



Kutlu Çanlıoğlu | 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

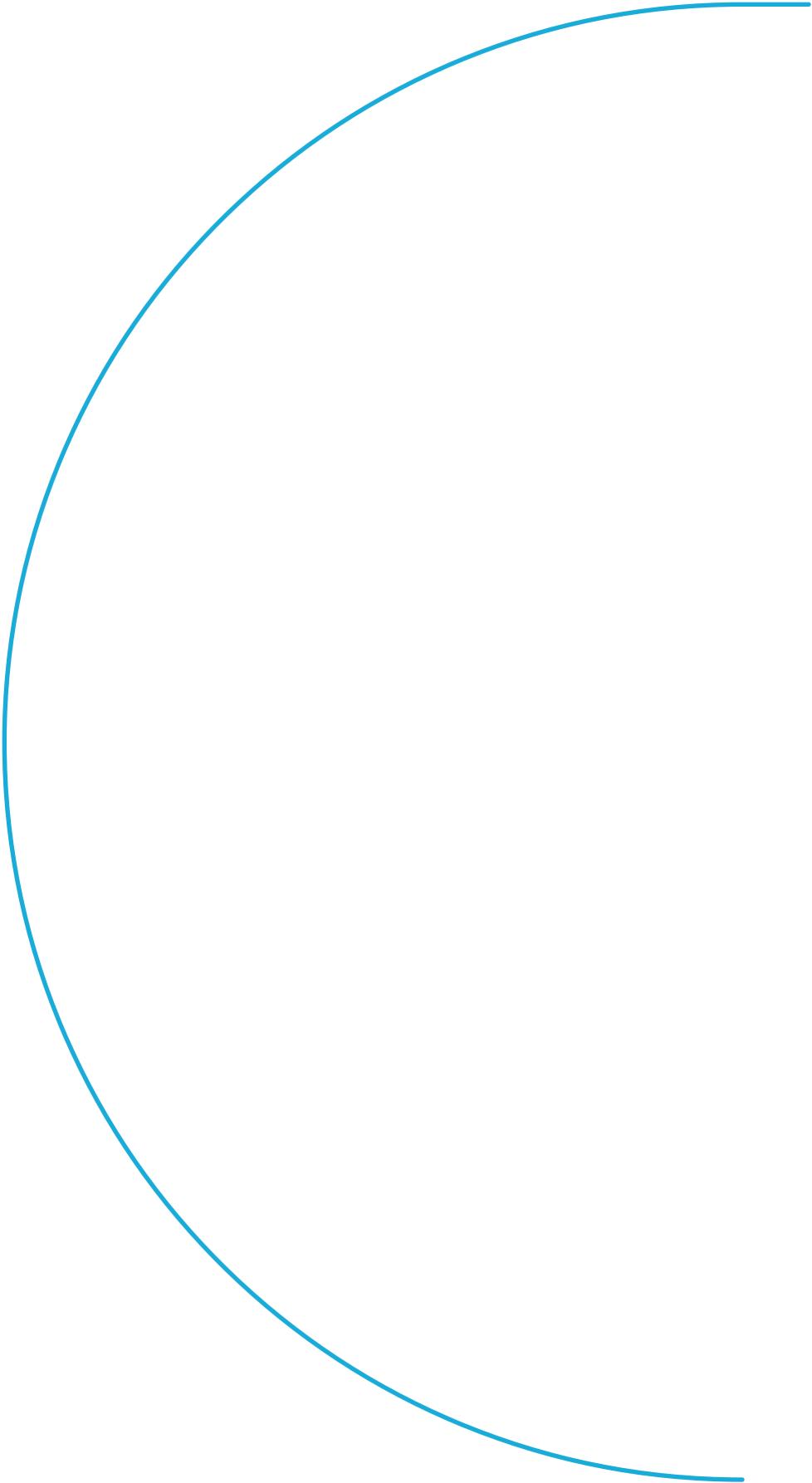
information hierarchy for customers

3. From 73 colours to 14 Reduce micro decisions and ensure coherency across clients

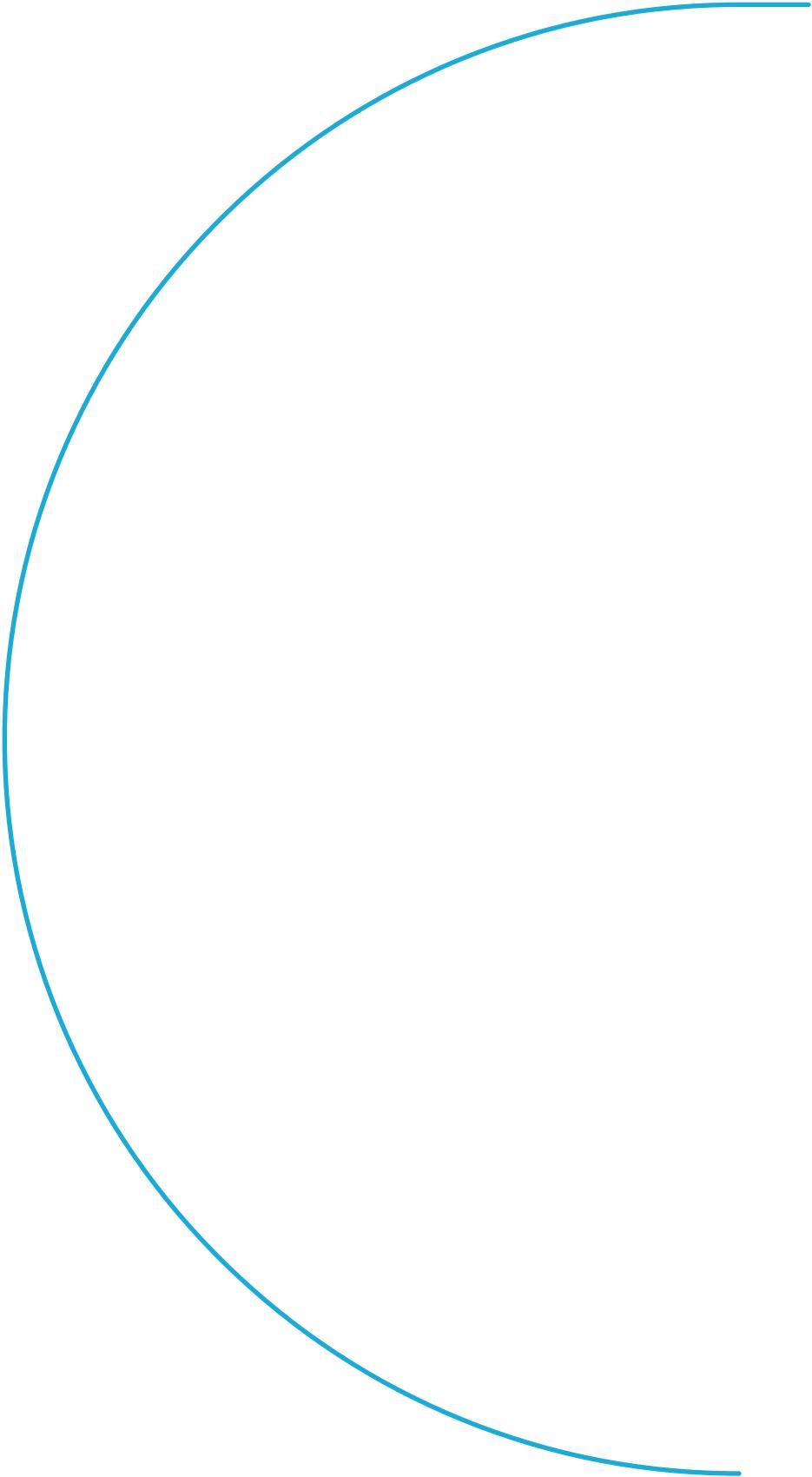
Product personality

Usable & Accessible

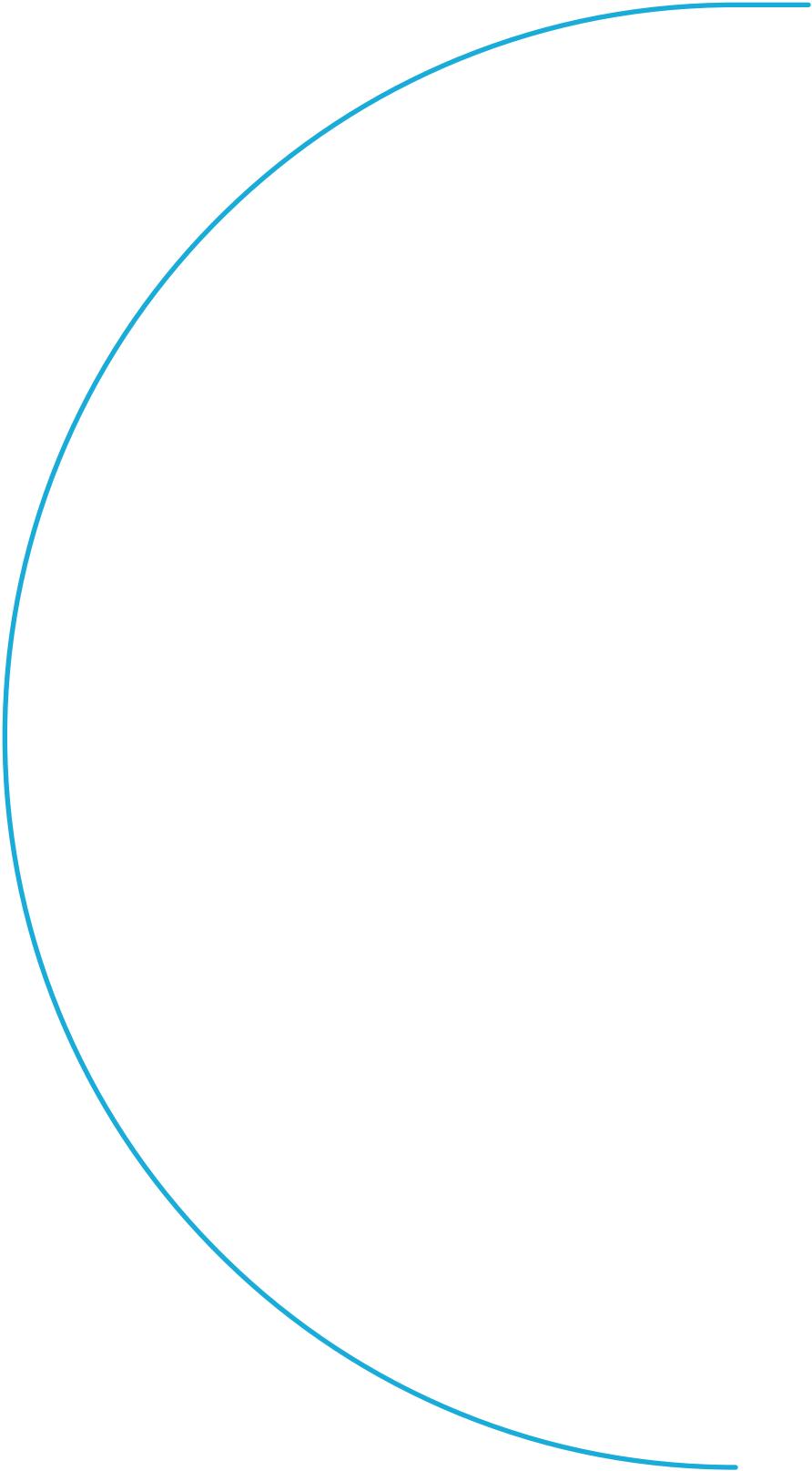
User journeys

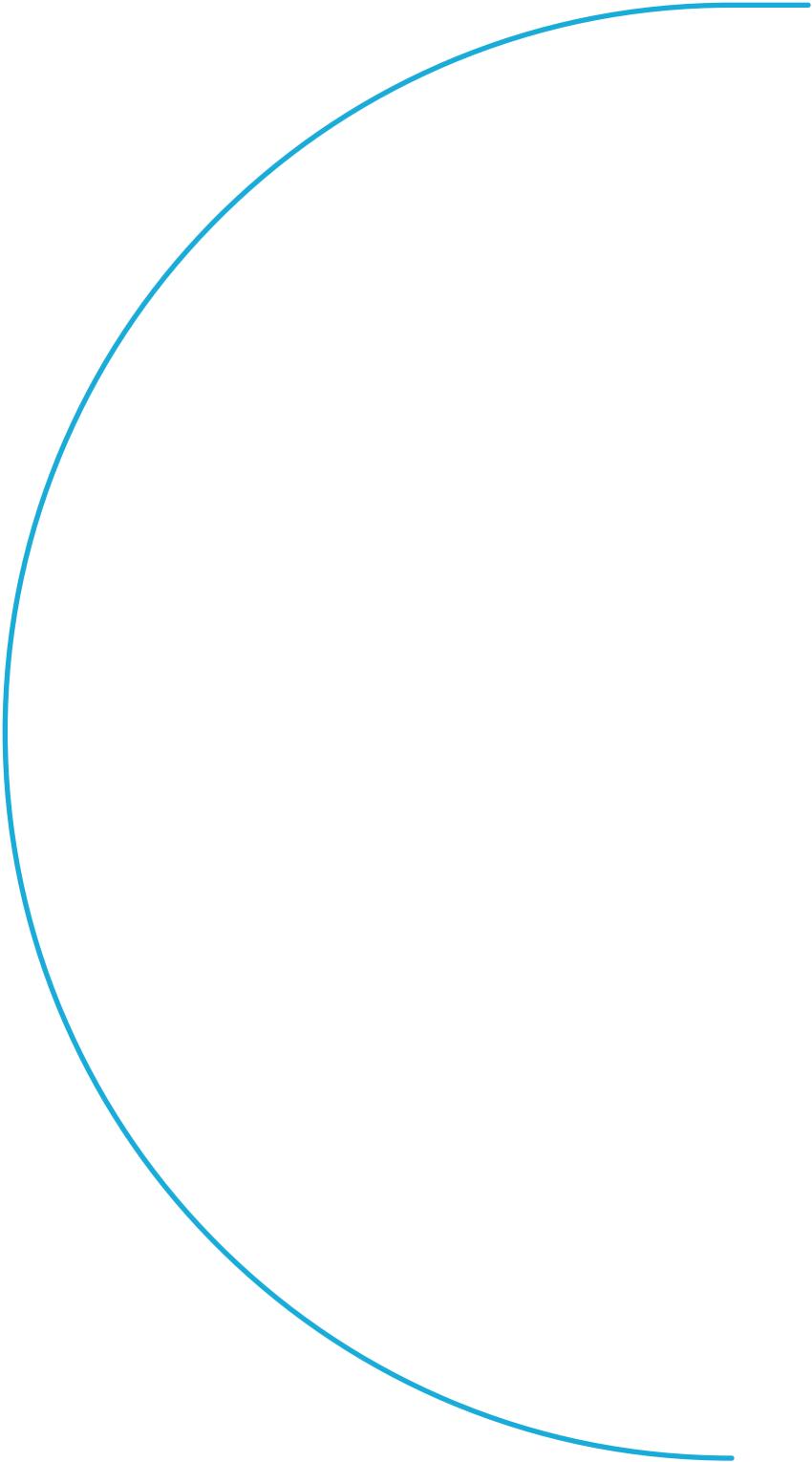


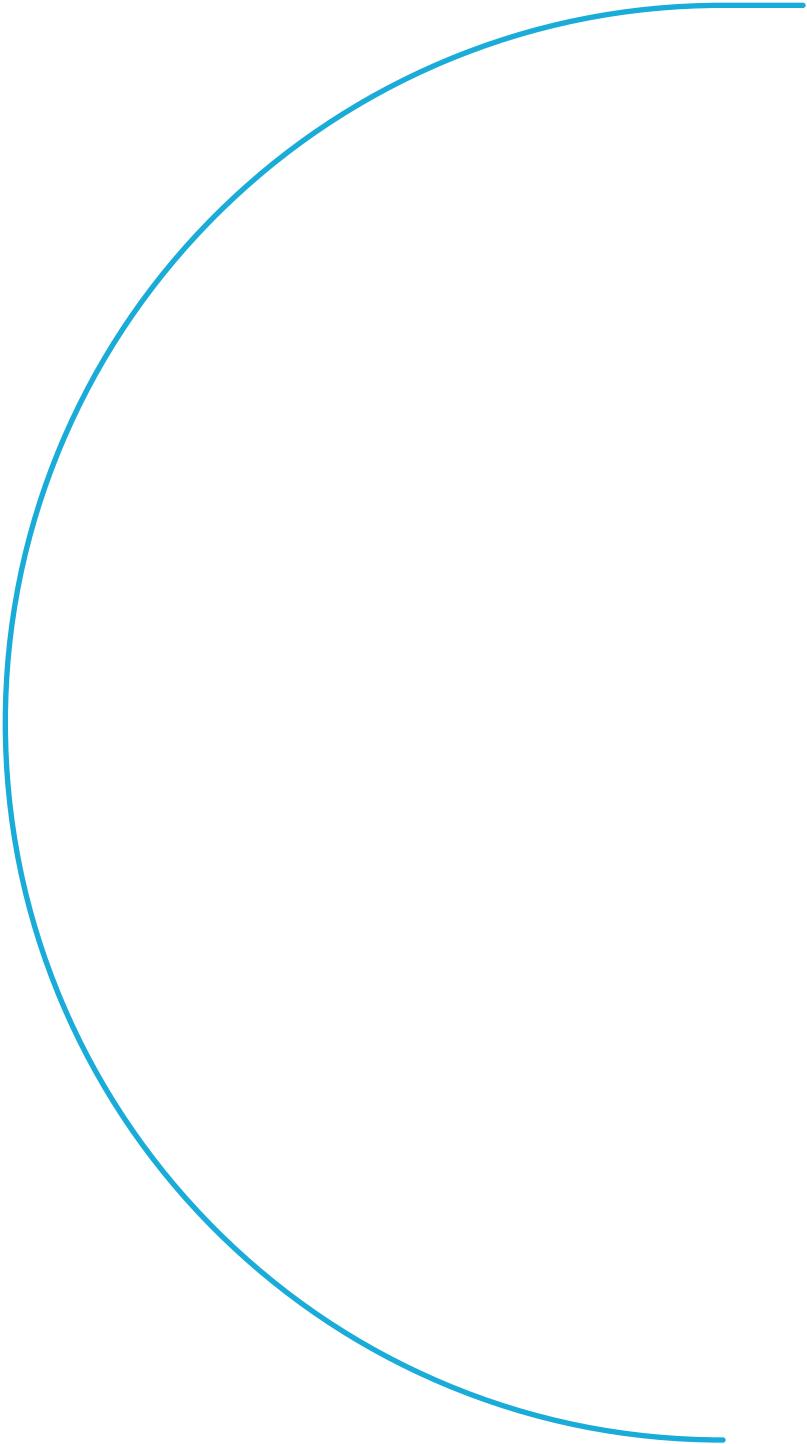
Interaction patterns



UI Components



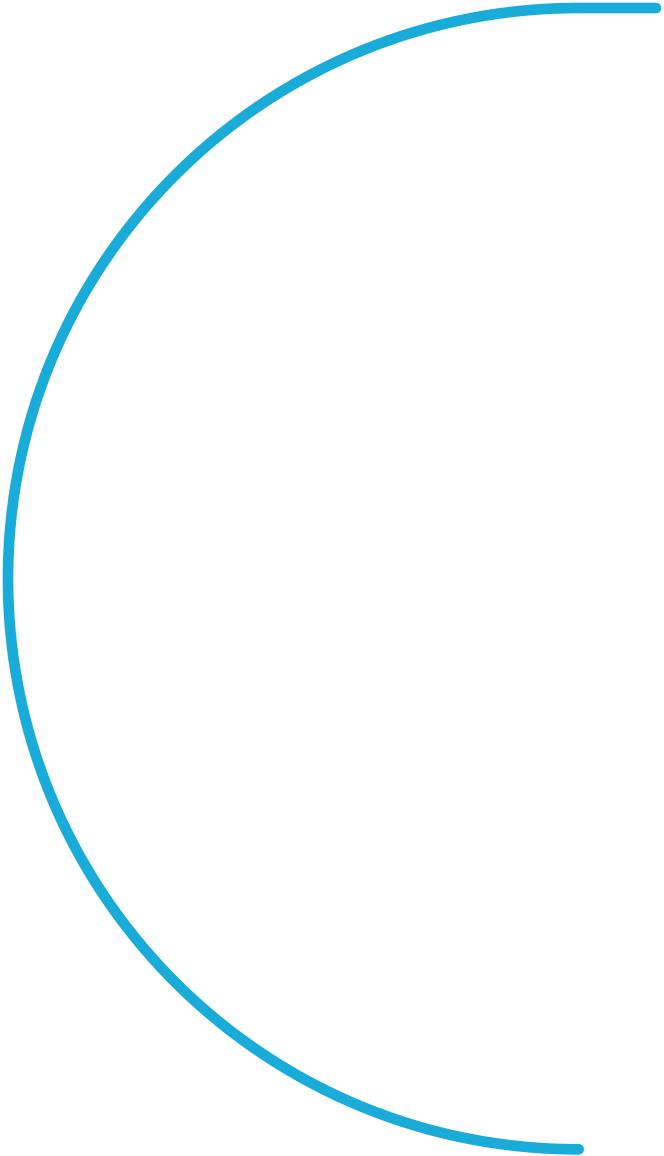




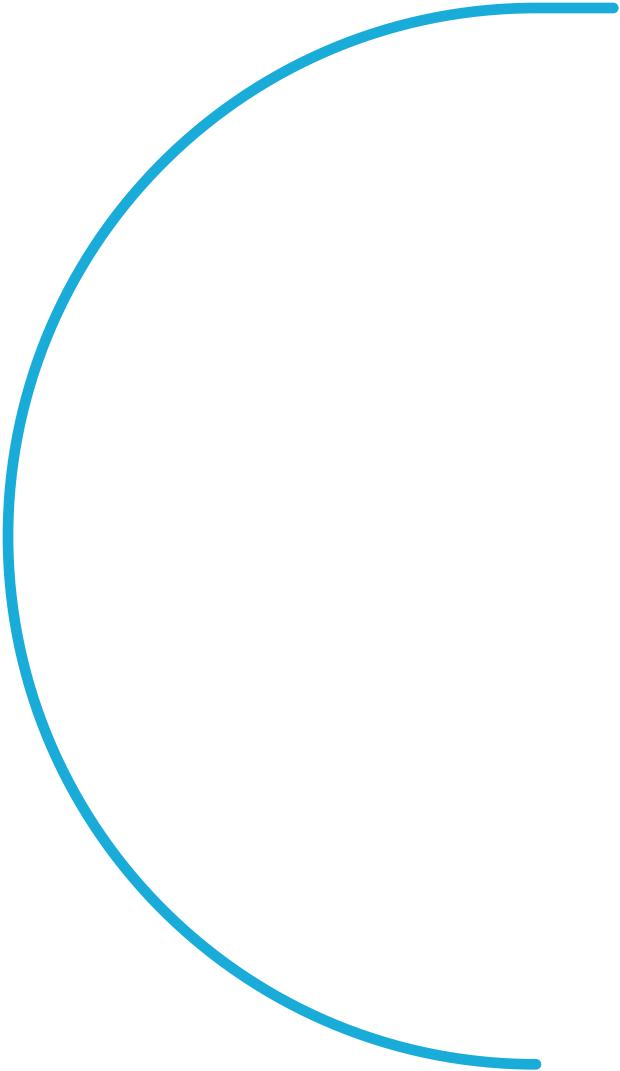
Motion



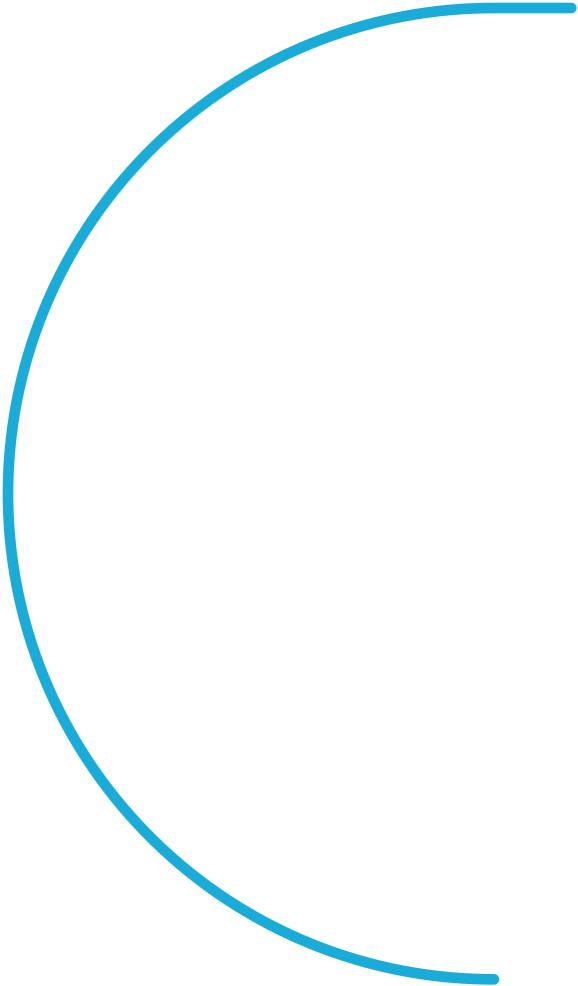
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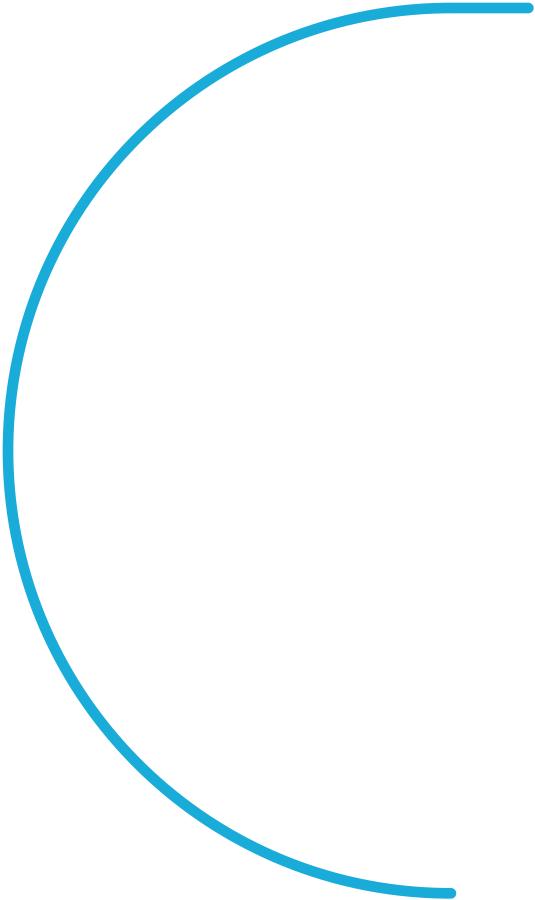


Iconography

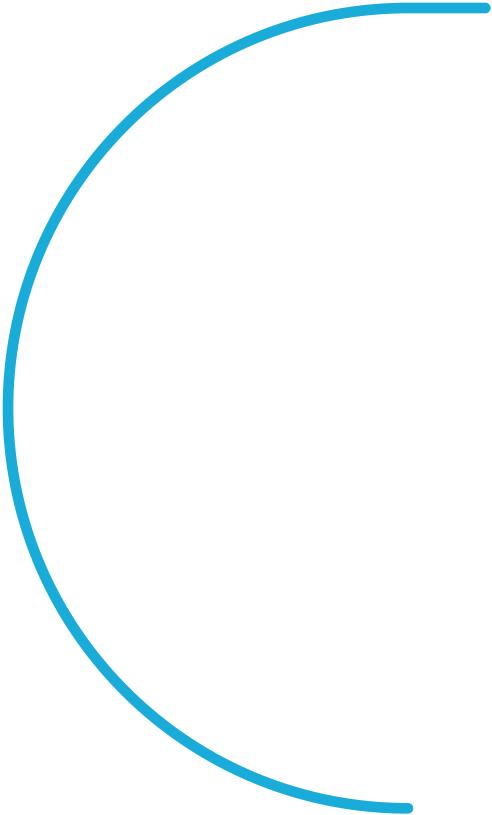


Tone of voice





Typography

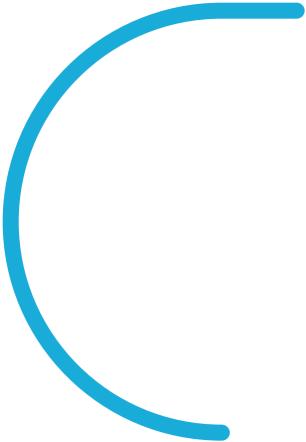




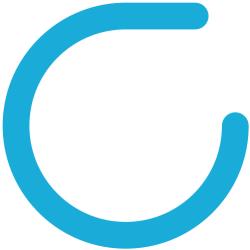
Scale factor



Input methods



Device / Screen size



Tech - Swift, TAPS, TDS

Personalisation algorithms

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