Design System (DSM)

Problem Statement

- While working across multiple products, I observed that the user experience was inconsistent. Customers were exposed to different UI styles, which made it feel like they were using products from different companies rather than a single unified brand.
- Upon further analysis, I identified that the root cause was the absence of a centralized design system. Each product team was working independently without shared guidelines, documentation, or best practices. As a result, teams followed their own design approaches, leading to inconsistency and lack of brand uniformity.
- Additionally, the design process itself was inefficient. Designers had to create and maintain separate designs for light and dark themes, and due to the absence of reusable components and properties, they had to manually adapt designs for different screen sizes.
- These challenges increased design effort, slowed down the overall process, and made it difficult to ensure consistency and scalability across products.

Possible Solution

A design system addresses this by providing a single source o f truth, where designers and developers f ollow a set of predef f ined rules and reusable components to ensure consistency and e ff iciency.

Target Audience

- UI/UX Designers
- Frontend Developers
- Product Managers
- Quality Assurance Teams

My Role

- Create design tokens
- Design reusable components
- Test and validate components
- Collaborate with developers
- Create documentation

Our Design Process

1. Research & UI Audit

- Review all current screens across products.
- Identify inconsistent components, spacing, colors, and typography

Existing Style guide

Inconsistent Products

2. Define Foundations

- Create design tokens (color, typography, spacing, radius)
- Define naming conventions

3. Build Components

Atomic Design is a modular approach that breaks interfaces into reusable pieces, making them structure clear and connected.

Atoms: Buttons, Inputs, Icons, text styles

Molecules: Input groups, labeled dropdowns

Organisms: Cards, modals, nav bars

4. Validate

Validated all component states (hover, active, disabled, error)

5. Documentation & Test

Documented all components with usage guidelines

Added Dos and Don'ts for correct usage

1. Internal Testing (Designers + Developers)

- Added 2-3 teams to use DSM components in real projects.
- Validated whether they understood usage rules and were able to find what they needed.
- Observed if they were overriding styles or misusing tokens.
- Built and maintained a scalable system to guide collaboration with engineering teams, and documented reusable components using Storybook to support real-time visualization and consistent implementation.
- Designed and delivered components compatible with the amCharts framework, ensuring seamless data visualization integration within the design system.

2. Documentation Testing

- Asked users to follow documentation without guidance.

Project Timeline

Layout Templates - Light Theme

Layout Templates - Dark Theme

Visualizations