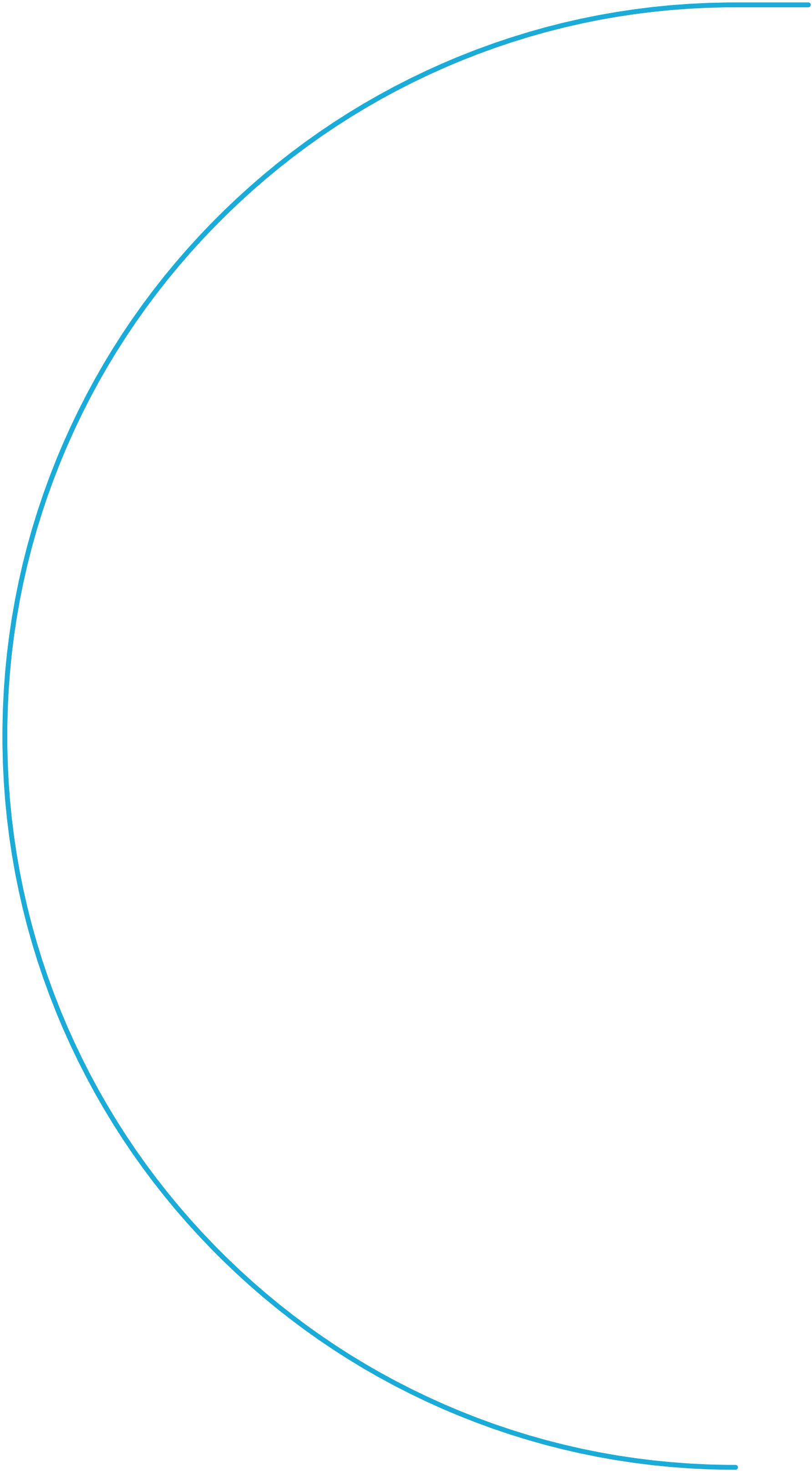




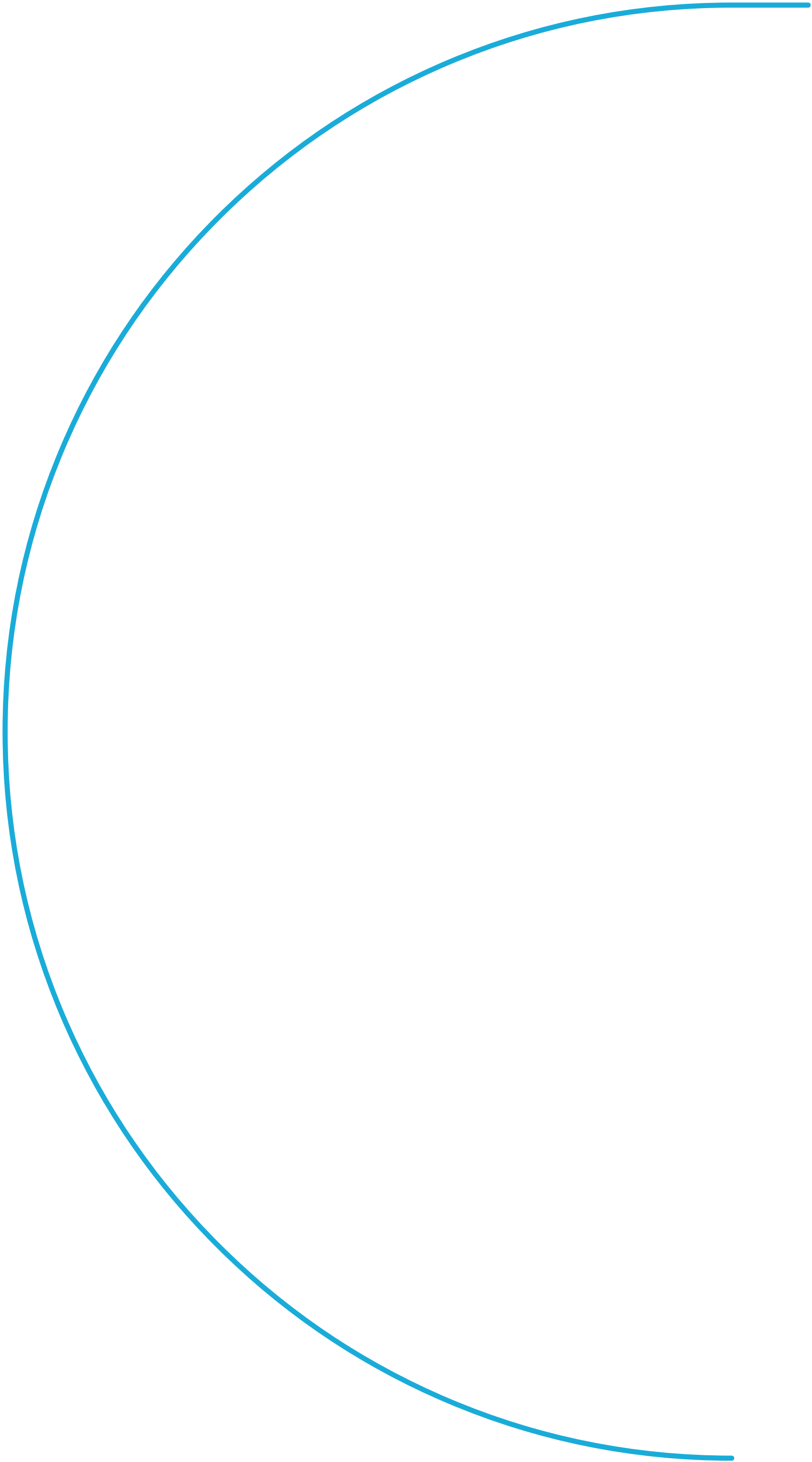
Interaction patterns

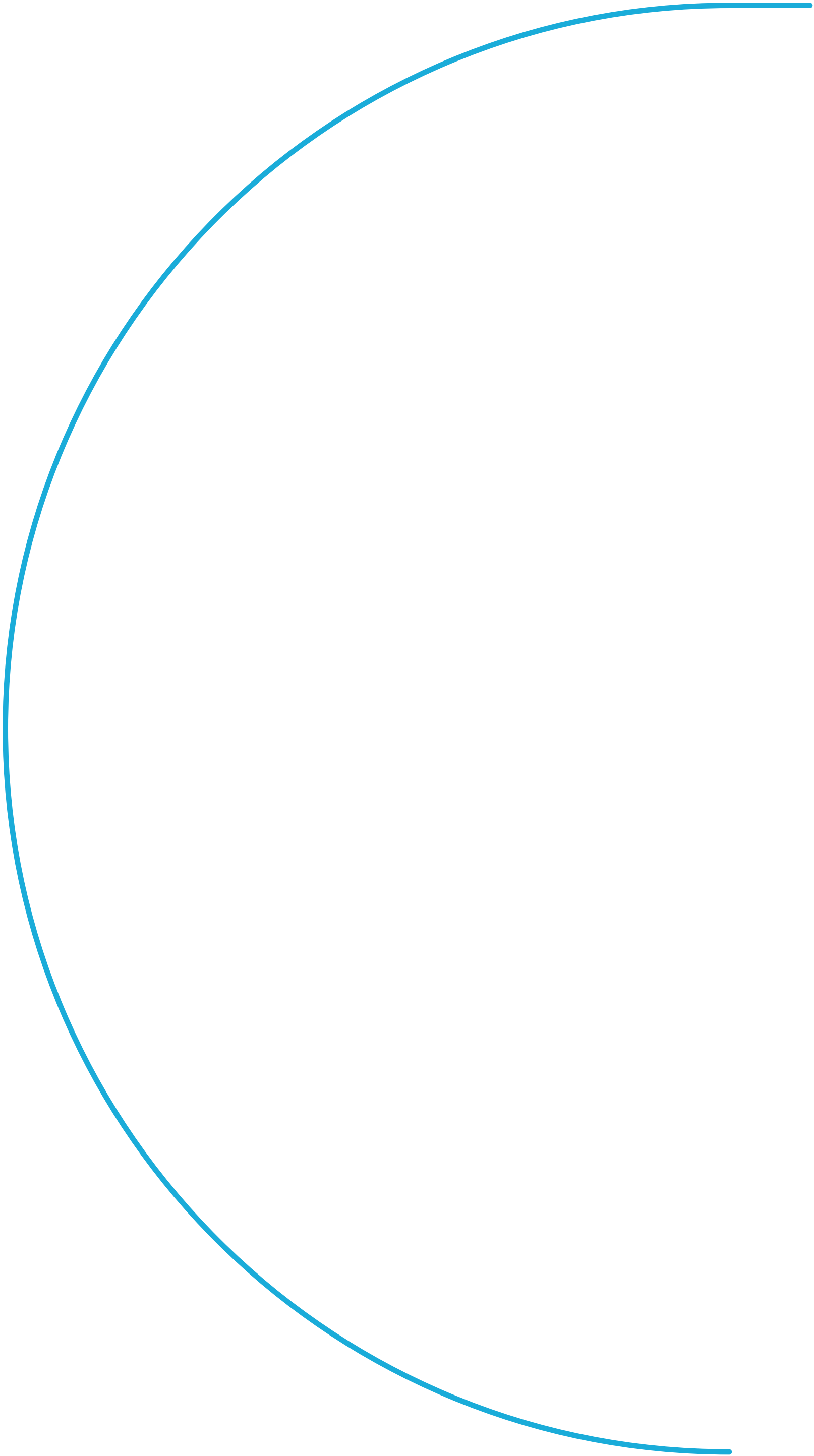






Sound





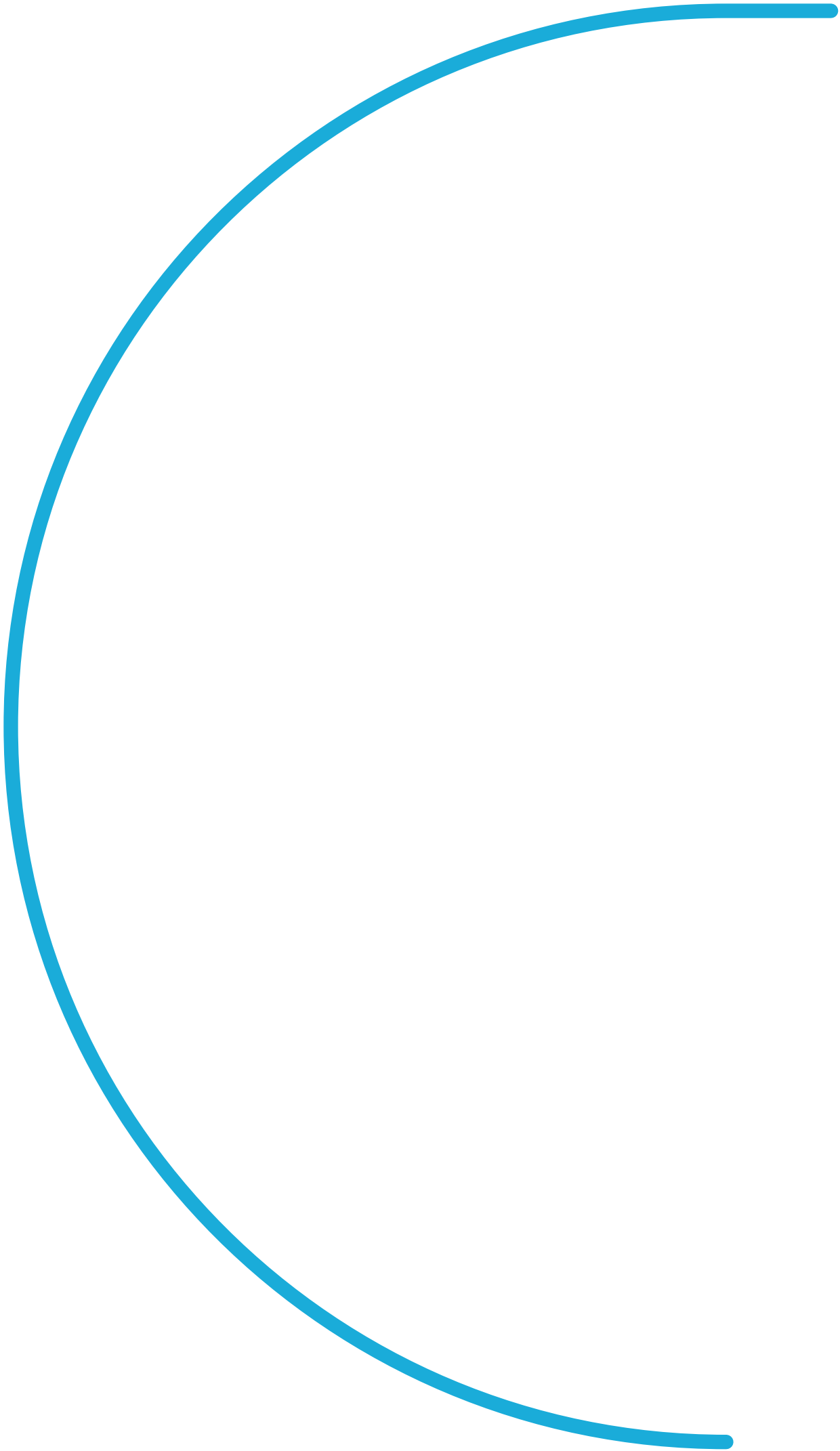
motion



Imagery



Iconography

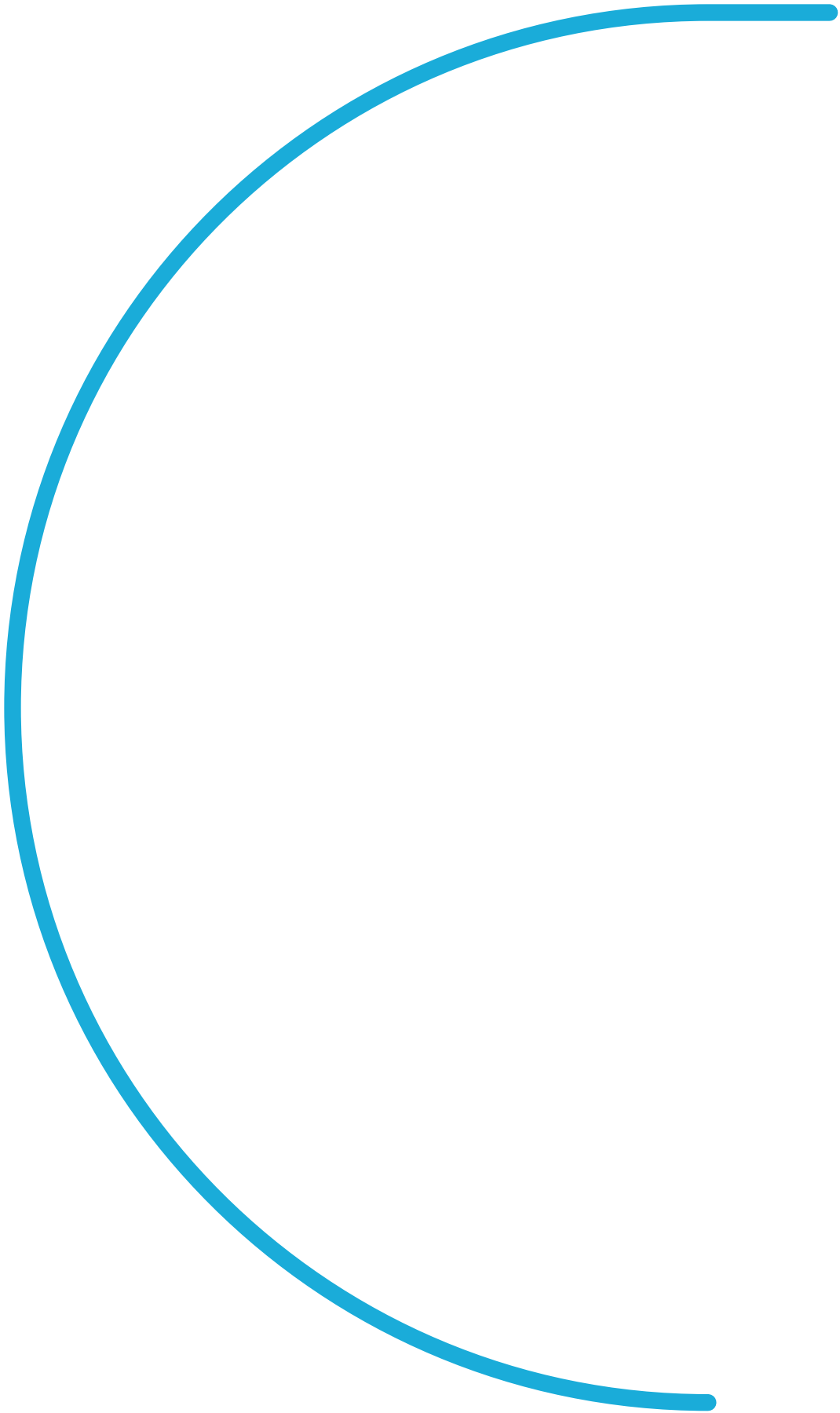




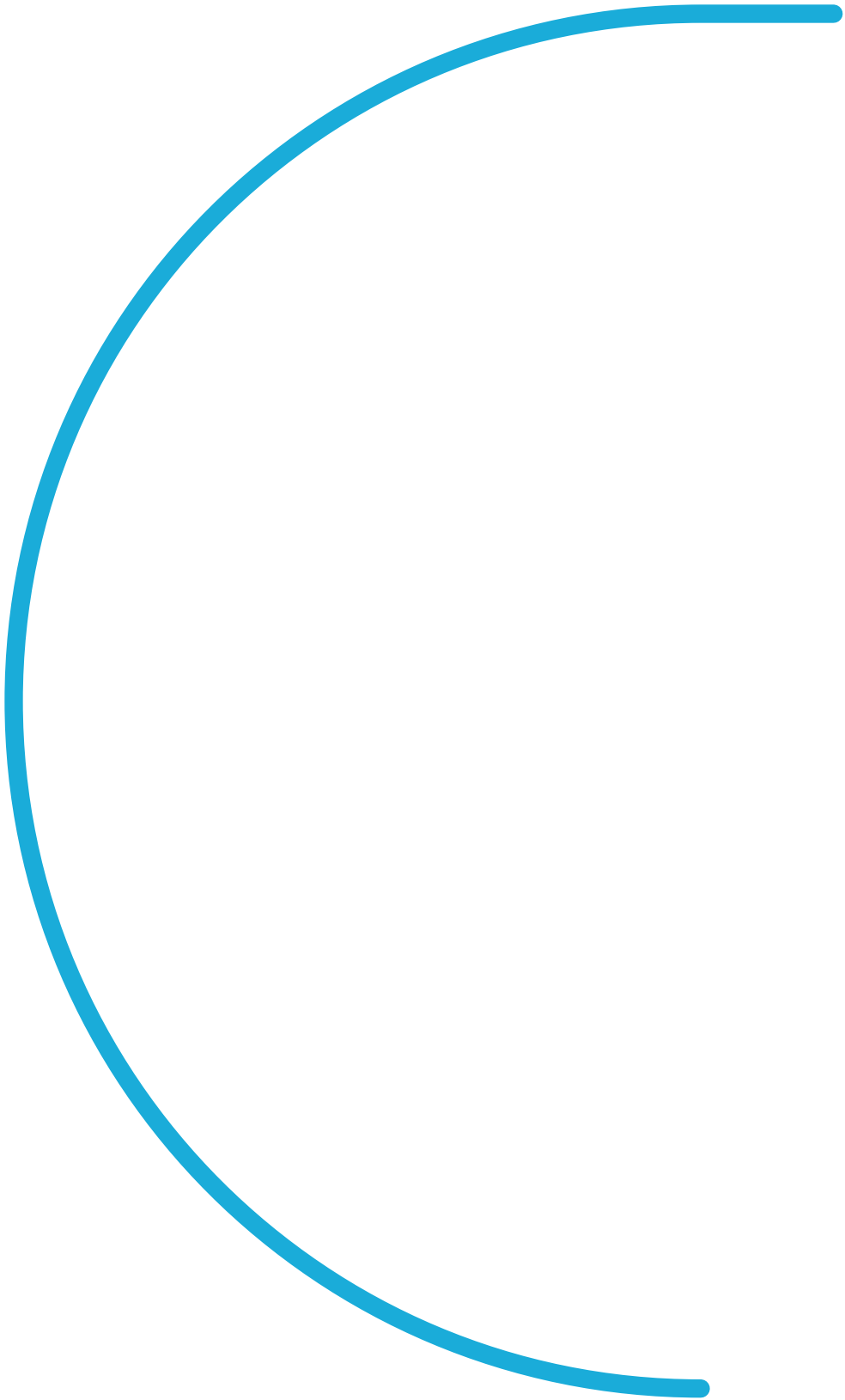
Tonnes of noise



colour



Typography



Layout



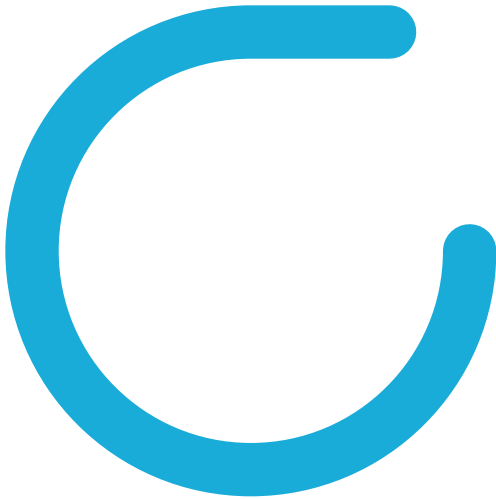
scalds for



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 minor decisions and deliver, accessible

information hierarchy for customers

3. From 73 colours to 14

Reduced minor decisions and ensure energy across clients