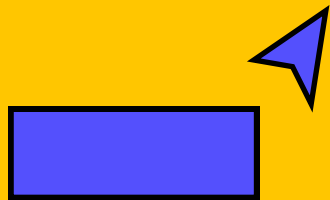
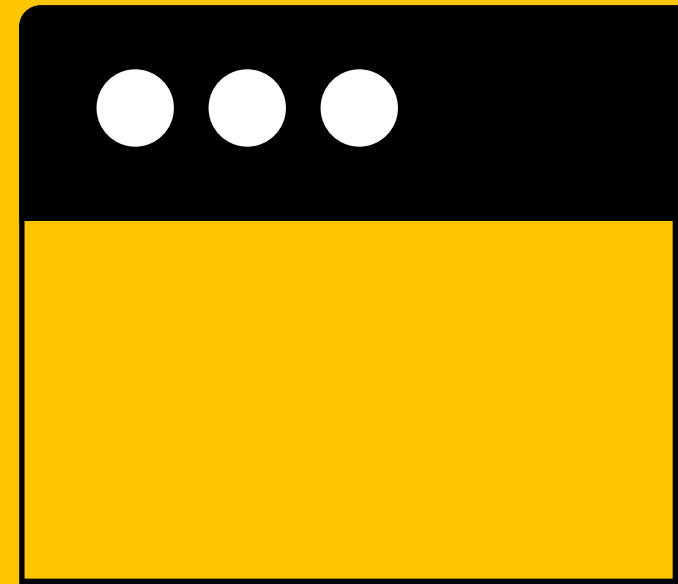


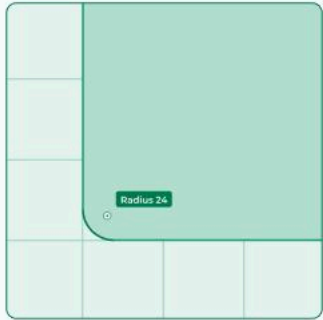
# Building a **Multi-Themed** Design System



**Kuong ly Seng**



- 1 Project Overview
- 2 Our Strategy
- 2 Building Figma Library
- 4 Documentation and Guidelines
- 5 Outcome



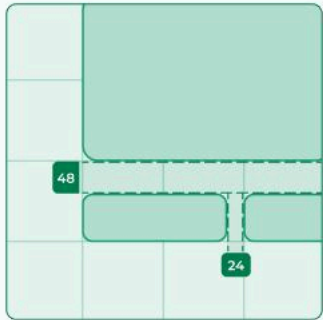
Borders

● Complete



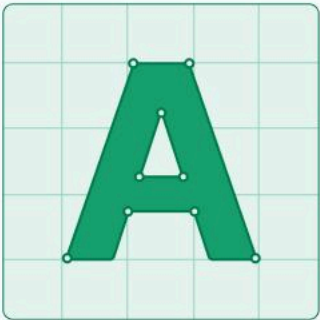
Colors

● Complete



Sizing and Spacing

● Complete



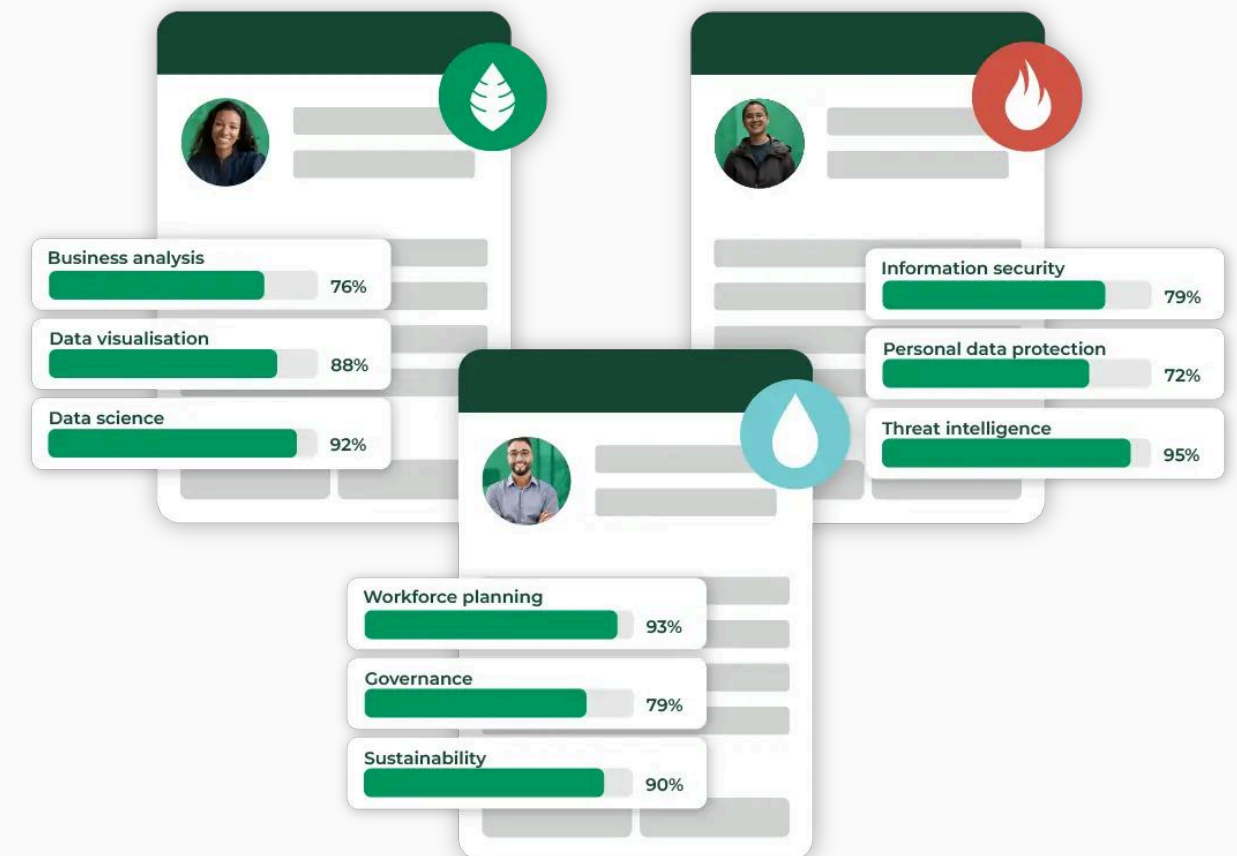
Typography

● Complete

- WithYouWithMe is an Australian-founded technology company that specialises in workforce development.
- WYWM offers an employee activation platform called "Potential," which assesses individuals' skills, cognitive abilities, and personality traits to match them with suitable career pathways.



- At WYWM, I worked on the developing a scalable design system to support multiple product teams.
- The goal was to establish a single source of truth for UI patterns.
- Improve collaboration between designers and developers.
- Accelerate the overall product development time.



- As WYWM is building multiple products, inconsistencies in UI and interaction patterns began to appera across different platforms.
- Designers were reinventing patterns. Developers were hand-coding similar components in different ways.
- Improve collaboration between designers and developers.
- Accelerate the overall product development time.

Main product



Secondary product



# The Problem

6

This resulted in:

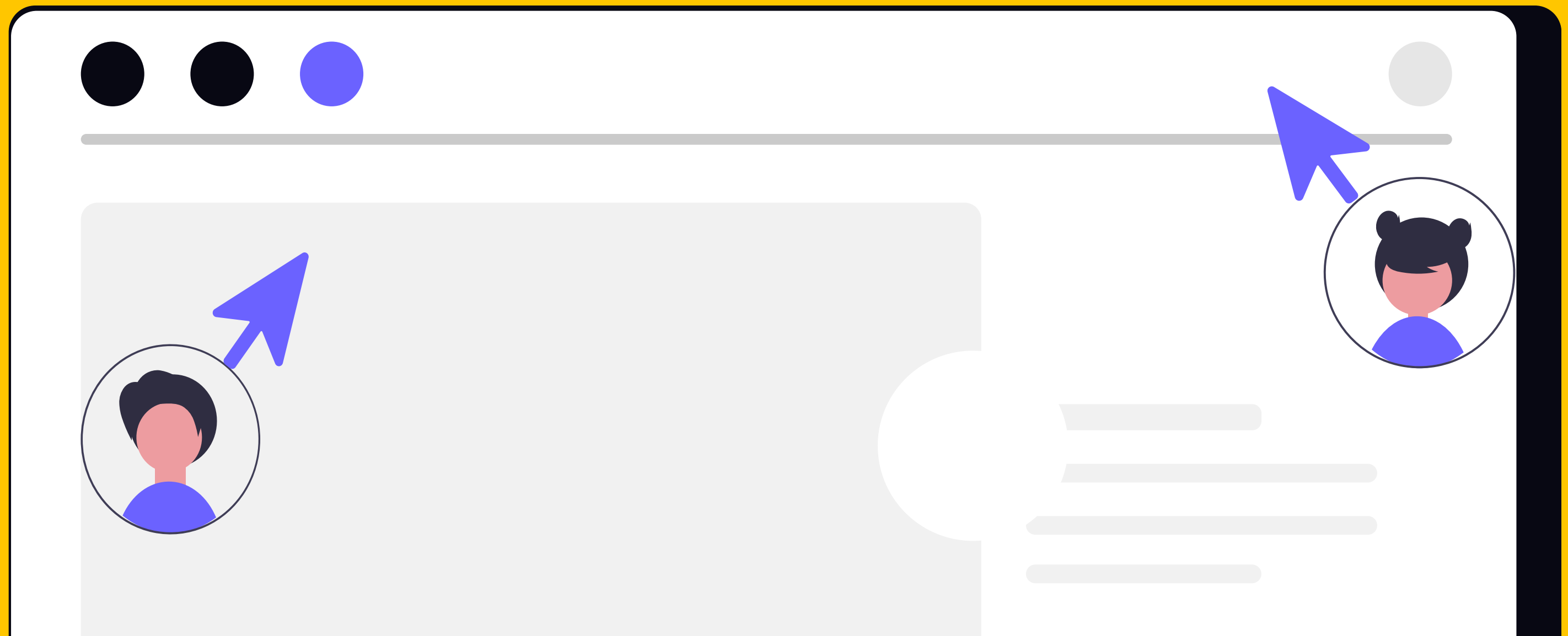
- Friction in teams
- Inconsistent user interfaces
- Slow design to dev handoffs
- Increased QA bugs



We set out with five clear goals

- ☐ Unify the UI language across products
- ☐ Create a flexible component library that could scale with future needs
- ☐ Improve design to development efficiency
- ☐ Establish accessibility, WCAG complaint
- ☐ Lack of documentation

# Our Strategy

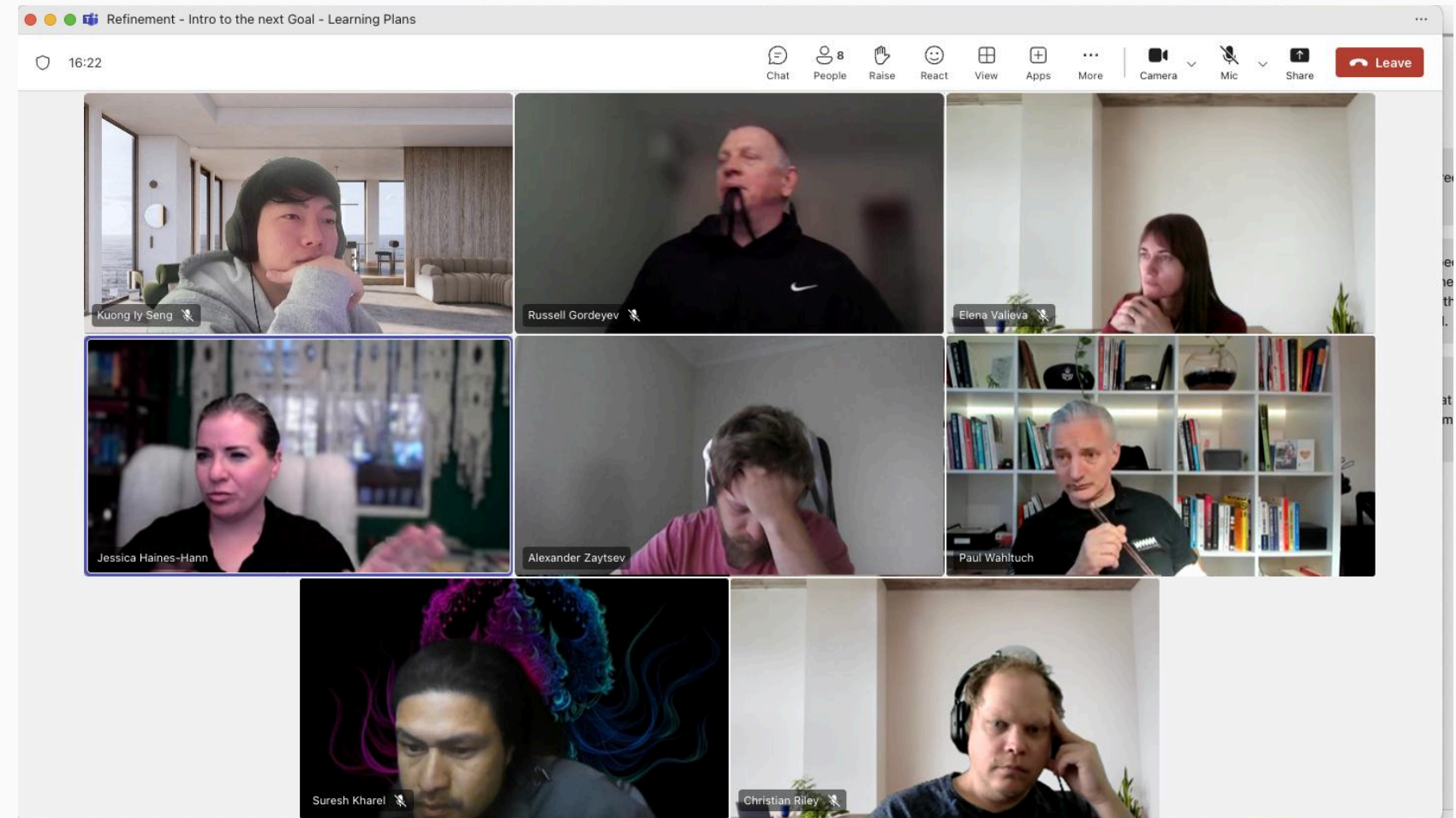




Rather than working on this alone, I knew that the key to success was to work in collaboration with the development teams and product stockholders.

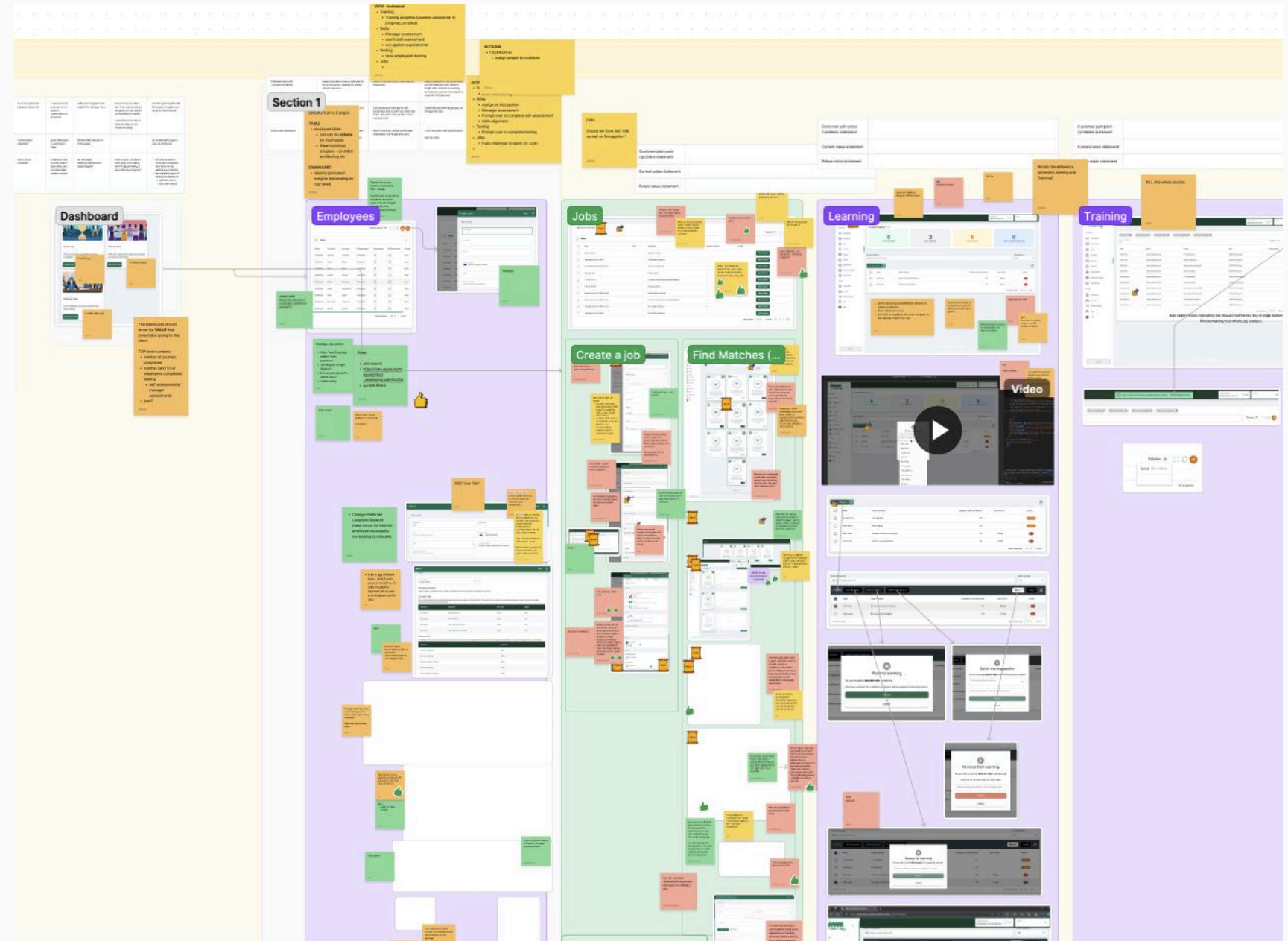
## People who were involved

- Product Owner
- Full-Stack developer & Front-End Developer from Team A
- Full-Stack developer from Team B
- Customer Success Account Manager
- QA Engineer
- Product Designer
- Product Designer - Me



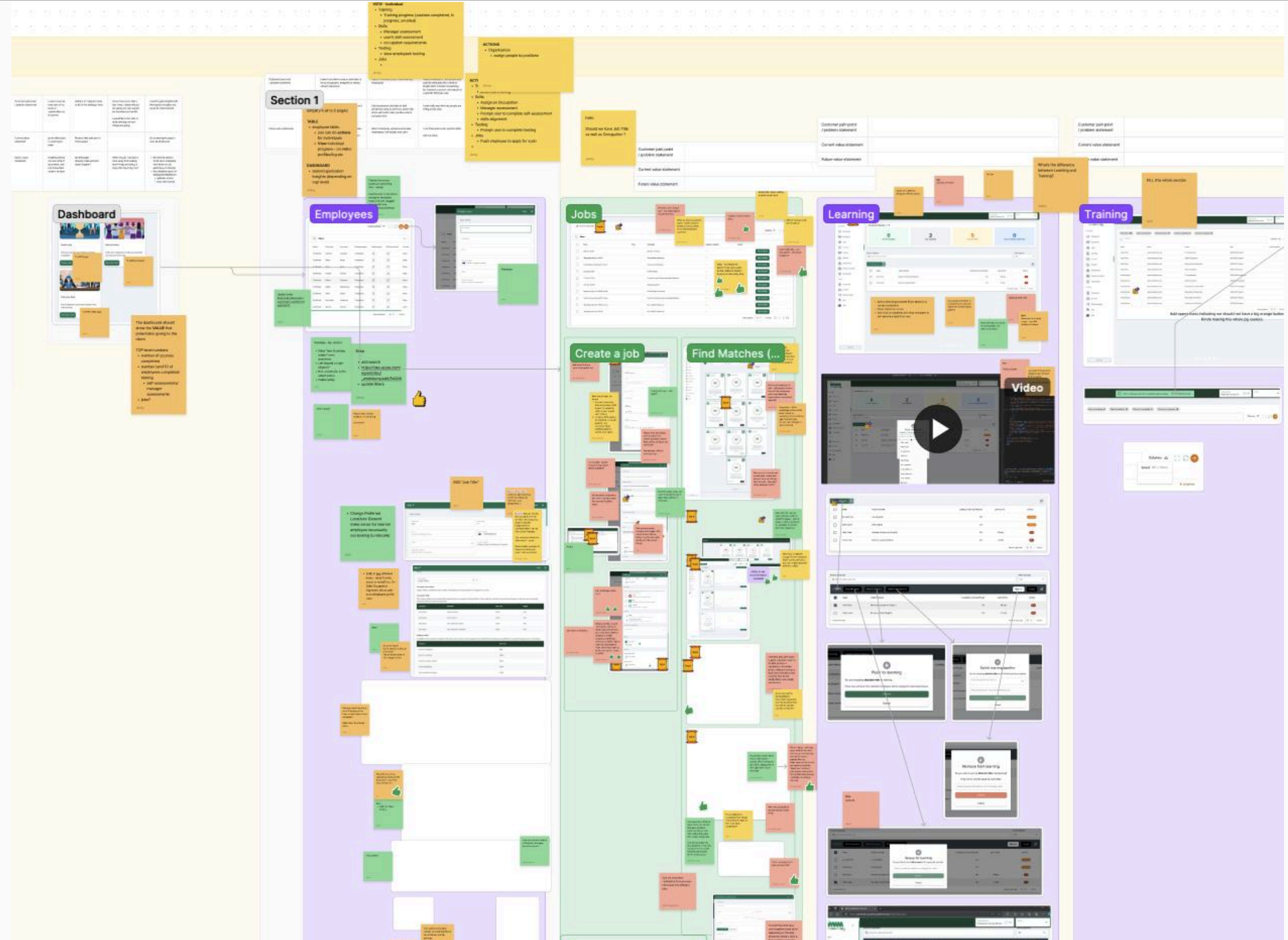
## Setup a weekly catch up with the team

- Review proposed components
- Ensure Figma and code aligned
- Align & implementing designs to the user needs
- Identify cross product use cases and edge cases



## What we found

- Multiple variations of the same component
- Inconsistent behaviour for component that look visually similar
- Inconsistent use of colours
- The developer was using a third party code library which increase the complexity.
- Lack of documentation
- Legacy code
- QA catching inconsistencies late in the process



# Building Figma Library



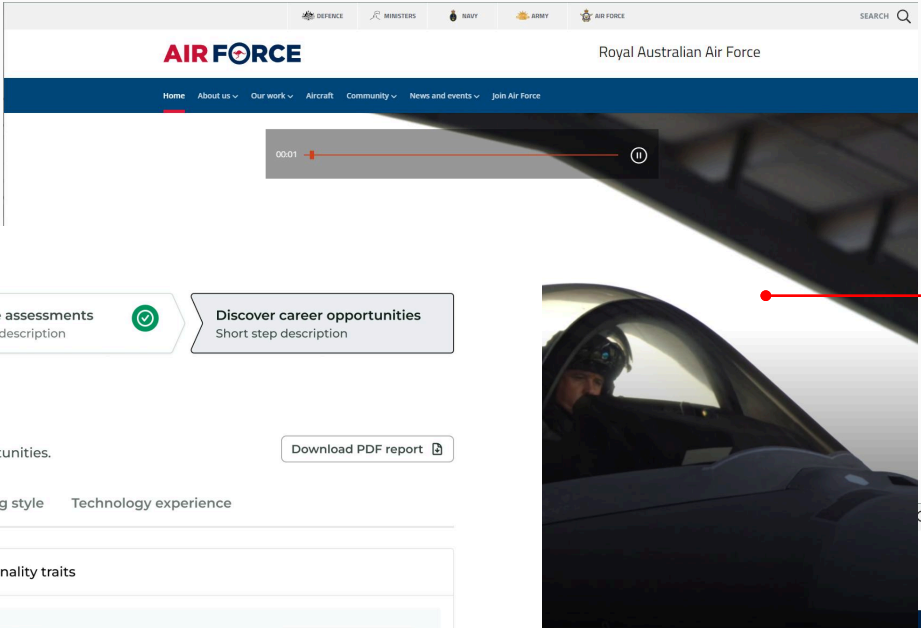
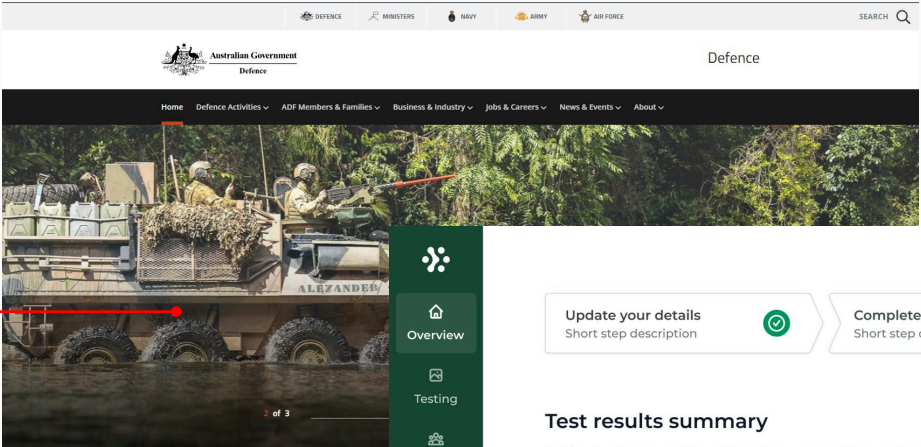


# Building Figma Library

Each product has its own brand colours



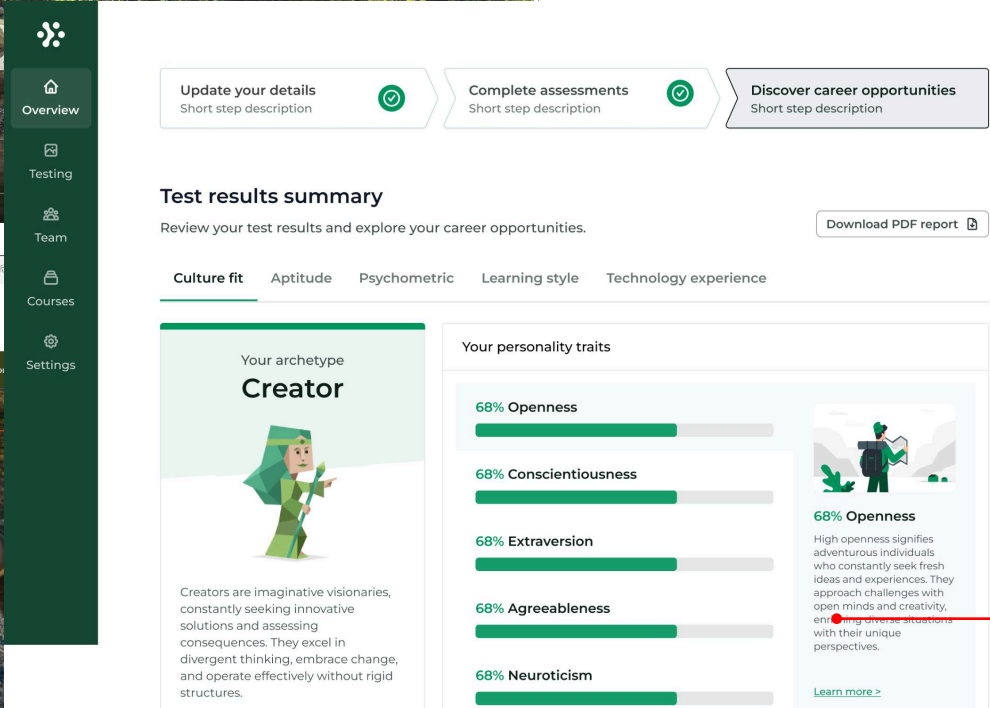
- Primary #546128
- Secondary #708135



- Primary #1A4B85
- Secondary #DEECFA



- Primary #1A1A1A
- Secondary #A33619



- Primary #2D5948
- Secondary #E4FBE8



## Choosing Neutral colours and Status colours to use across all products

### Colours

Every tint and shade you will need.

#### Neutral

These colors are used as supporting secondary colors in backgrounds, text colors, separators, models, etc

50	#F7F8F9	100	#E7EAEF	200	#D0D5DD	300	#B8C0CC	400	#A0ABBB	500	#64748B	600	#4B5768	700	#323A46	800	#191D23	900	#000000
----	---------	-----	---------	-----	---------	-----	---------	-----	---------	-----	---------	-----	---------	-----	---------	-----	---------	-----	---------

#### Success

These colors depict an emotion of positivity. Generally used across success, complete states.

50	#ECFDF5	100	#D1FAE5	200	#A7F3D0	300	#6EE7B7	400	#34D399	500	#10B981	600	#059669	700	#047857	800	#065F46	900	#00332C
----	---------	-----	---------	-----	---------	-----	---------	-----	---------	-----	---------	-----	---------	-----	---------	-----	---------	-----	---------

#### Warning

These colors depict an emotion of holding. Generally used across warning or on-hold states.

50	#FFFBE8	100	#FEE3C7	200	#FDE68A	300	#FCD34D	400	#FBBF24	500	#F59E0B	600	#D97706	700	#B45309	800	#92400E	900	#6D340A
----	---------	-----	---------	-----	---------	-----	---------	-----	---------	-----	---------	-----	---------	-----	---------	-----	---------	-----	---------

#### Error

These colors depict an emotion of negativity. Generally used across error states.

50	#FEE2F2	100	#FEE2E2	200	#FECACA	300	#FCA5A5	400	#F87171	500	#EF4444	600	#DC2626	700	#B91C1C	800	#991B1B	900	#800000
----	---------	-----	---------	-----	---------	-----	---------	-----	---------	-----	---------	-----	---------	-----	---------	-----	---------	-----	---------

#### Shades

These colors are used as supporting secondary colors in backgrounds, text colors, separators, models, etc

0	#FFFFFF	100	#000000
---	---------	-----	---------

#### Dark mode

These colors depict an emotion of negativity. Generally used across error states.

50	#FEF2F2	100	#FEE2E2	200	#FECACA	300	#FCA5A5	400	#F87171	500	#EF4444	600	#DC2626	700	#B91C1C	800	#991B1B	900	#800000
----	---------	-----	---------	-----	---------	-----	---------	-----	---------	-----	---------	-----	---------	-----	---------	-----	---------	-----	---------

Inputting all the hex colours into Figma’s variables under a collection called ‘Primitive’

primitives

All variables234

colors

core1

neutral

deep green

mint green

fierce green

disruptive green

passionate purple

oap2

2div3

archetype

functional

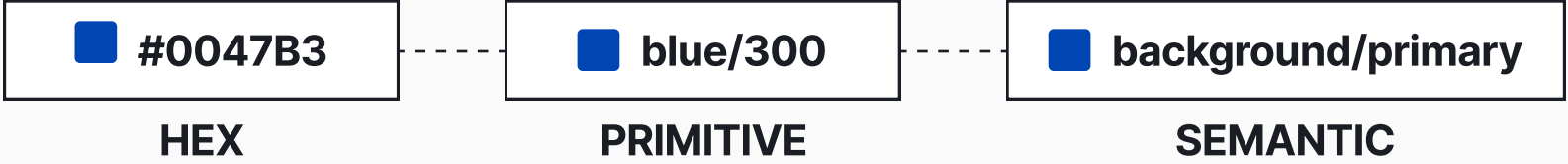
defence4

colors / core / neutral

colors / oap / green

1000	000	900	3E	900	[ ]
900	03	800	58	800	[ ]3
800	2F	700	6E	700	[ ]3
700	36	600	75	600	[ ]3
600	50	500	7C	500	[ ]7
500	64	400	857	400	[ ]3
400	92	300	972	300	[ ]
300	E9	200	E98	200	[ ]
200	C0	100	D3F	100	[ ]0
100	E7	50	E5	50	[ ]2
50	F3	25	F2	25	[ ]
0	F5				





theme

...

All variables141

background

primary

secondary

accent

danger

warning

success

info

action

neutral

link

primary

secondary

danger

Name	core1	oap2	2div3	defence4
white	colors/core/neutral/0	colors/oap/neutral/0	colors/2div/neutral/0	...lors/defence/neutral/0
dark	.../core/deep green/800	colors/oap/green/800	...rs/2div/deep blue/800	...defence/neutral/10700
background / primary				
background	.../core/deep green/900	colors/oap/green/900	...rs/2div/deep blue/900	.../defence/neutral/2700
strong	.../core/deep green/900	colors/oap/green/900	...rs/2div/deep blue/900	...defence/neutral/10700
base	.../core/deep green/800	colors/oap/green/800	...rs/2div/deep blue/700	.../defence/neutral/9500
dark-subtle	.../core/deep green/400	colors/oap/green/200	...rs/2div/deep blue/200	...ors/defence/blue/1200
subtle	...rs/core/deep green/50	colors/oap/green/50	...lors/2div/deep blue/50	.../defence/neutral/2300
background / secondary				
strong	...s/core/mint green/900	colors/oap/green/200	...rs/2div/deep blue/200	.../defence/neutral/2700
base	...s/core/mint green/500	colors/oap/green/50	...rs/2div/deep blue/100	.../defence/neutral/2500



## Action

Type	Variable	Color
Neutral Normal	background / action / neutral / normal	
Neutral Hover	background / action / neutral / hover	
Neutral Focus	background / action / neutral / focus	
Link Normal	background / action / link / normal	
Link Hover	background / action / link / hover	
Link Focus	background / action / link / focus	
Primary Normal	background / action / primary / normal	
Primary Hover	background / action / primary / hover	
Primary Focus	background / action / primary / focus	
Secondary Normal	background / action / secondary / normal	
Secondary Hover	background / action / secondary / hover	
Secondary Focus	background / action / secondary / focus	
Danger Normal	background / action / danger / normal	
Danger Hover	background / action / danger / hover	
Danger Focus	background / action / danger / focus	
Success Normal	background / action / success / normal	
Success Hover	background / action / success / hover	
Success Focus	background / action / success / focus	

## State

Type	Variable	Color
Danger Strong	background / danger / strong	
Danger Base	background / danger / base	
Danger Subtle	background / danger / subtle	
Warning Strong	background / warning / strong	
Warning Base	background / warning / base	
Warning Subtle	background / warning / subtle	
Success Strong	background / success / strong	

Type	Variable	Color
Primary Strong	background / primary / strong	
Primary Base	background / primary / base	
Primary Strong	background / primary / strong	
Primary Base	background / primary / base	
Primary Strong	background / primary / strong	
Primary Base	background / primary / base	
Primary Strong	background / primary / strong	
Primary Base	background / primary / base	
Primary Strong	background / primary / strong	
Primary Base	background / primary / base	
Primary Subtle	background / primary / subtle	
Secondary Strong	background / secondary / strong	
Secondary Base	background / secondary / base	
Secondary Subtle	background / secondary / subtle	
Accent Strong	background / accent / strong	
Accent Base	background / accent / base	
Accent Subtle	background / accent / subtle	

Brand Colours

We follow the same pattern for the typography

### Sizing & spacing

Sizing and spacing tokens are used to create a consistent layout and to maintain proper alignment and spacing between elements in our interface. They define properties like width, height, margin, padding, and grid/flex layout. Use these tokens to ensure that our interface is well-structured and easy to navigate. For example, use larger spacing tokens for the gap between major sections and smaller ones for the gap between related elements.

General

xxxxx

PX Value	Rem Value	Variable
0	0	sizing-0
2	0.125rem	sizing-0,5
4	0.25rem	sizing-1
6	0.375rem	sizing-1,5
8	0.5rem	sizing-2
10	0.625rem	sizing-2,5
12	0.75rem	sizing-3
14	0.875rem	sizing-3,5
16	1rem	sizing-4
20	1.25rem	sizing-5
24	1.5rem	sizing-6
28	1.75rem	sizing-7
32	2rem	sizing-8
36	2.25rem	sizing-9
40	2.5rem	sizing-10
44	2.75rem	sizing-11
48	3rem	sizing-12
56	3.5rem	sizing-14
64	4rem	sizing-16
80	5rem	sizing-20
96	6rem	sizing-24
112	7rem	sizing-28
128	8rem	sizing-32
144	9rem	sizing-36
160	10rem	sizing-40
176	11rem	sizing-44
192	12rem	sizing-48
208	13rem	sizing-52
224	14rem	sizing-56

### Background colors

Use these semantic tokens to define the general background color of different areas within our interface. Distinguish between different sections, create visual hierarchy, or provide contrast for other elements.

Each token is available in Core, OAP and 2DIV and switches automatically by using Figma variables and modes.

Base

Use base tokens for the majority of our UI components and backgrounds. Base tokens are neutral and subtle, providing a clean and unobtrusive background for elements. Use them to create a sense of depth and layering in the interface.

Type	Variable	Color
Strong	background / strong	
Base	background / base	
Muted	background / muted	
Subtle	background / subtle	
Disabled	background / disabled	
Base Inverted	background / base-inverted	
White	background / white	
Dark	background / dark	

Brand

Brand colors are used to represent our brand identity. They are used sparingly to maintain their impact and to avoid overwhelming the user. They might be used for key elements that need to stand out, such as CTA buttons, or they might be used subtly in the background to add a touch of brand identity.

Type	Variable	Color
Primary Strong	background / primary / strong	
Primary Base	background / primary / base	
Primary Subtle	background / primary / subtle	
Secondary Strong	background / secondary / strong	
Secondary Base	background / secondary / base	

Spec sheet

## Typography

Typography tokens are used to maintain consistency in the text styles across our interface. They define properties like font family, font size, line height, font weight, and letter spacing. Use these tokens to ensure that our typography is consistent, legible, and effectively communicates the information hierarchy.

### Hero

Use the Hero typography style for large, attention-grabbing headlines or banners.

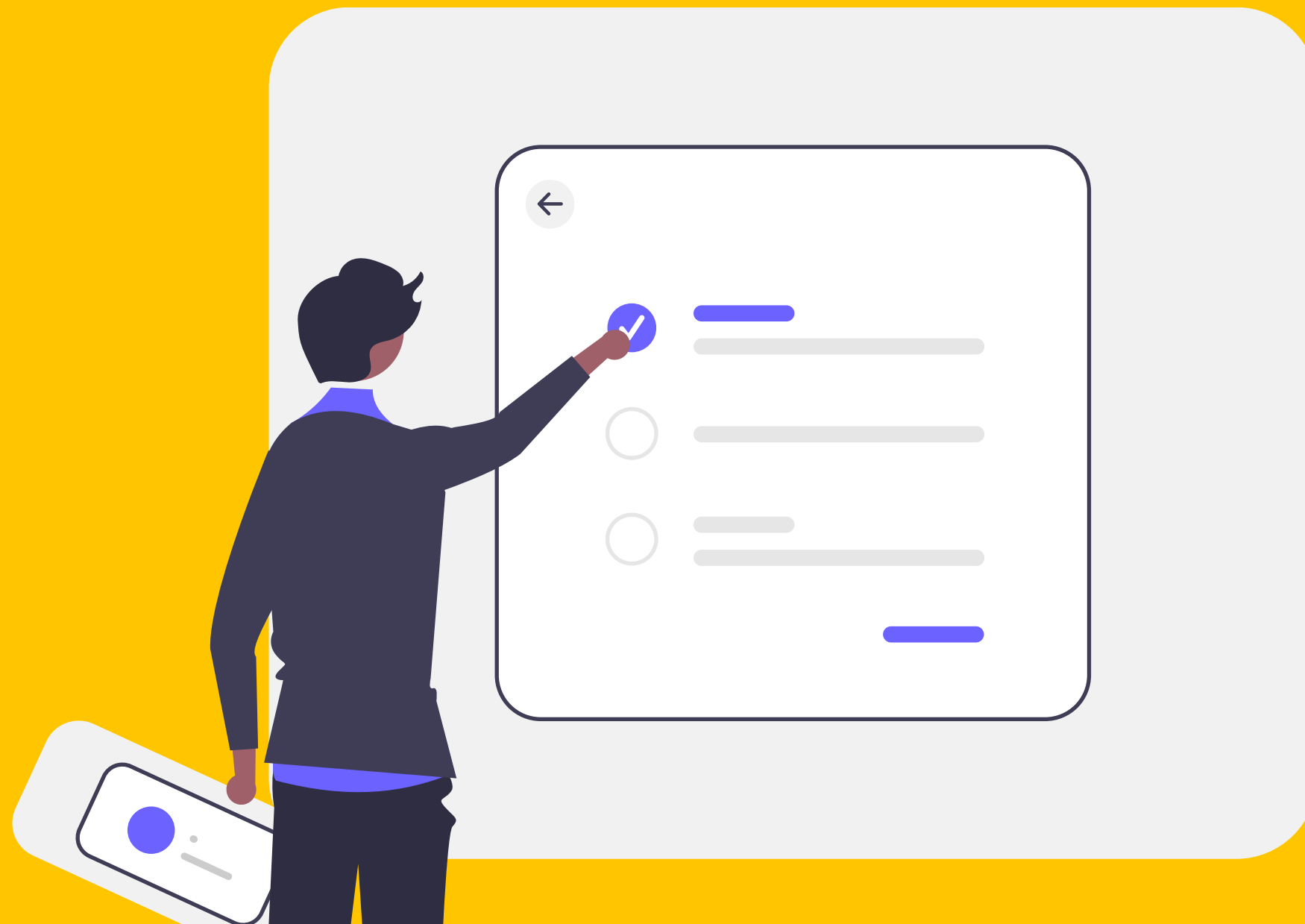
Type	Variable	Sample
hero	hero / bold	Sample
hero	hero / semibold	Sample

### Headings

Choose from various heading levels to structure your content effectively.

Type	Variable	Sample
large	heading / large / bold	Sample
large	heading / large / semibold	Sample
medium	heading / medium / semibold	Sample
medium	heading / medium / medium	Sample

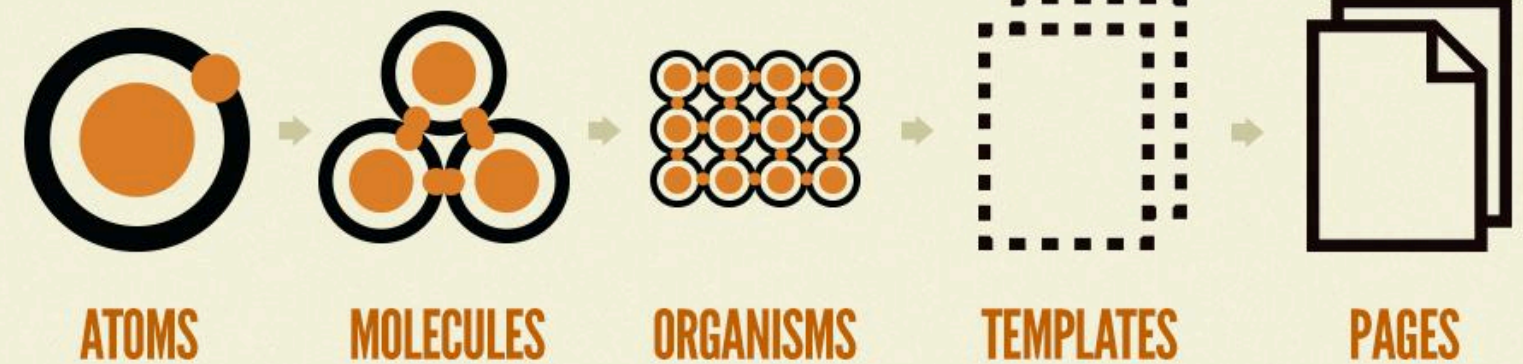
# Building Components



## Atomic Design Methodology

The goal was to create a flexible design system that could be easily modified and expanded upon while keep the design process efficient and organised.

Atomic Design was the perfect methodology to achieve this, as it breaks down complex elements into smaller and reusable parts.



Atoms

→

Molecules

→

Organisms

Form label

Form label

Form label

Placeholder

Placeholder

Placeholder

Placeholder (Off)

Placeholder (Off)

Placeholder (Off)

Error Message

Error Message

Error Message

	Default (I-R)	Active (I-R)	Focus (I-R)	Error (I-R)	Disabled (I-R)
Small	<div>Placeholder</div>	<div>Placeholder</div>	<div>Placeholder</div>	<div>Placeholder</div>	<div>Placeholder</div>
Medium	<div>Placeholder</div>	<div>Placeholder</div>	<div>Placeholder</div>	<div>Placeholder</div>	<div>Placeholder</div>
Large	<div>Placeholder</div>	<div>Placeholder</div>	<div>Placeholder</div>	<div>Placeholder</div>	<div>Placeholder</div>
	Default (N-I)	Active (N-I)	Focus (N-I)	Error (N-I)	Disabled (N-I)
Small	<div>Placeholder</div>	<div>Placeholder</div>	<div>Placeholder</div>	<div>Placeholder</div>	<div>Placeholder</div>
Medium	<div>Placeholder</div>	<div>Placeholder</div>	<div>Placeholder</div>	<div>Placeholder</div>	<div>Placeholder</div>
Large	<div>Placeholder</div>	<div>Placeholder</div>	<div>Placeholder</div>	<div>Placeholder</div>	<div>Placeholder</div>
	Default (I-R)	Active (I-R)	Focus (I-R)	Error (I-R)	Disabled (I-R)
Small	<div>Placeholder</div>	<div>Placeholder</div>	<div>Placeholder</div>	<div>Placeholder</div>	<div>Placeholder</div>
Medium	<div>Placeholder</div>	<div>Placeholder</div>	<div>Placeholder</div>	<div>Placeholder</div>	<div>Placeholder</div>
Large	<div>Placeholder</div>	<div>Placeholder</div>	<div>Placeholder</div>	<div>Placeholder</div>	<div>Placeholder</div>

Select team

English

Cathie Lazar

Update your details

Short step description

Complete assessments

Short step description

Discover career opportunities

Short step description

68% Openness

68% Conscientiousness

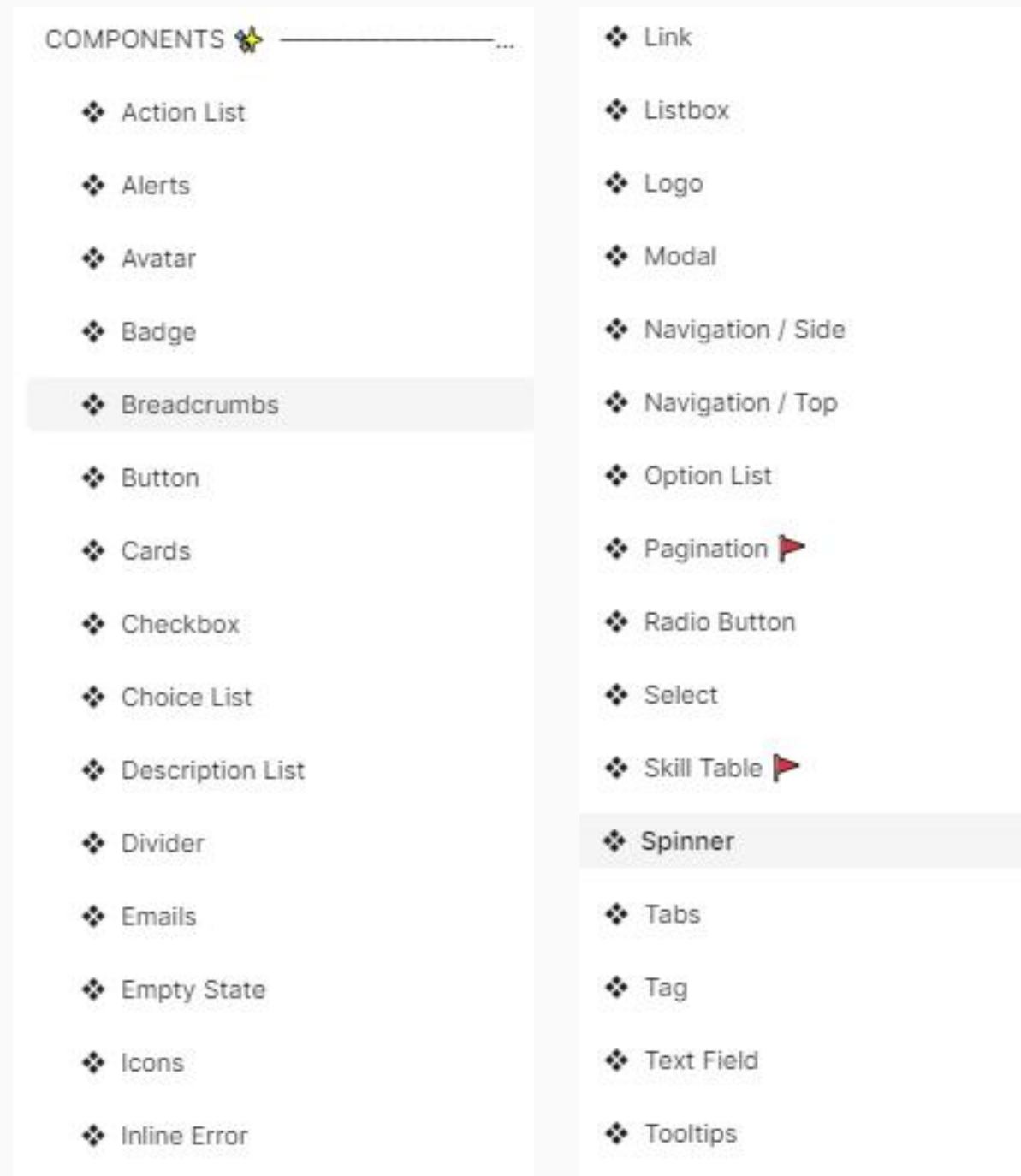
68% Extraversion

68% Agreeableness

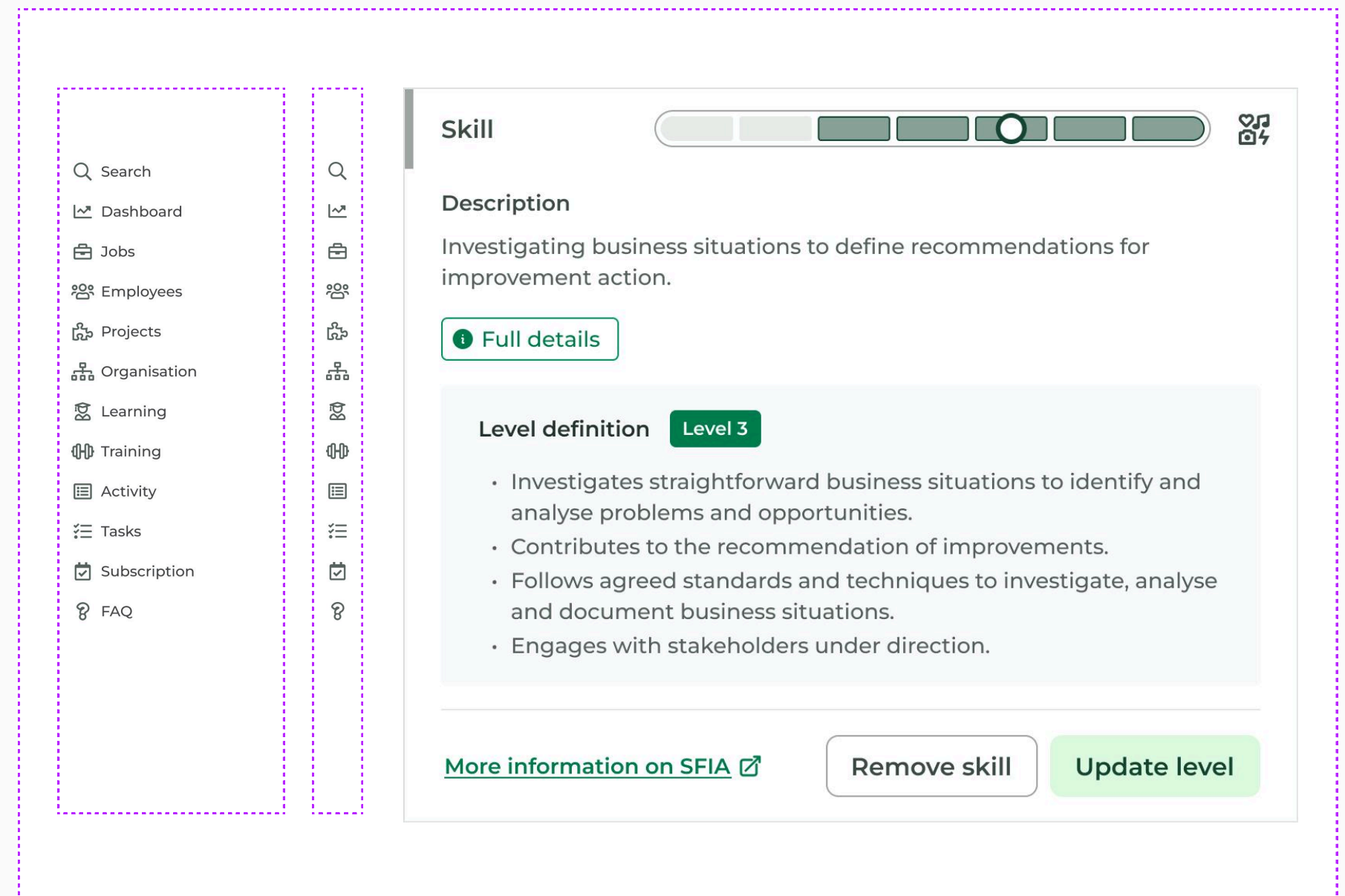
68% Neuroticism

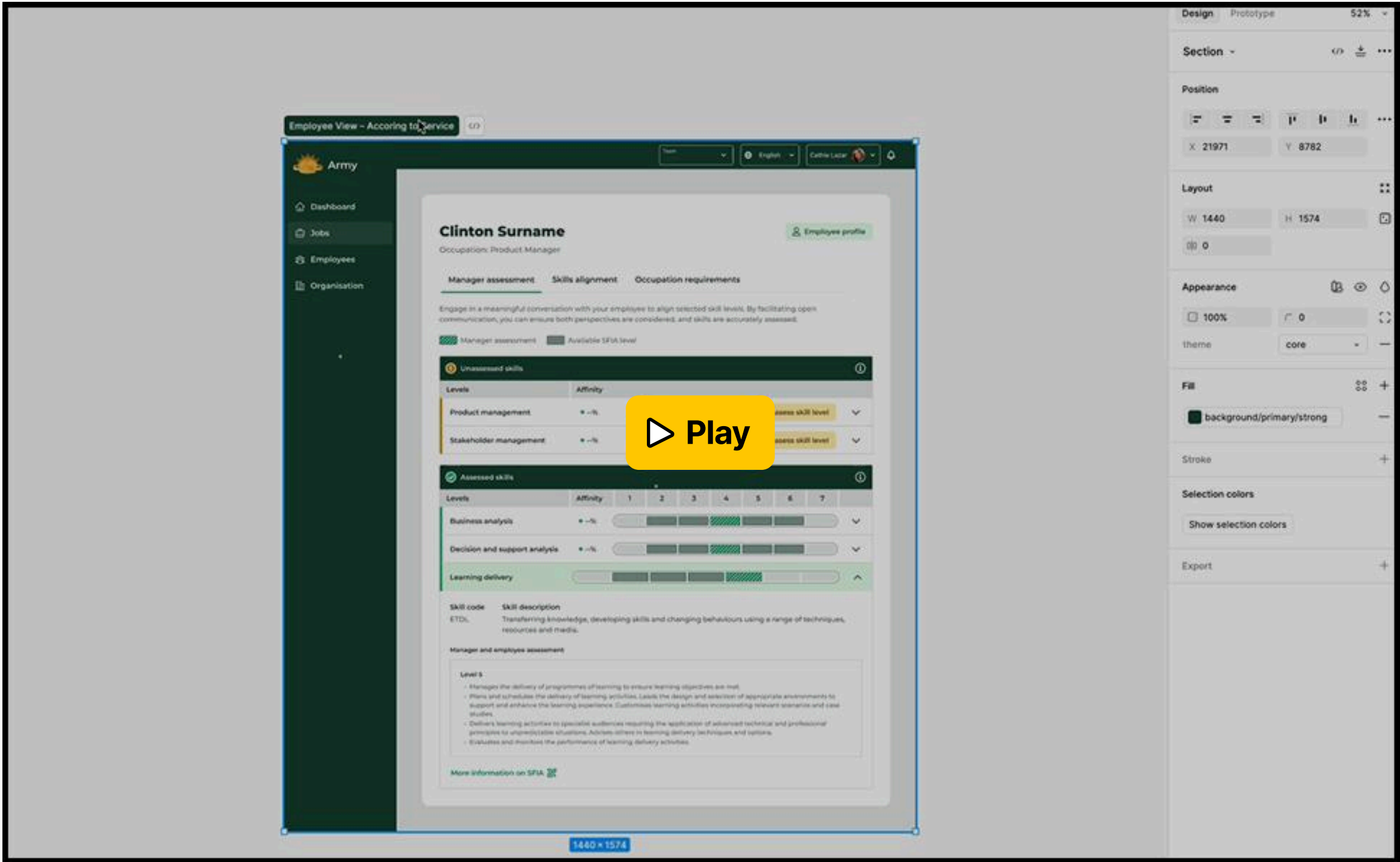


## Components list

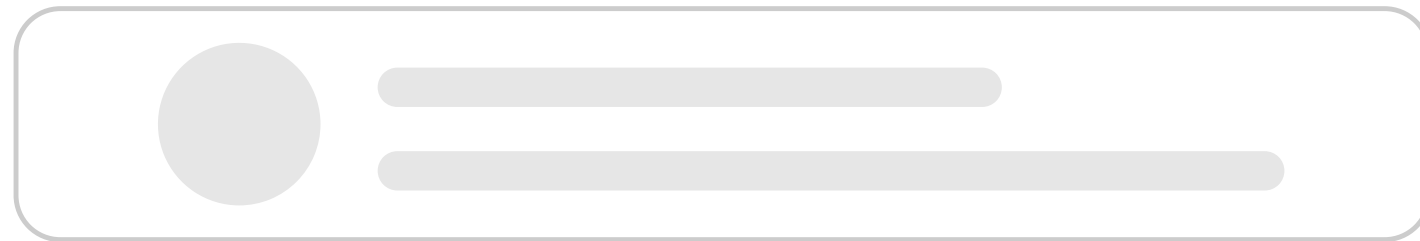


## Components example





# Outcome





We set out with four clear goals

- ☐ Unify the UI language across products
- ☐ Create a flexible component library that could scale with future needs
- ☐ Improve design to development efficiency
- ☐ Establish accessibility, WCAG complaint
- ☐ Lack of documentation

We set out with five clear goals

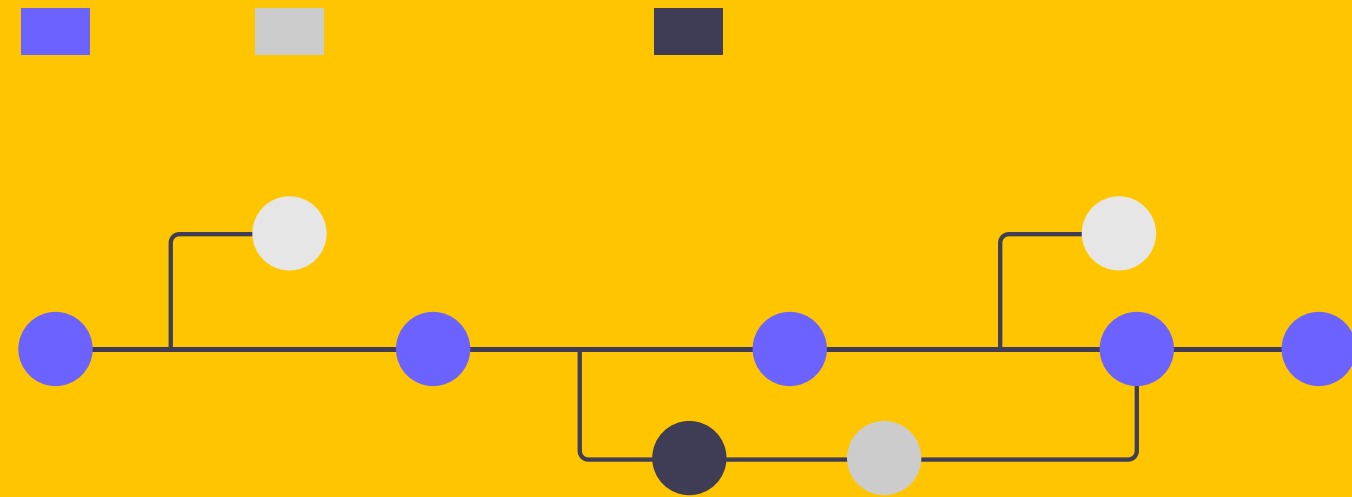
- ✓ Unify the UI language across products
- ✓ Create a flexible component library that could scale with future needs
- ✓ Improve design to development efficiency (measured by reduced meetings)
- ✓ Establish accessibility, WCAG complaint
- ✗ Lack of documentation

One of Kuong's standout qualities is his openness to feedback. He accepts input from all members of the development team with grace and a genuine desire to improve. He asks insightful questions to ensure he's targeting the best possible outcome for all stakeholders. This level of collaboration has been key to the success of our projects, and Kuong worked tirelessly to build strong relationships with developers, product owners, and stakeholders. His efforts resulted in solutions that everyone felt invested in, which in turn fostered broad buy-in across the board.

Kuong is also proactive in identifying inefficiencies in our internal processes and finding ways to streamline them. For example, he took a disorganized and inconsistent design system and transformed it into a more cohesive, aligned system that better supports our product and reduced confusion for the developers.

- Product Owner

# Reflection and What's Wext?



**A successful system is more about people than components — building trust and adoption was key**

**Start small: early wins with foundational components helped build momentum**

**Documentation is never a DONE task — it evolves alongside the system**

**Continue improving accessibility**

**Improve and continue documentation**

**Prioritise roadmap**

# **Thank you**

**Kuong ly Seng**