Design System (DSM)

Variants

AAA

Auto Layout

Variables

Problem Statement

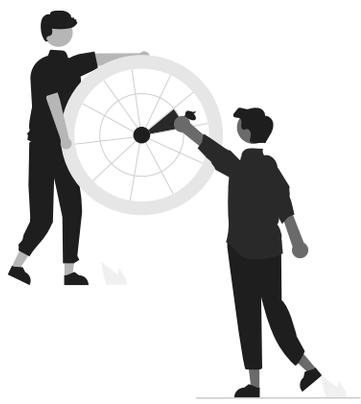
- While working across multiple products, I observed that the user experience was inconsistent. Customers were exposed to different UI styles, which made it feel like they were using products from different companies rather than a single unified brand.
- Upon further analysis, I identified that the root 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 prede 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**

Research & UI Audit → Define Foundations → Build Components → Validate → Documentation

Research & UI Audit

- *Stakeholder interviews*
- *Audit existing UI across products*
- *Identify inconsistencies (buttons, colors, spacing, patterns)*
- *Research on other industry-standard design system (e.g. MUI, Adobe Spectrum, GS...)*
- *Summarize and categorize all the research findings*

Define Foundations

- *Set rules for consistency, usability, and scalability*
- *Create design tokens (color, typography, spacing, radius)*
- *Define naming conventions*

Build Components

- *Built a scalable design system using Atomic Design (atoms, molecules, organisms)*
- *Created reusable components in Figma*
- *Defined component states (hover, active, disabled, error)*
- *Applied variants (primary, secondary, sizes)*
- *Validated components across multiple products*
- *Ensured accessibility and usability standards*

Validate

- *Validated all component states (hover, active, disabled, error)*
- *Ensured visual consistency across all states*
- *Checked accessibility (contrast, focus visibility, keyboard support)*
- *Tested across multiple products and screen sizes*
- *Validated light and dark theme compatibility*
- *Ensured clear user feedback for each state (error, success, loading)*

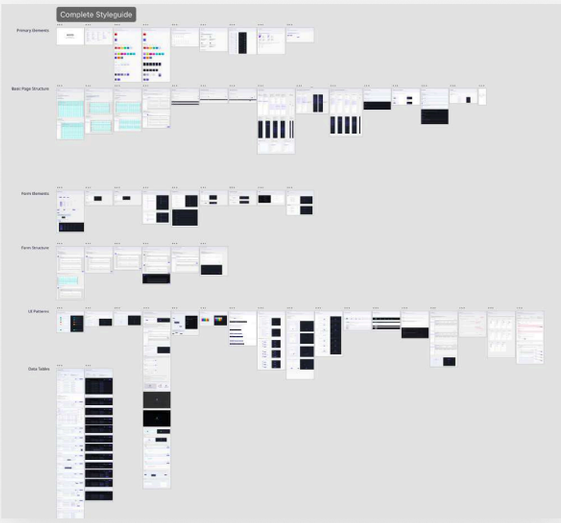
Documentation

- *Documented all components with usage guidelines*
- *Added Do's and Don'ts for correct usage*
- *Included component states and variants documentation*
- *Ensured alignment with development (Angular / .NET)*
- *Provided design specs for developer handoff*
- *Maintained versioning and updates for components*

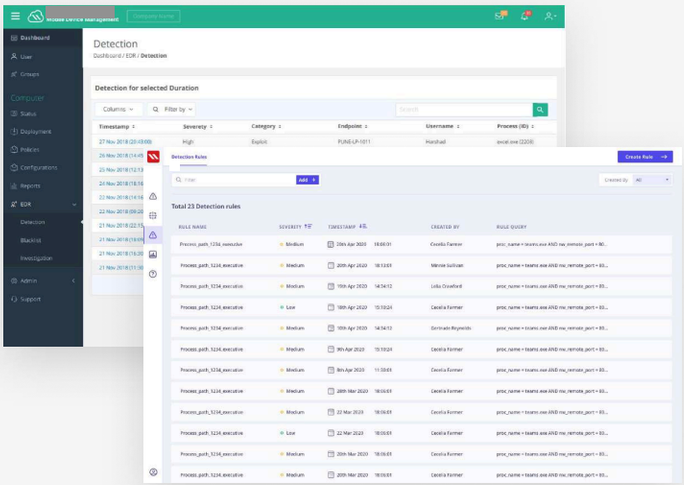
1. Research & Ui Audit

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

Existing Style guide

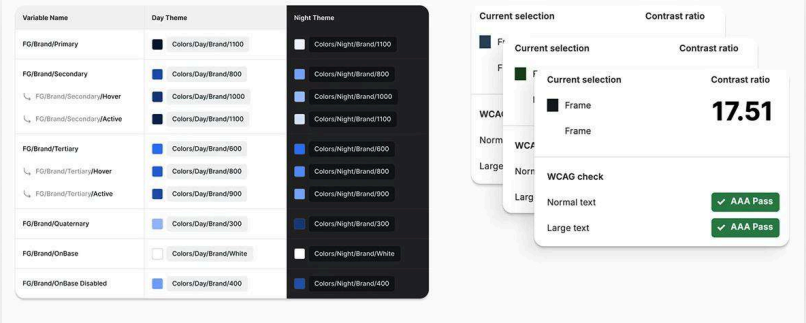


Inconsistent Products



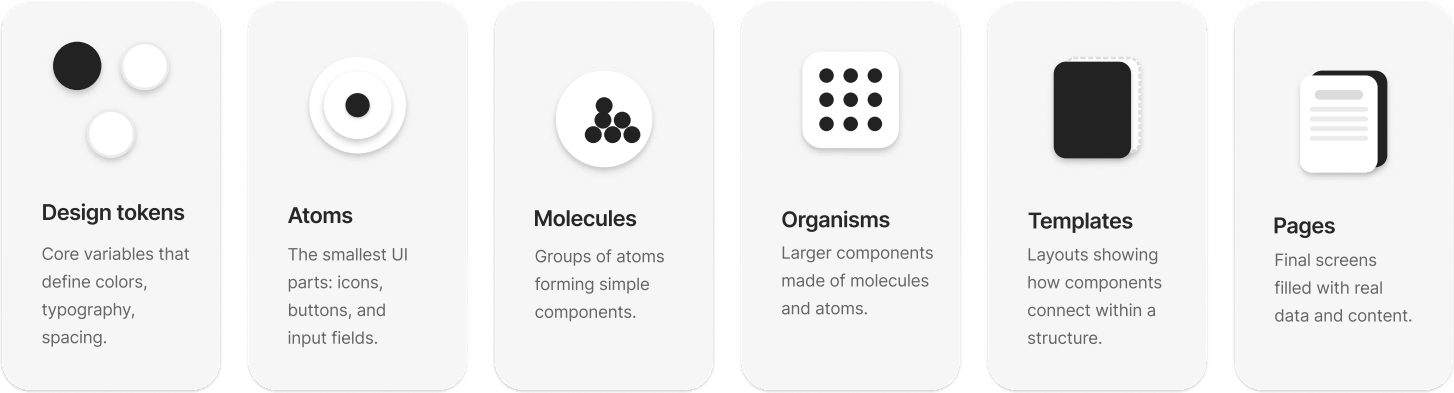
2. Define Foundations

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



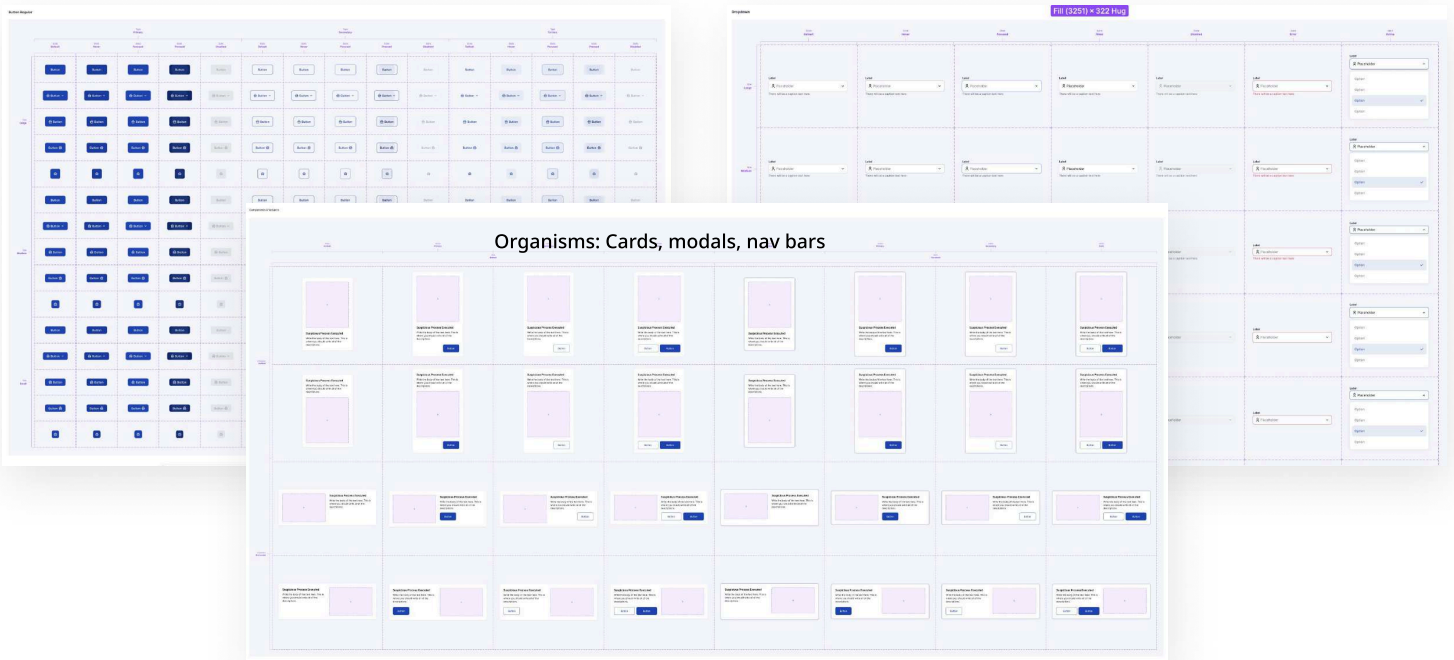
3. Build Components

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



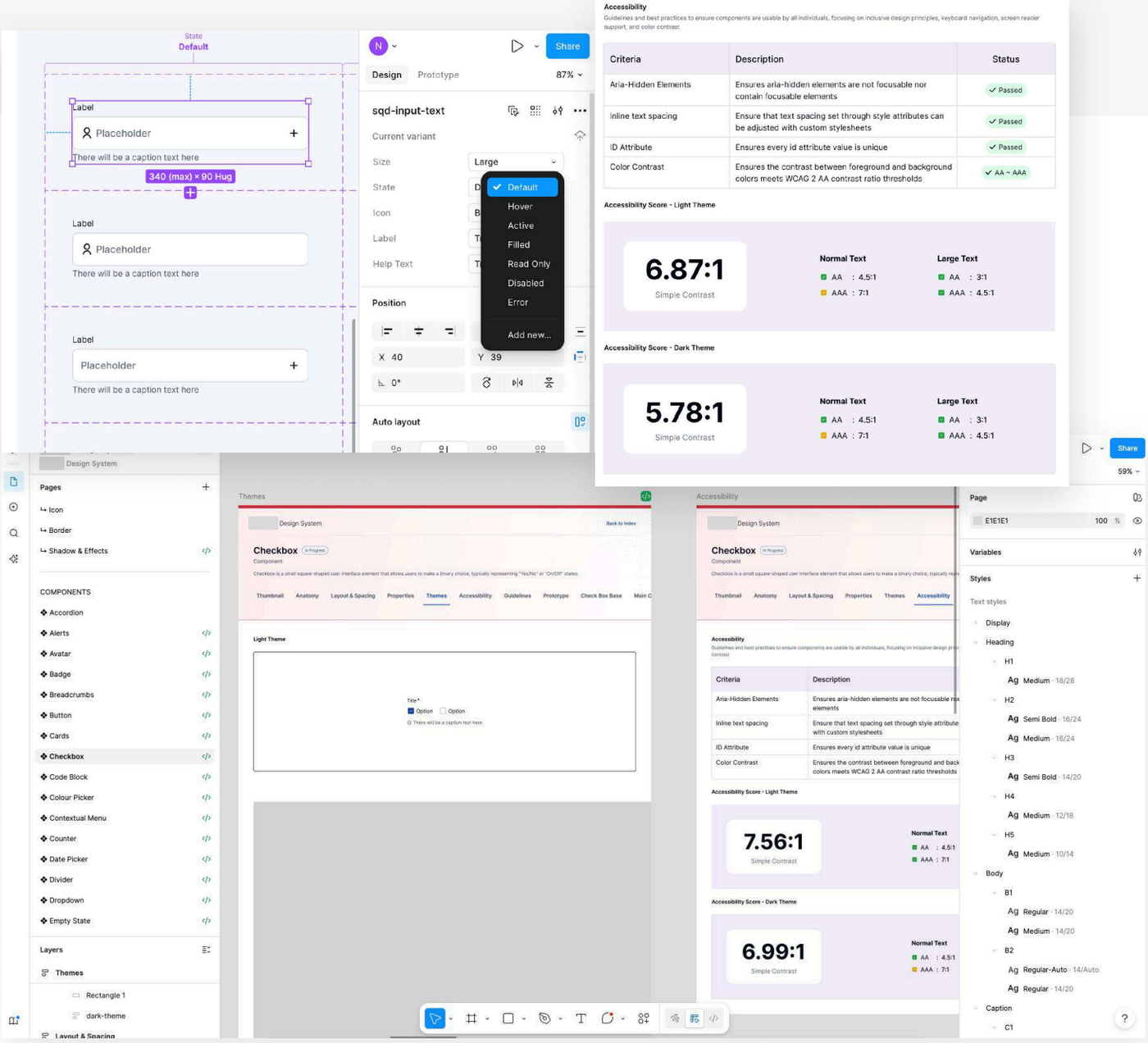
Atoms: Buttons, inputs, icons, text styles

Molecules: Input groups, labeled dropdowns



4. Validate

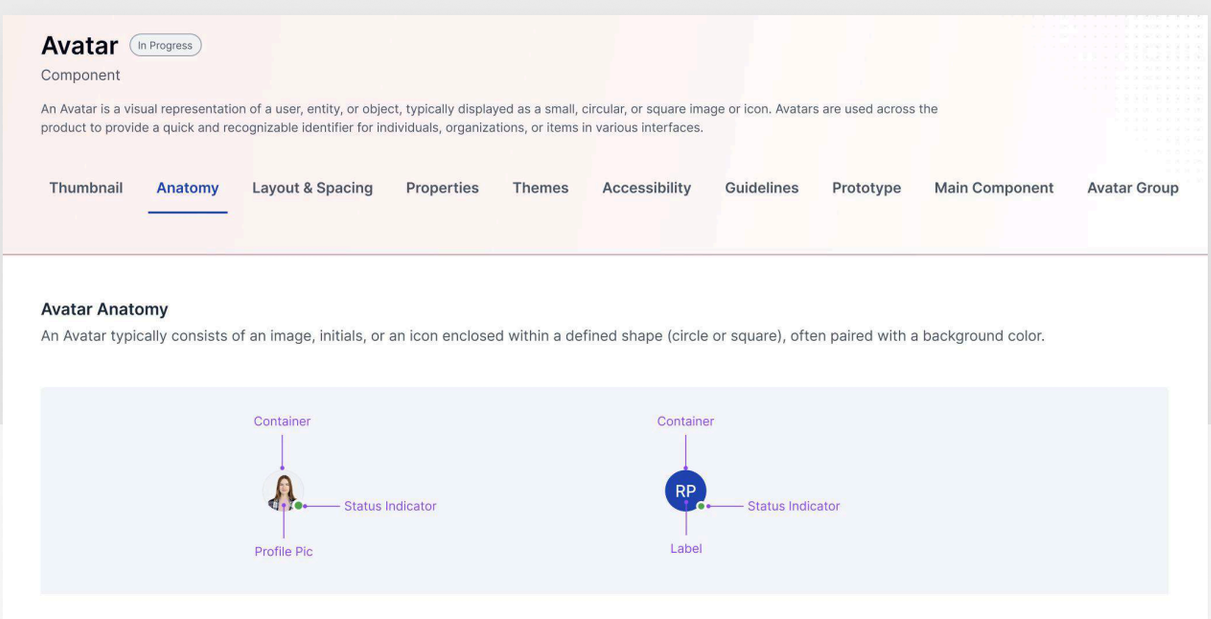
Validated all component states (hover, active, disabled, error)

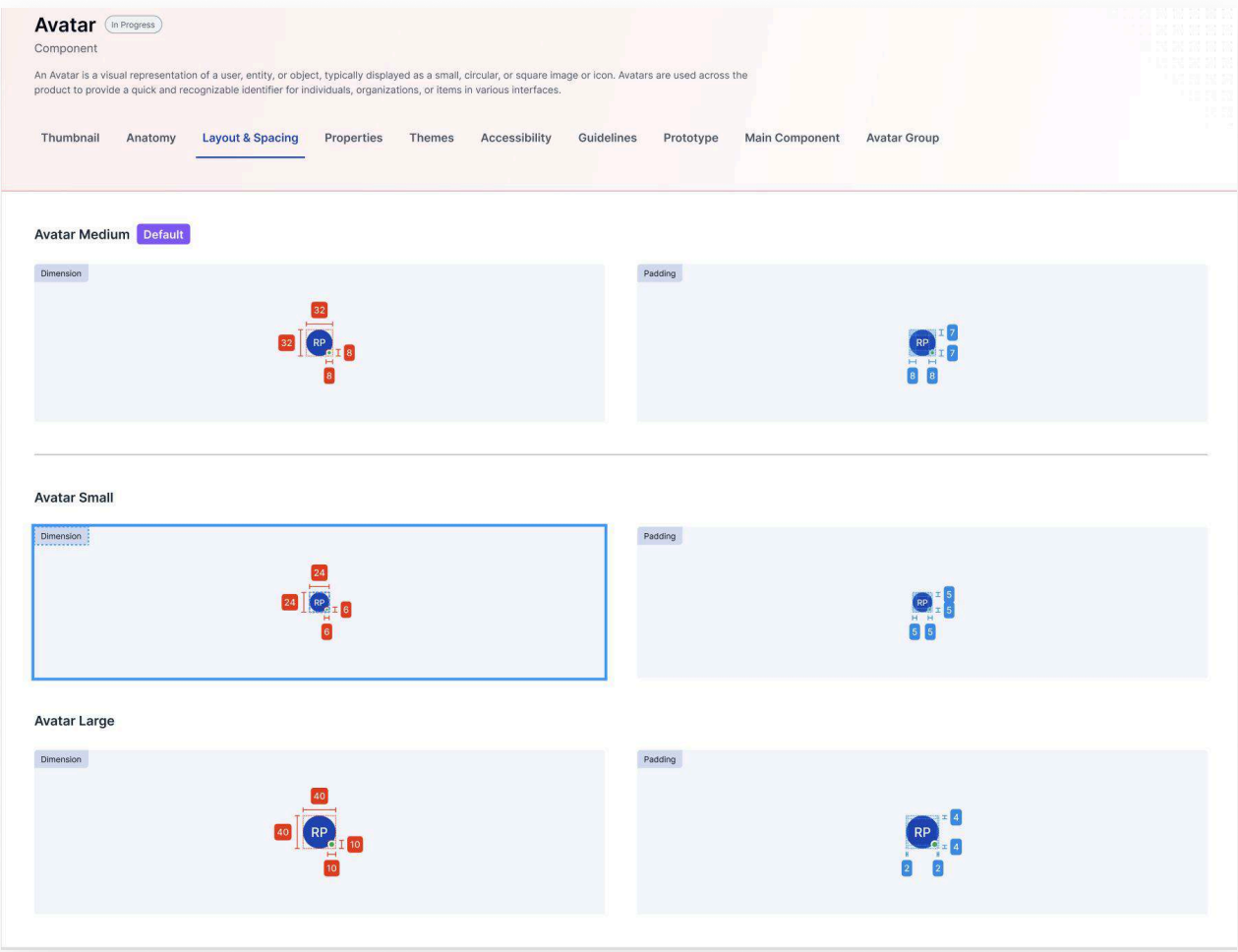


5. Documentation & Test

Documented all components with usage guidelines

Added Do’s and Don’ts for correct usage





1. Internal Testing (Designers + Developers)

- Asked 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 design system in 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.

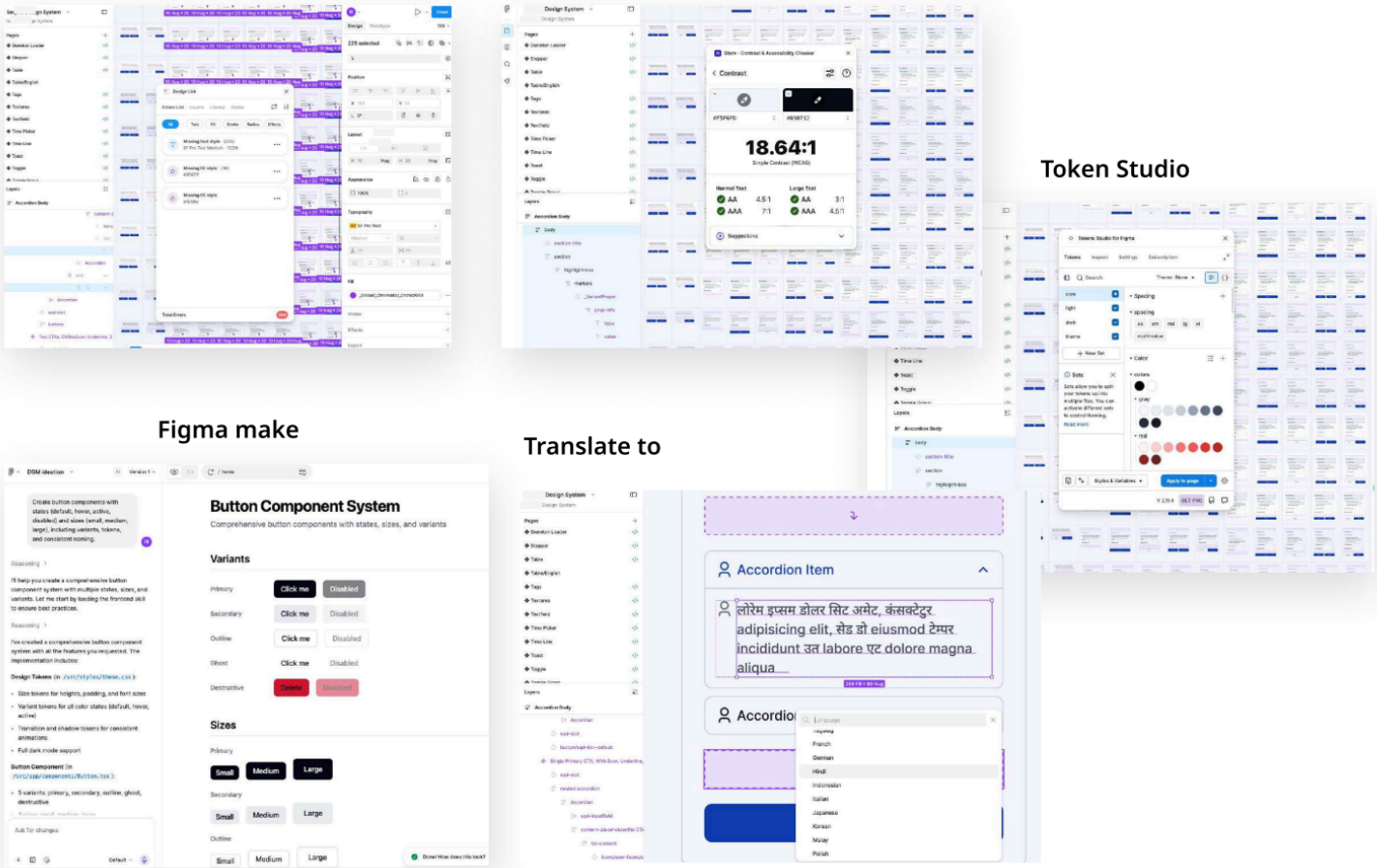
2. Documentation Testing

- Asked users to follow documentation without guidance.

ai Usage

Design Lint

Stark



Project **Timeline**

Activities	Phase
- Stakeholder interviews - List current UI inconsistencies - Define DSM goals	Discovery & Research
- Finalize design tokens (color, text, spacing) - Set up tools	Plan & Set Up
- Buttons, inputs, text styles - Add usage rules in design files	Build Atoms
- Input + label, icon + text - Start basic component documentation	Build Molecules
- Cards, navigation bars, modals	Build Organisms

- Collect feedback

- Improve naming, rules, structure
- Update documentation

- Share DSM with all teams

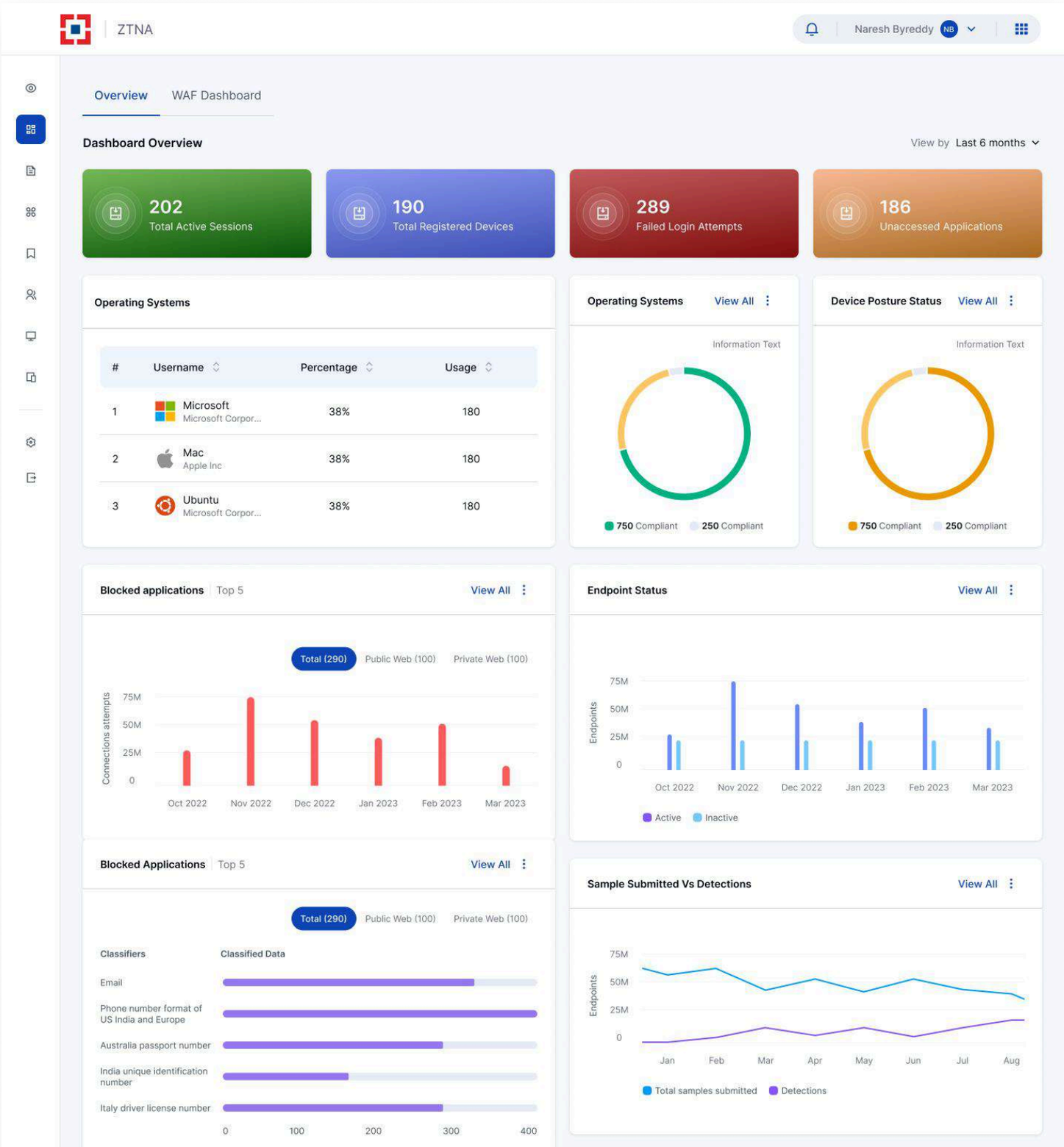
Internal Testing

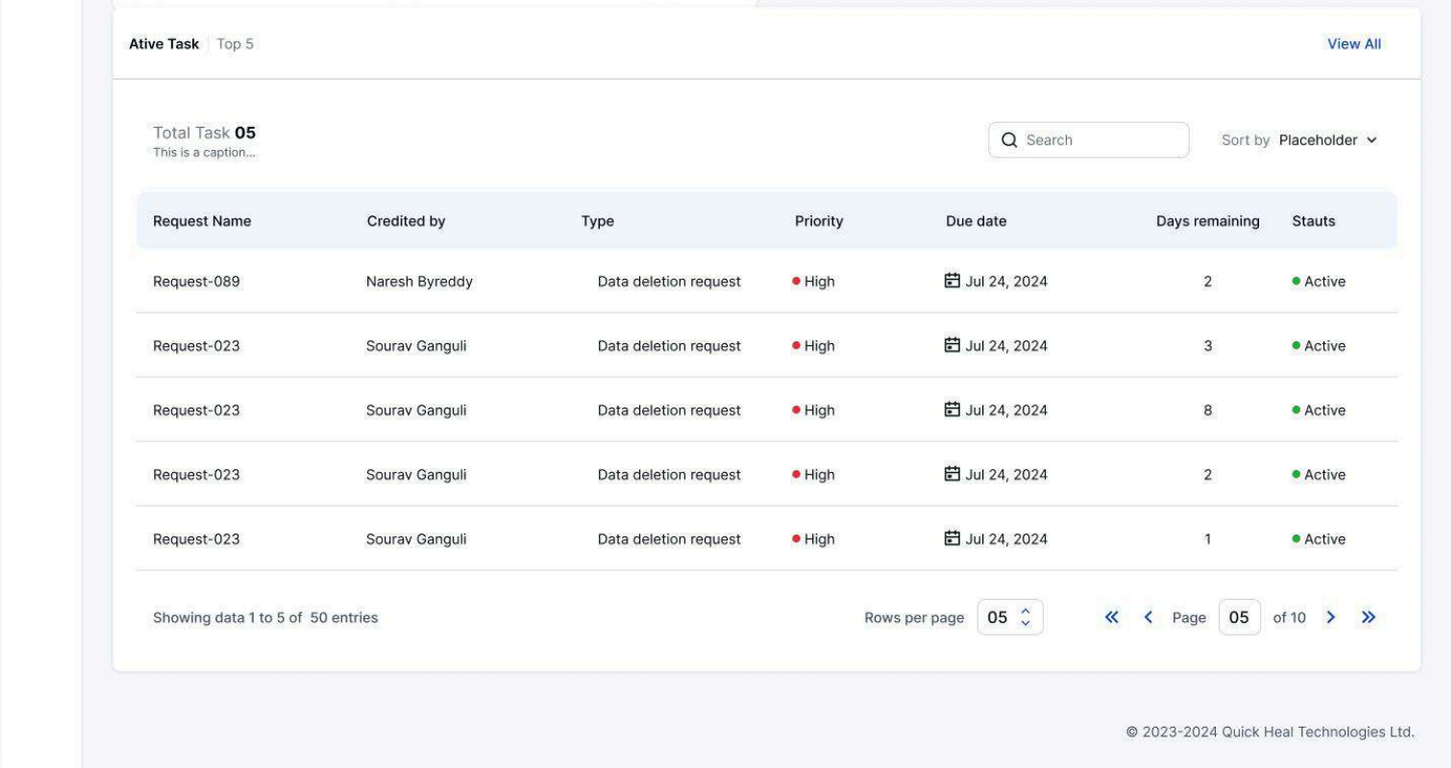
Finalize & Fix

Share with all teams

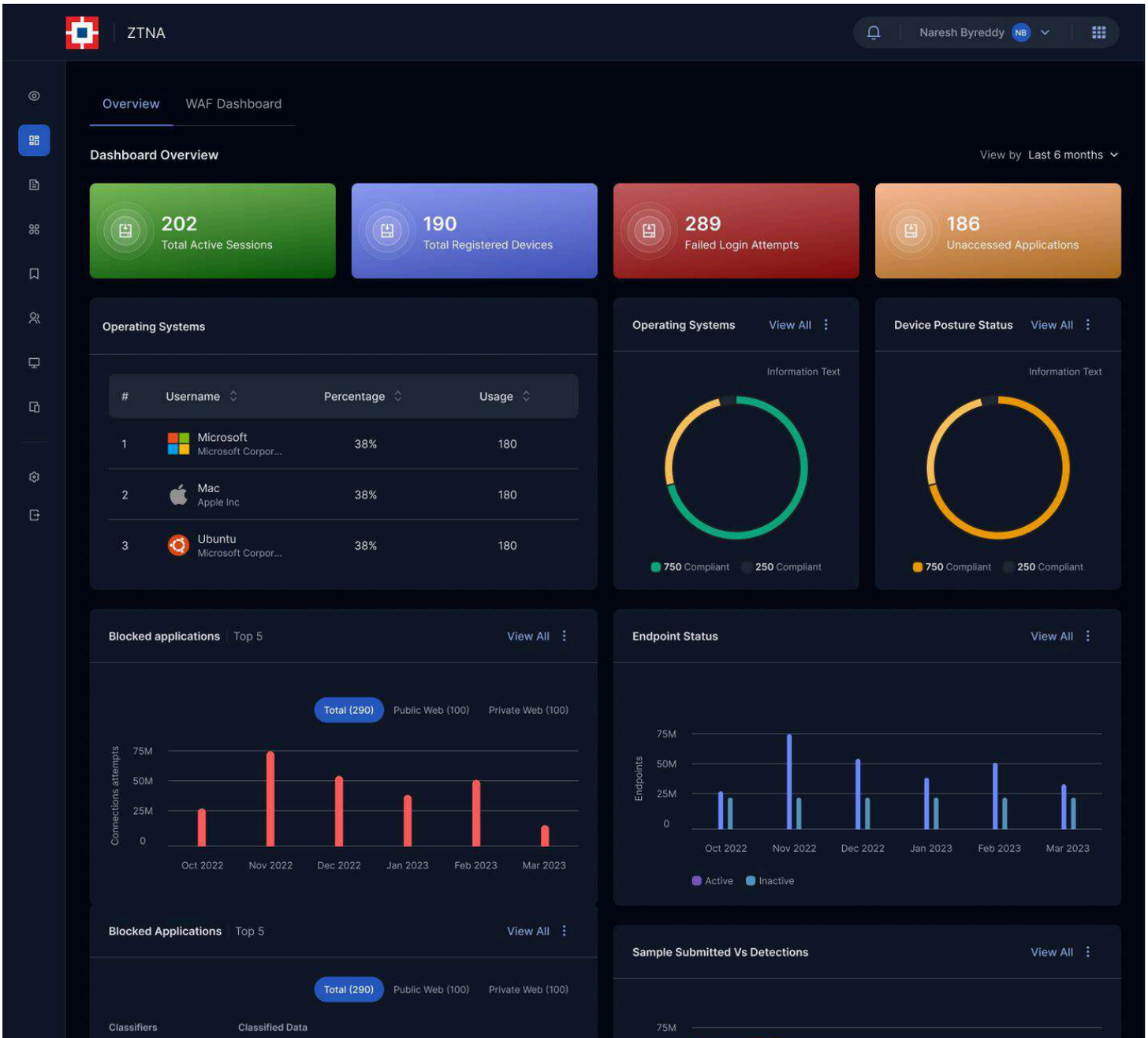
1st Week | 2rd Week | 3th - 4th Week | 5th - 6th Week | 7th- 9th Week | 10th - 14th Week | 15th - 16th Week | 17th - 18th Week

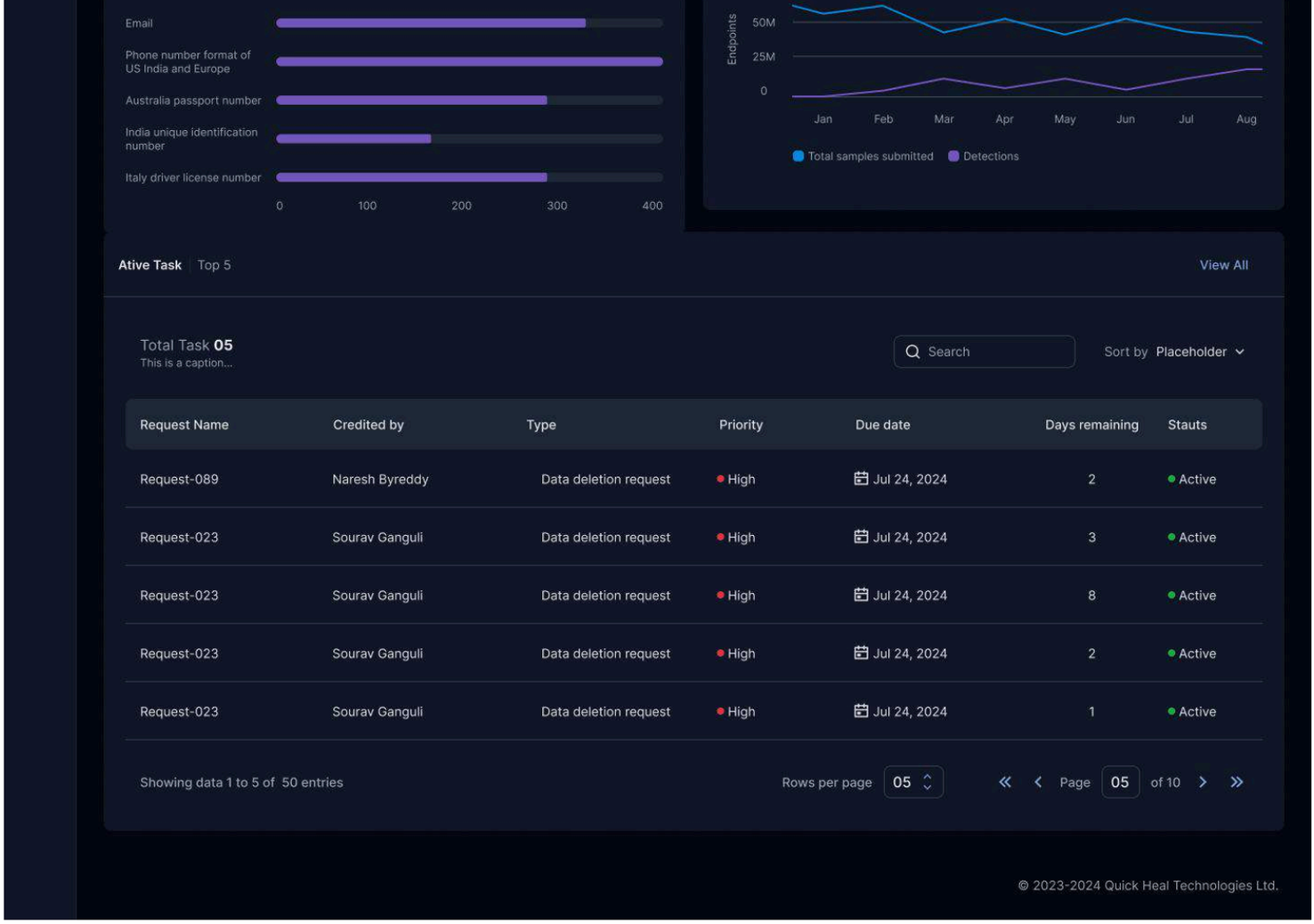
Layout Templates - Light Theme



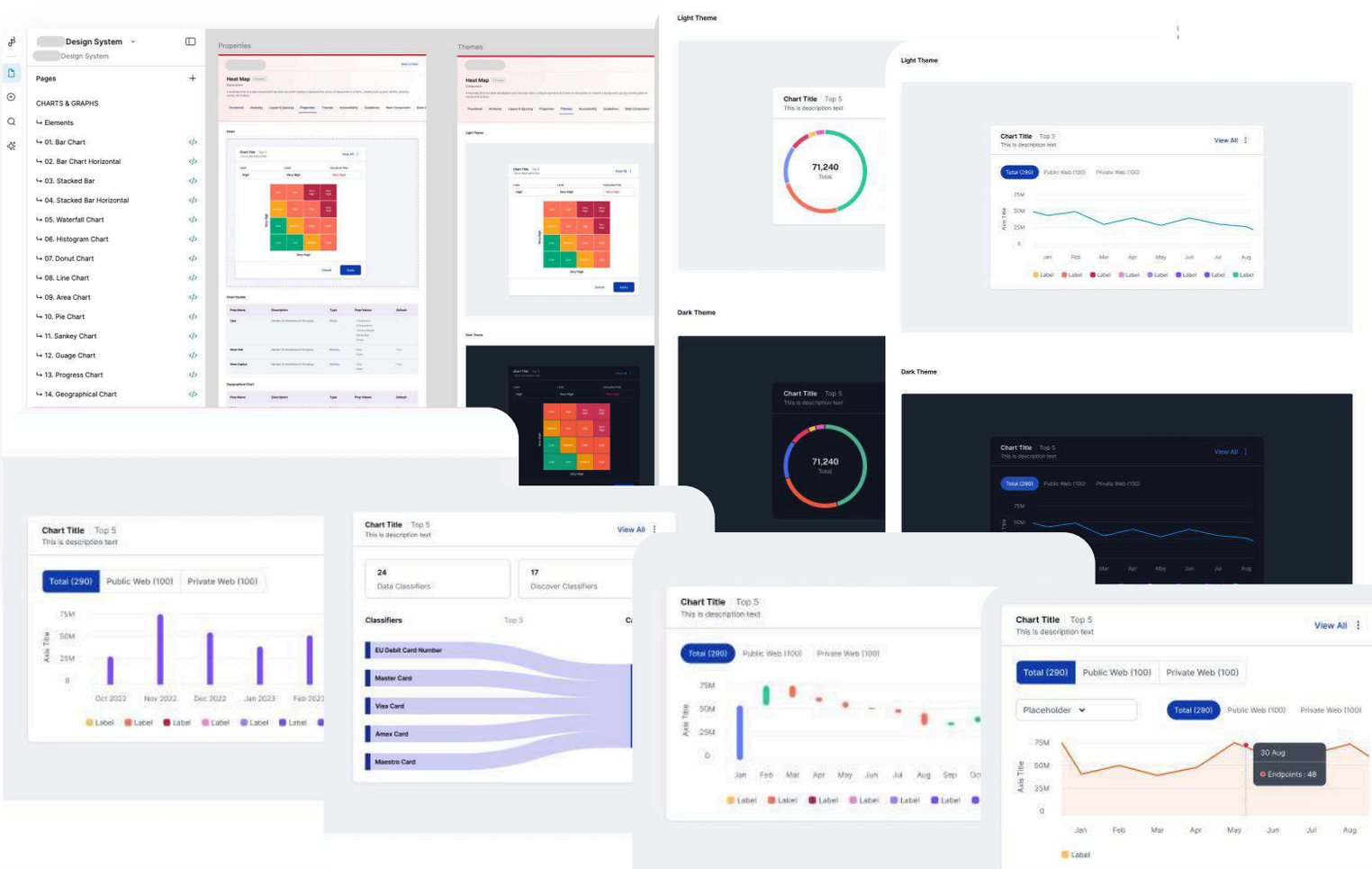


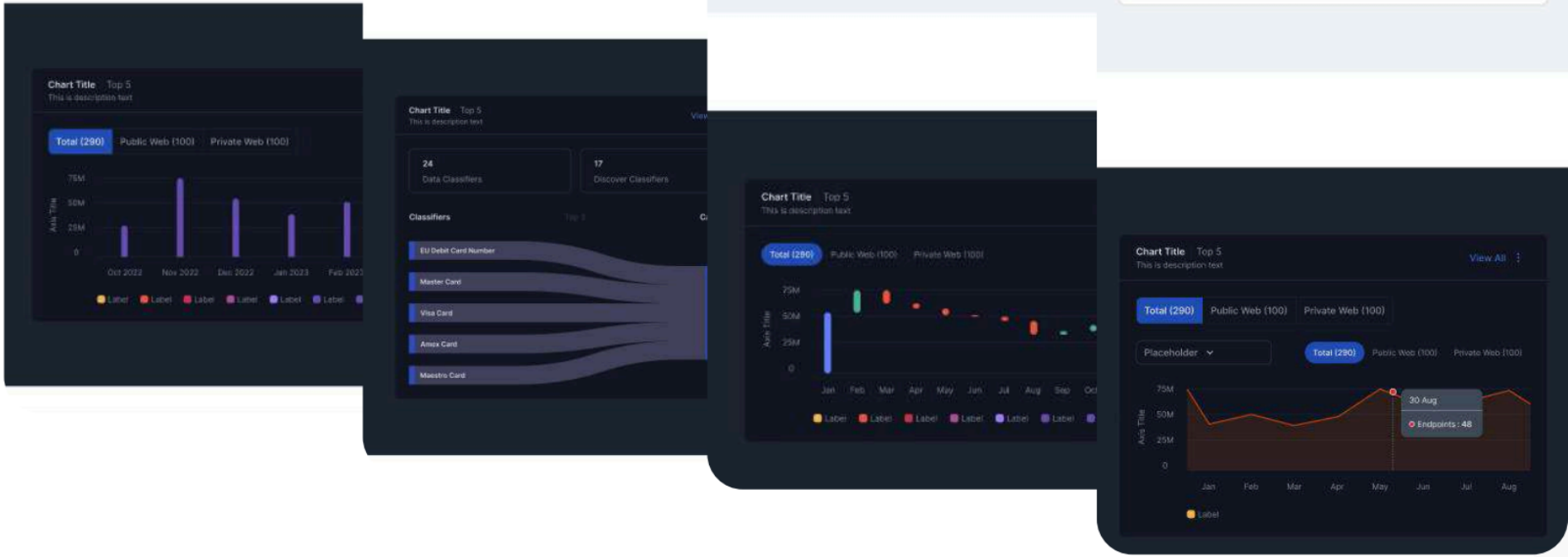
Layout Templates - Dark Theme





Visualisations

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Public Web (100)
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Axis Title
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Dec 2022
Jan 2023
Feb 2023
Label
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Data Classifiers
17
Discover Classifiers
Classifiers
EU Debit Card Number
Master Card
Visa Card
Amex Card
Maestro Card
View All
Placeholder
30 Aug
Endpoints : 48
Jan
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