





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

Layers of Symphony

1. One global stylesheet

to all pages, across mobile and desktop

Changes made by on engineering teams out

2. From 23 font sizes to 6

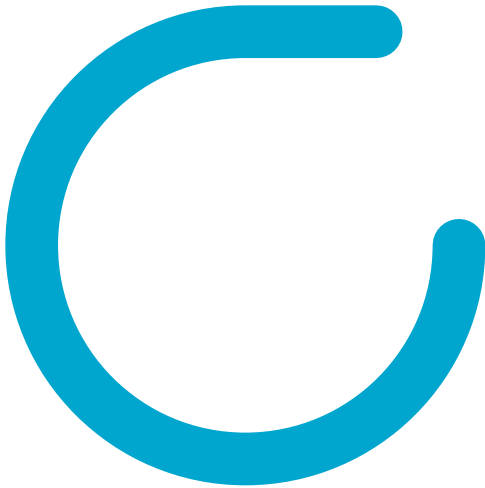
information hierarchy for customers



Reduce minor decisions and deliver, accessible

3. From 73 colours to 14

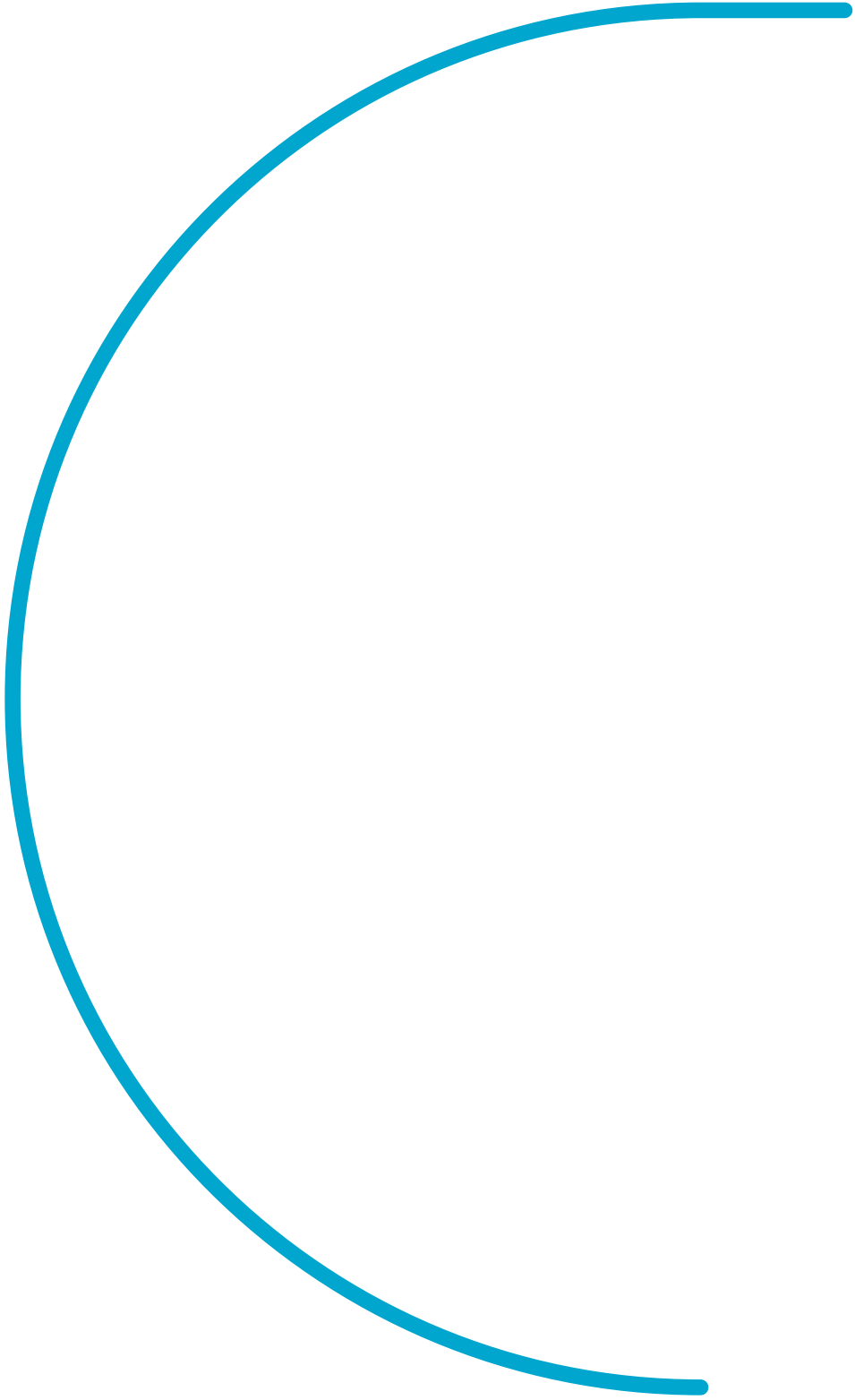
Reduced minor decisions and ensure energy across clients











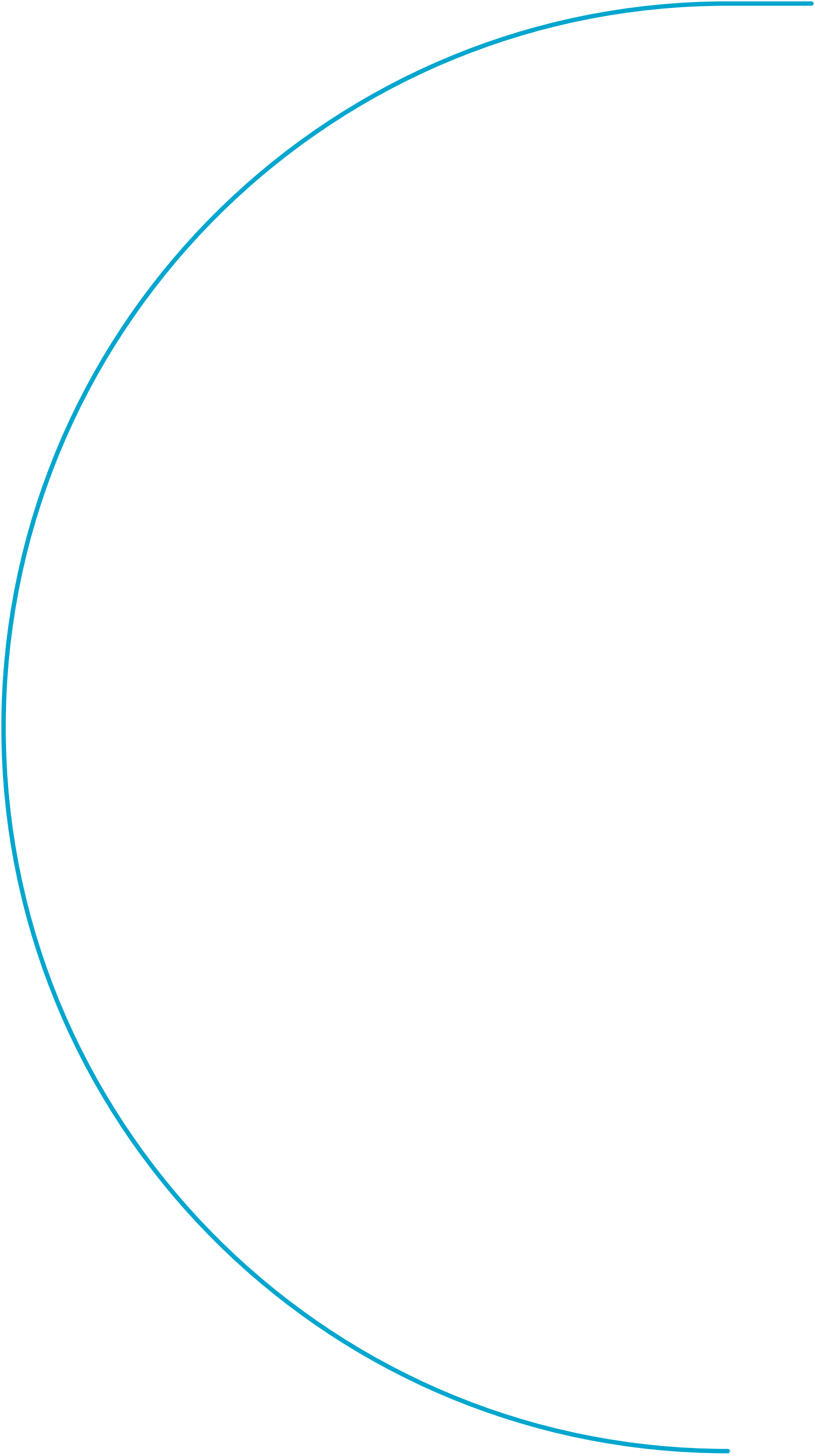


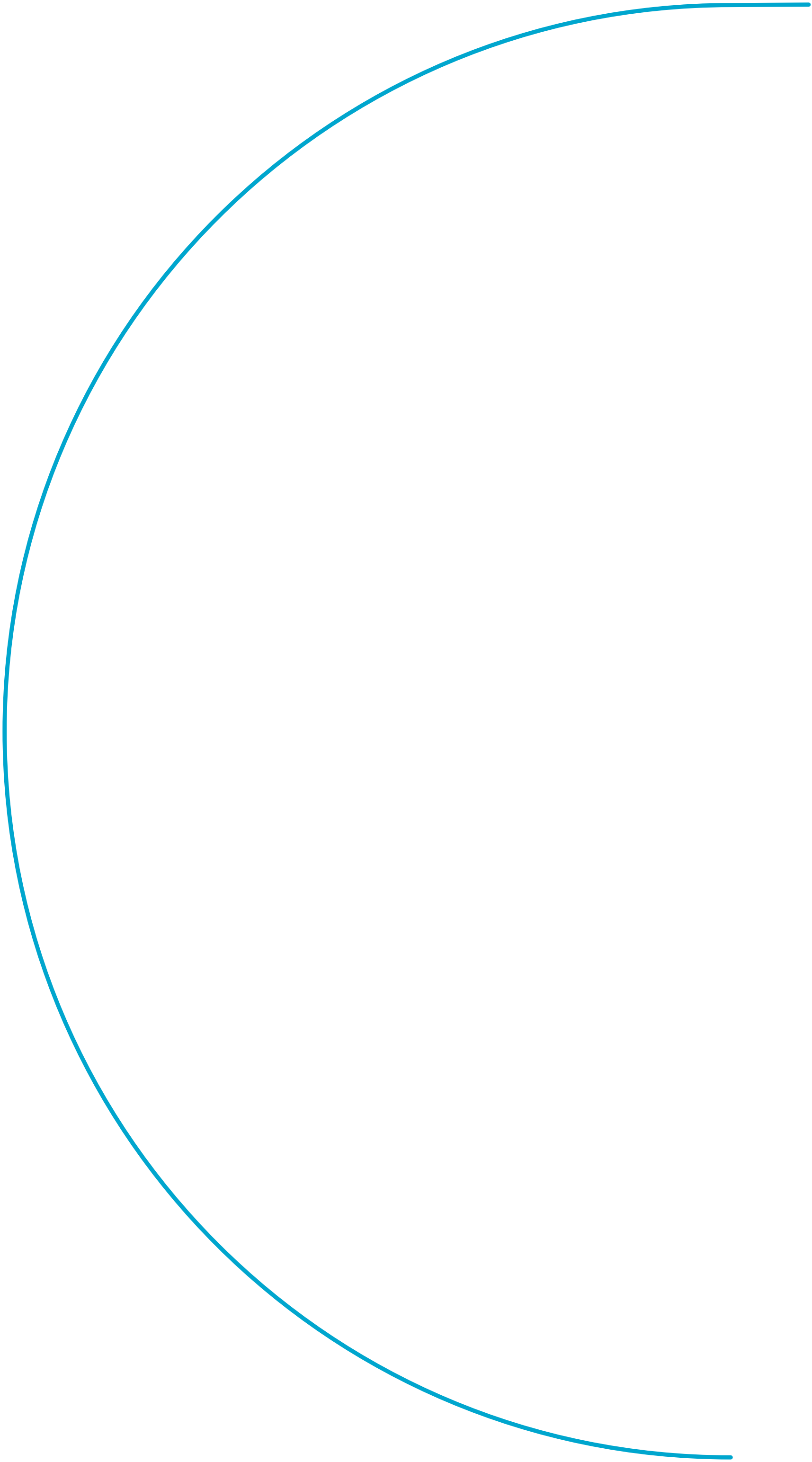


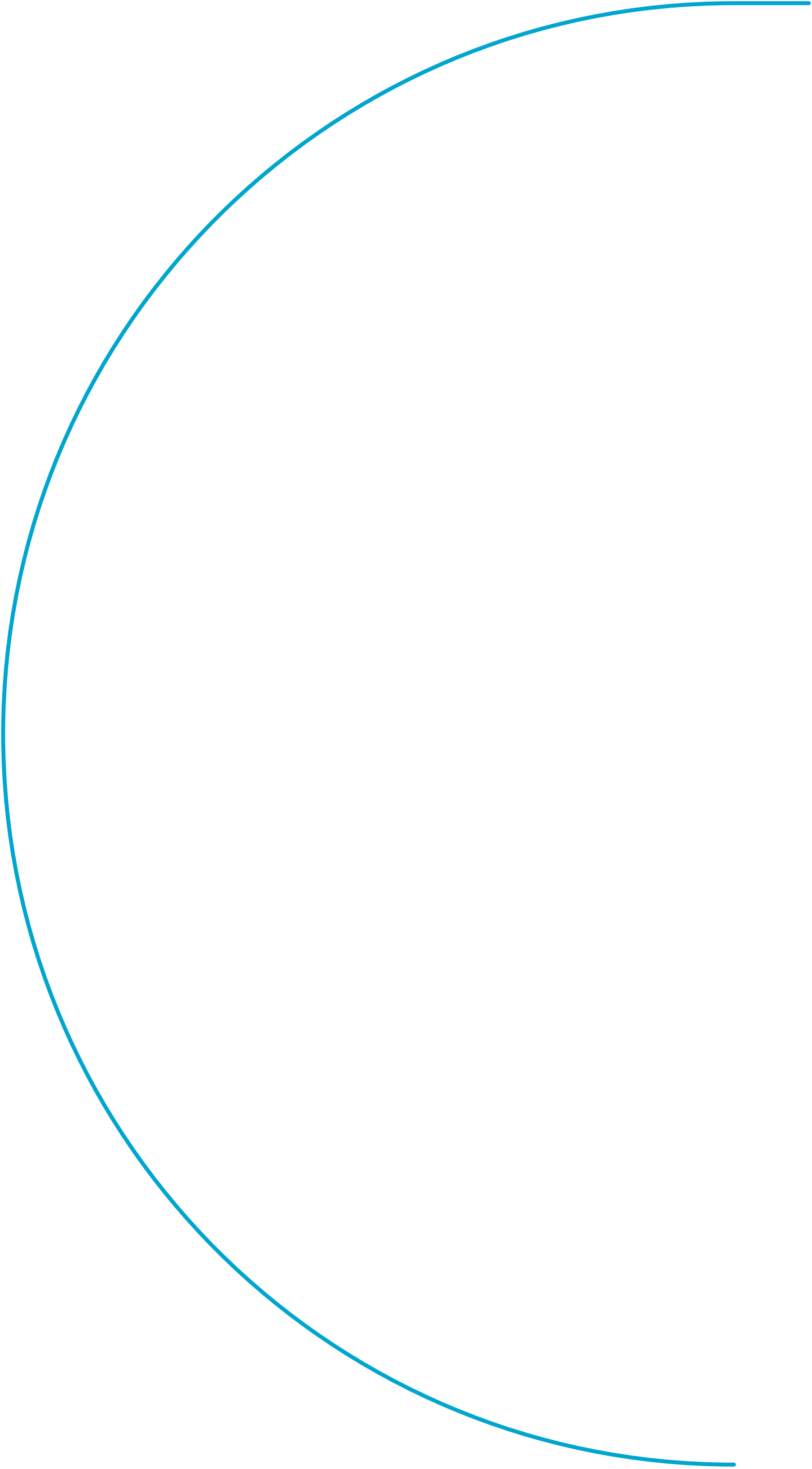


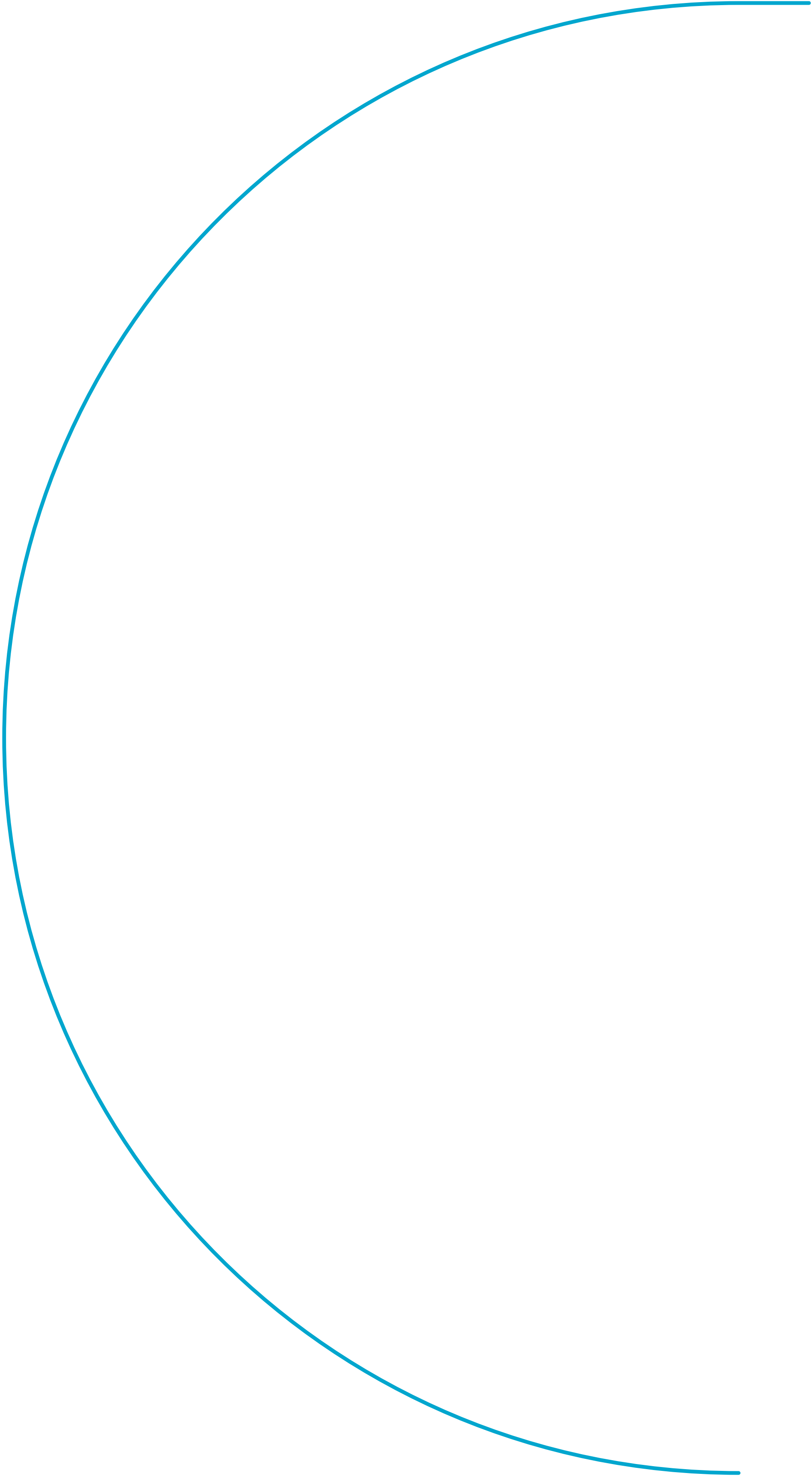


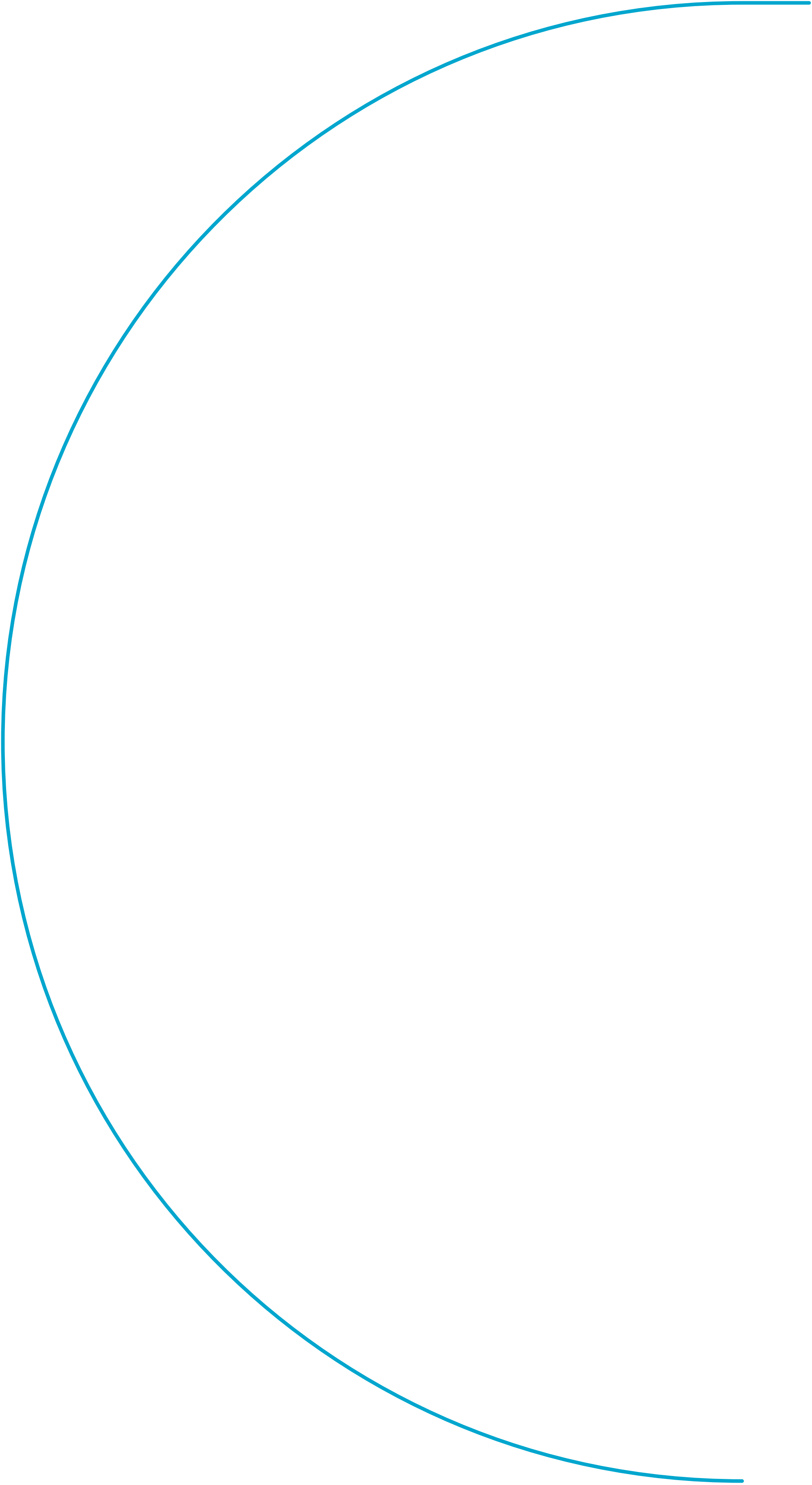
















Tech-Swift, TAPPS, TDS

Personalisation algorithms

Device/Screen size

input methods

scalded factor

Layout

Typography

colour



Tonnes of noise

Iconography

Imagery

Motion

Sound





Interaction patterns

ldserjournays



Product personality