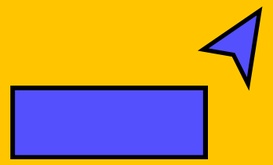
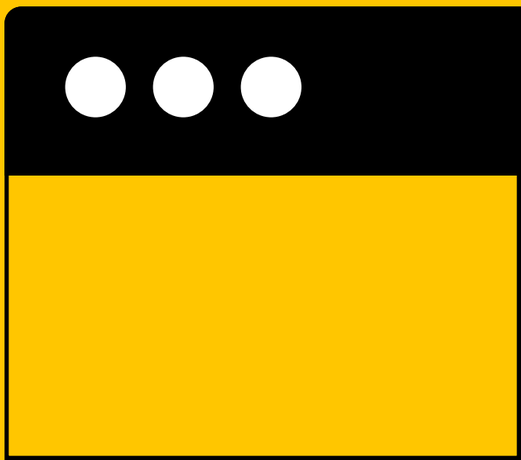
# Building a Multi-Themed Design System



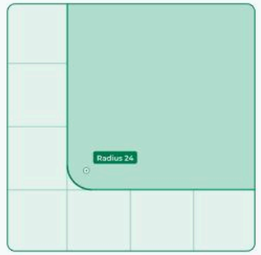


Kuong Iy Seng

# Agenda



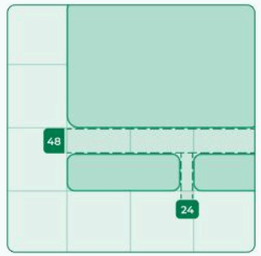
1. Project Overview
2. Our Strategy
2. Building Figma Library
4. Documentation and Guidelines
5. Outcome



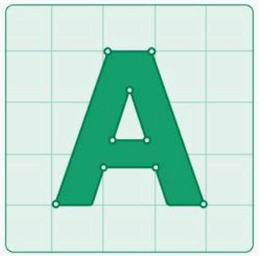

Borders ● Complete

Colors ● Complete

Res




Sizing and Spacing ● Complete



Typography ● Complete

Vis

# A bit about the company

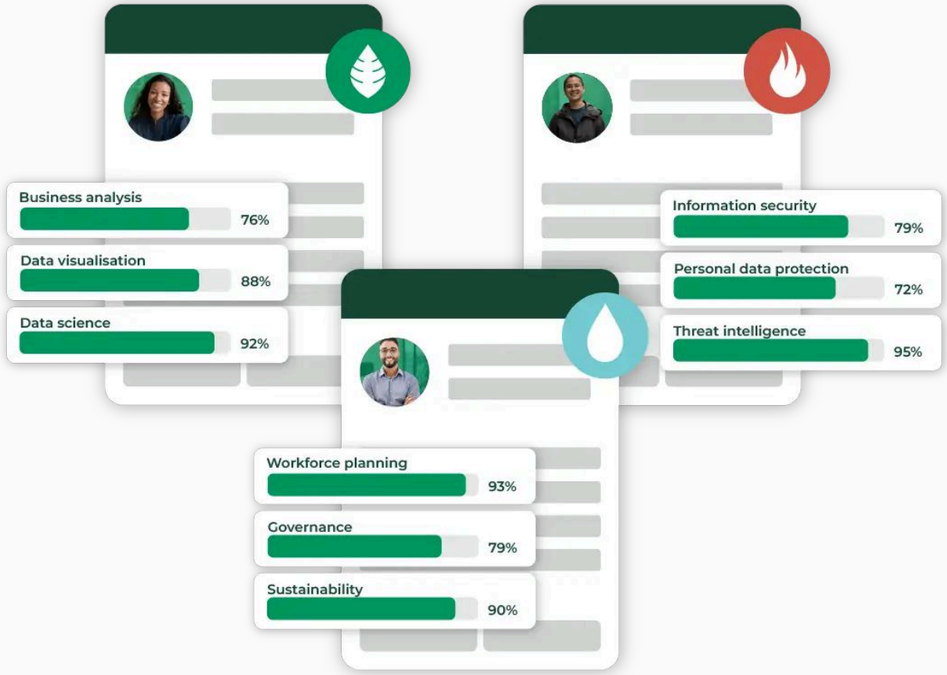


- WithYouWithMe is an Australian-founded technology company that specialises in workforce development.
- WYWM offers an employee activation platform called "Potential," which assesses individuals' skills, cognitive abilities, and personality traits to match them with suitable career pathways.

# Project Overview



- 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.



# The Problem



- 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

WITHYOUWITHME

Secondary product

Australian Government

Defence

NAVY

THE AUSTRALIAN ARMY

# The Problem



**This resulted in:**

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

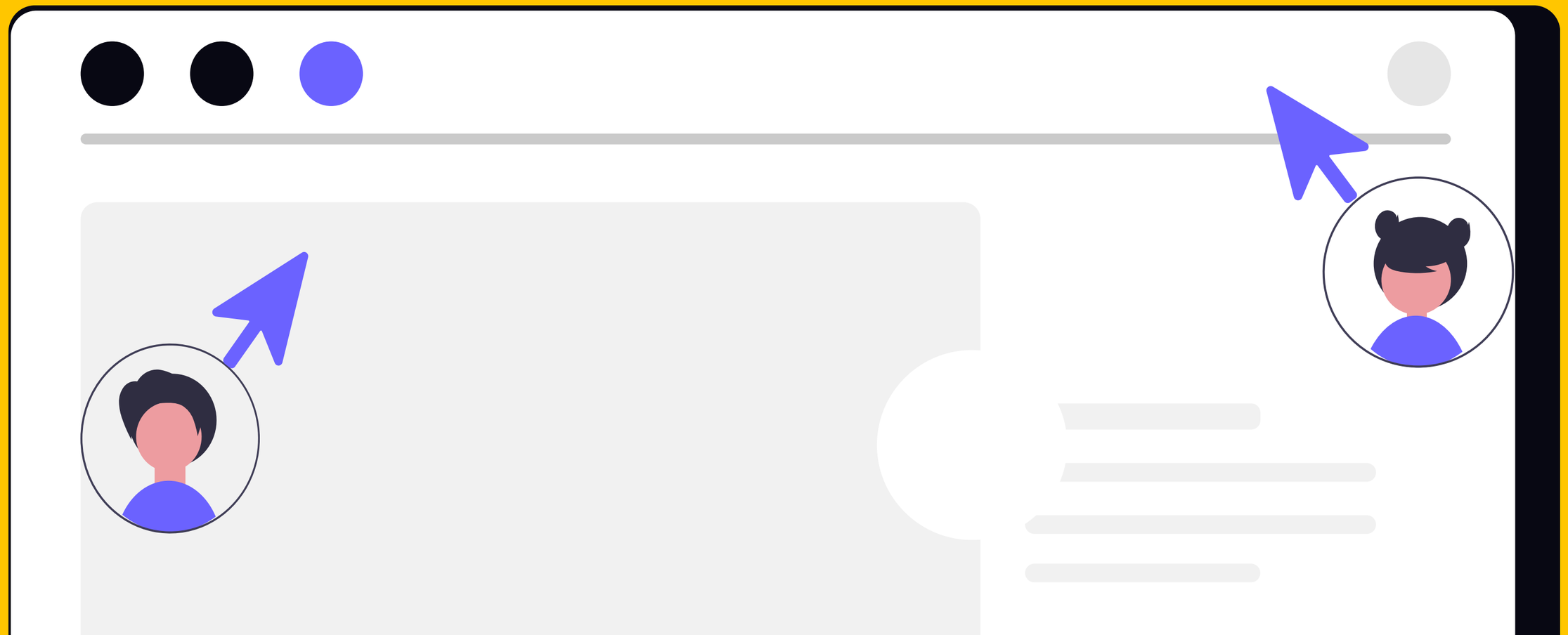
# Goals



**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



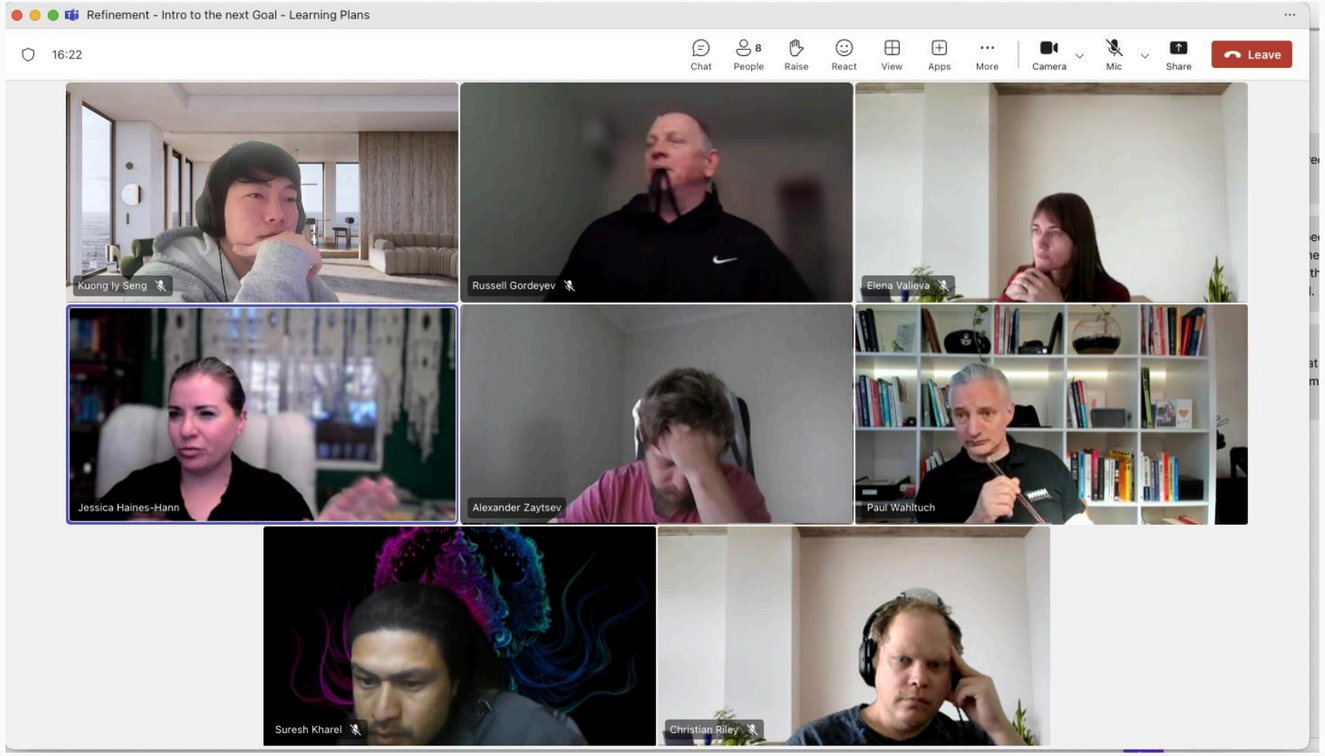
# Our Strategy



**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

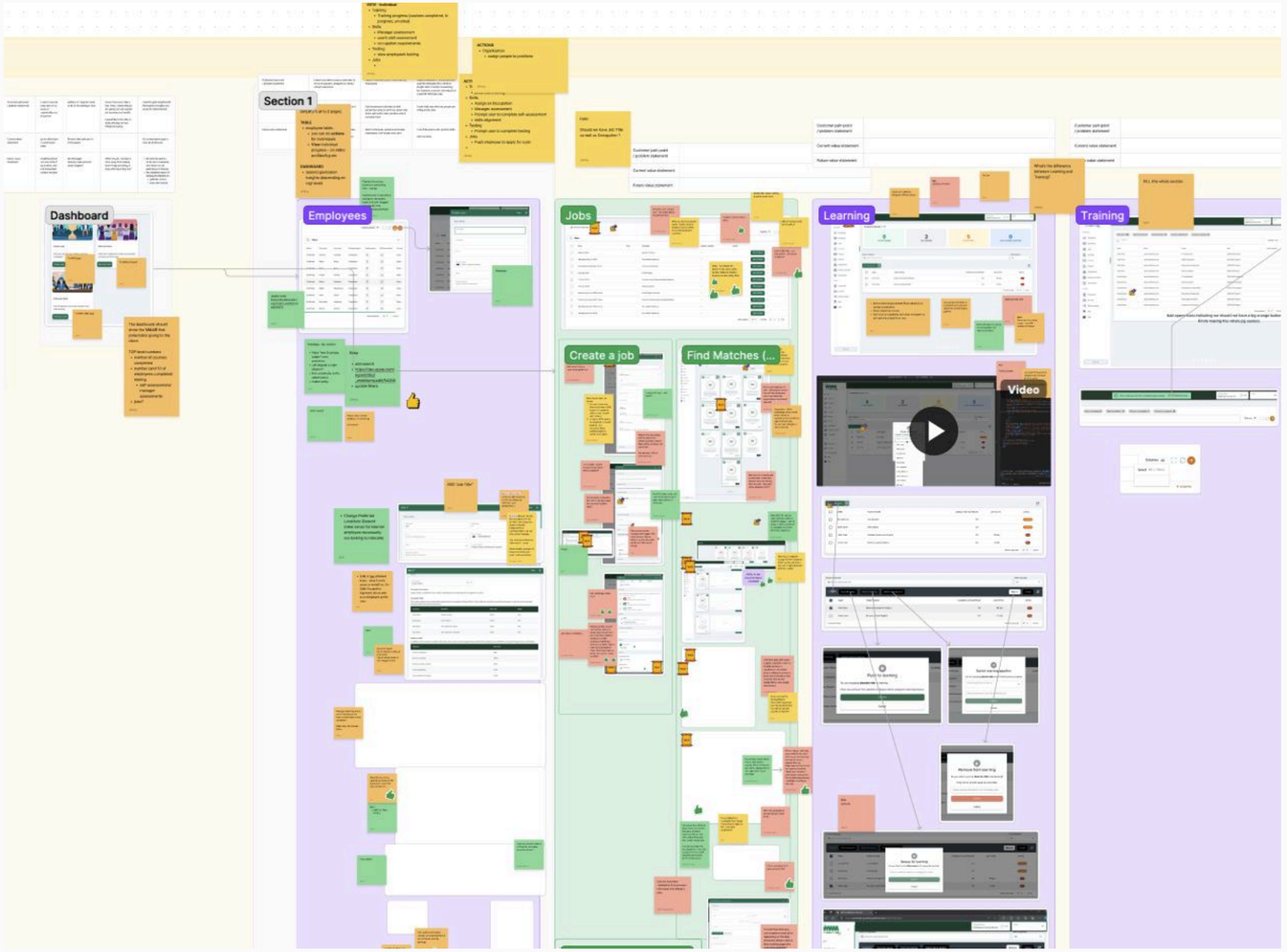


# Our Strategy



## 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

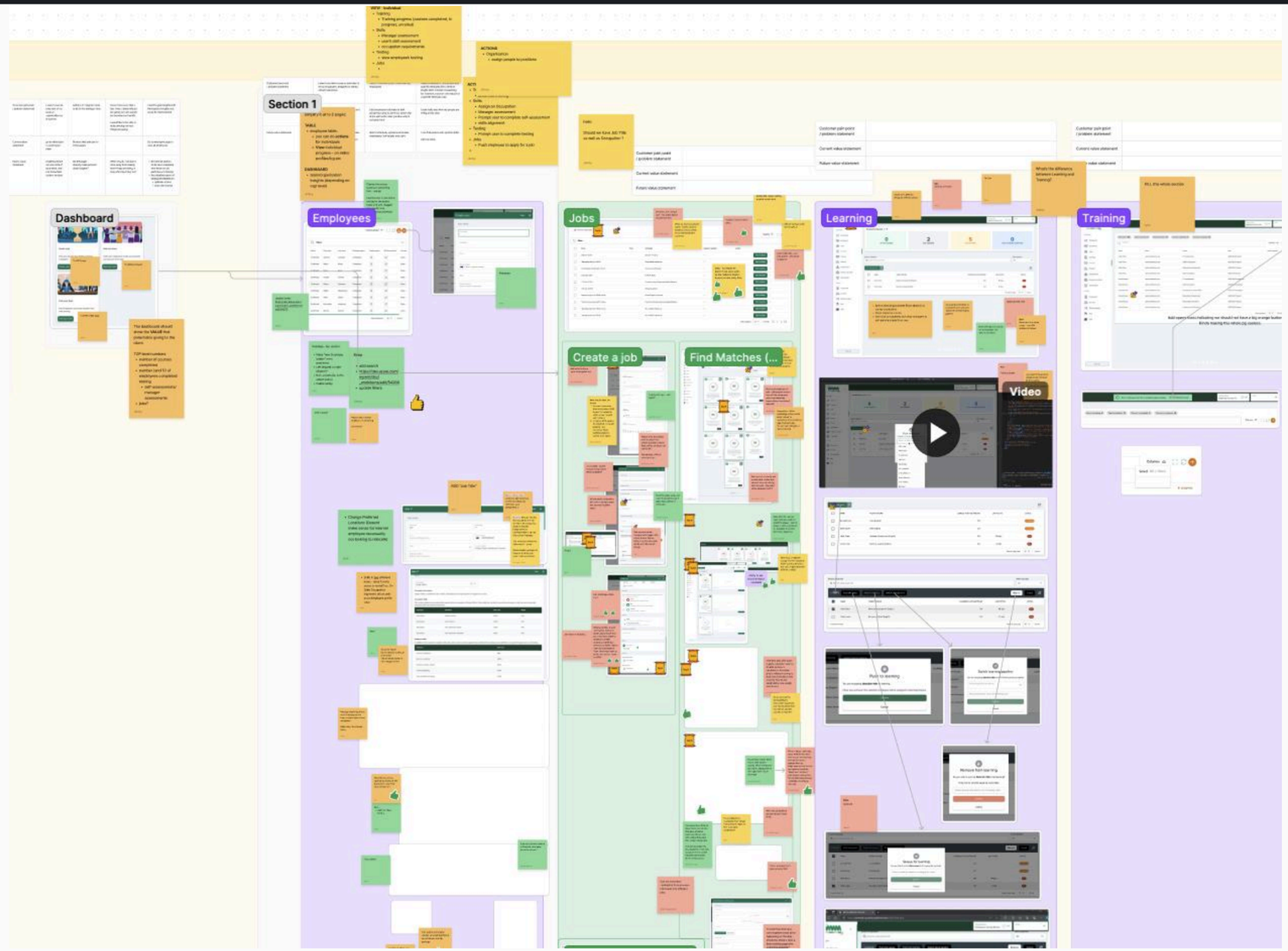


# Our Strategy



## 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
#1A1A1A

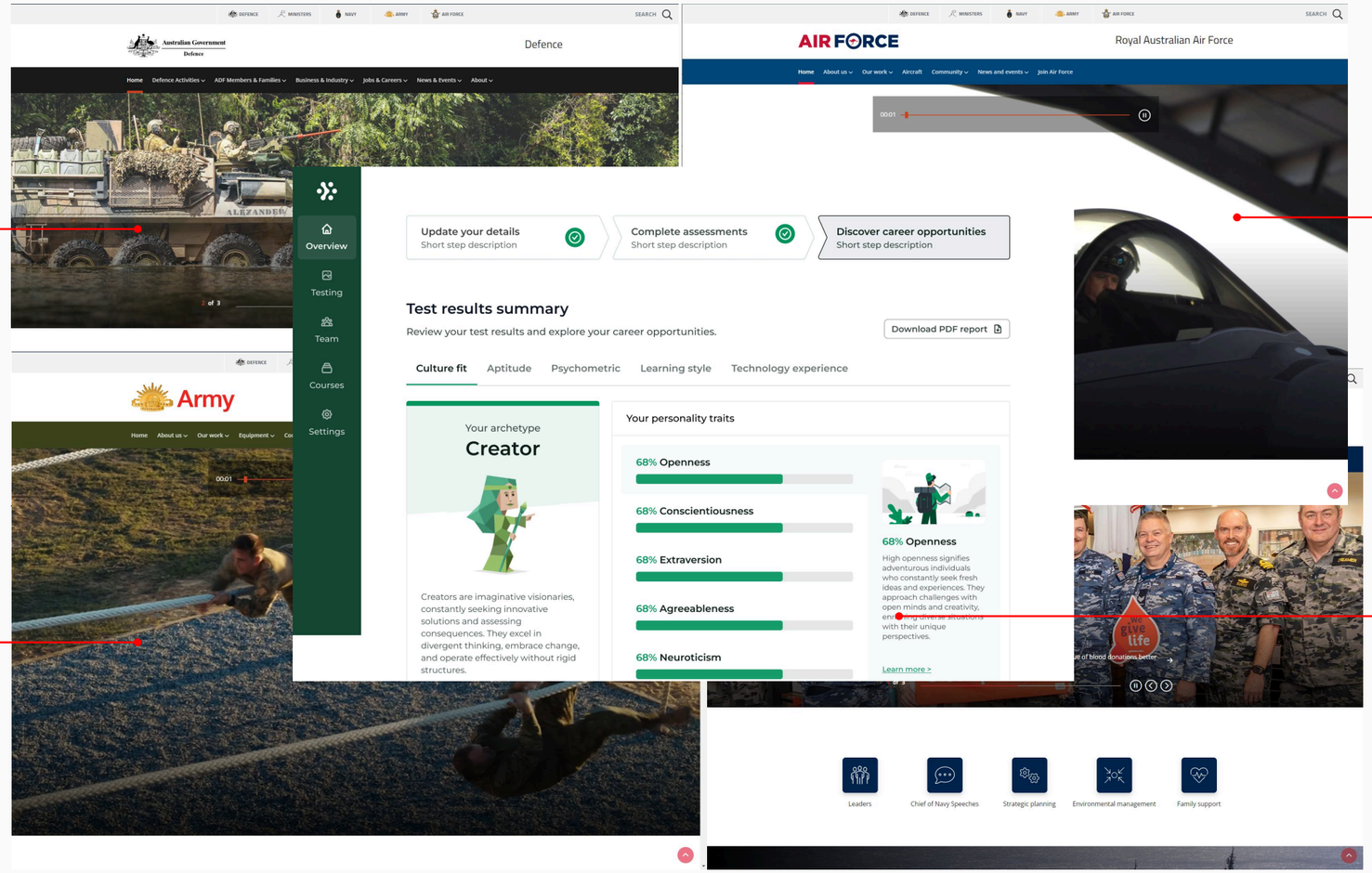
Secondary
#A33619

Primary
#1A4B85

Secondary
#DEECFA

Primary
#2D5948

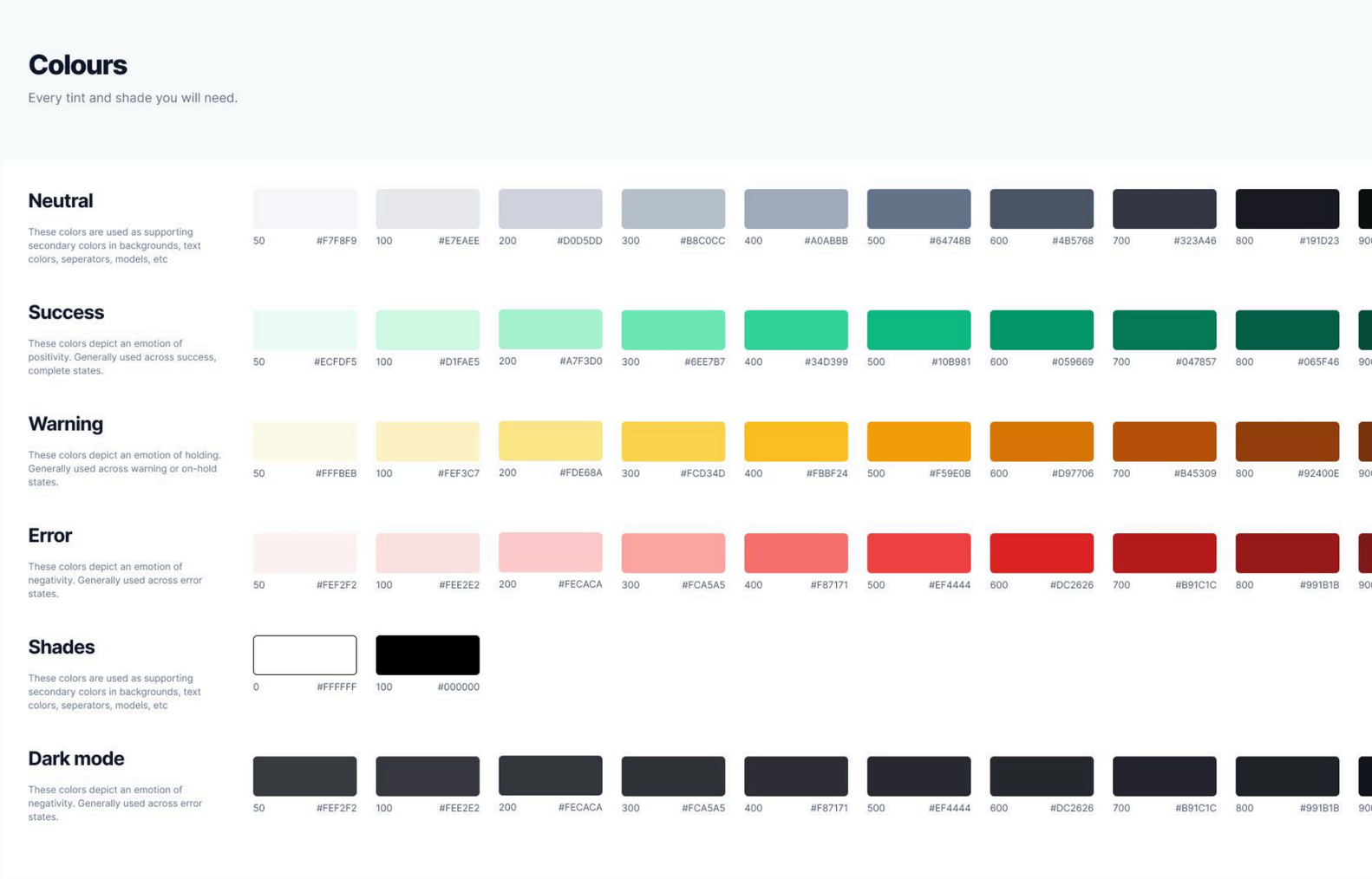
Secondary
#E4FBE8



# Building Figma Library



Choosing Neutral colours and Status colours to use across all products



# Building Figma Library



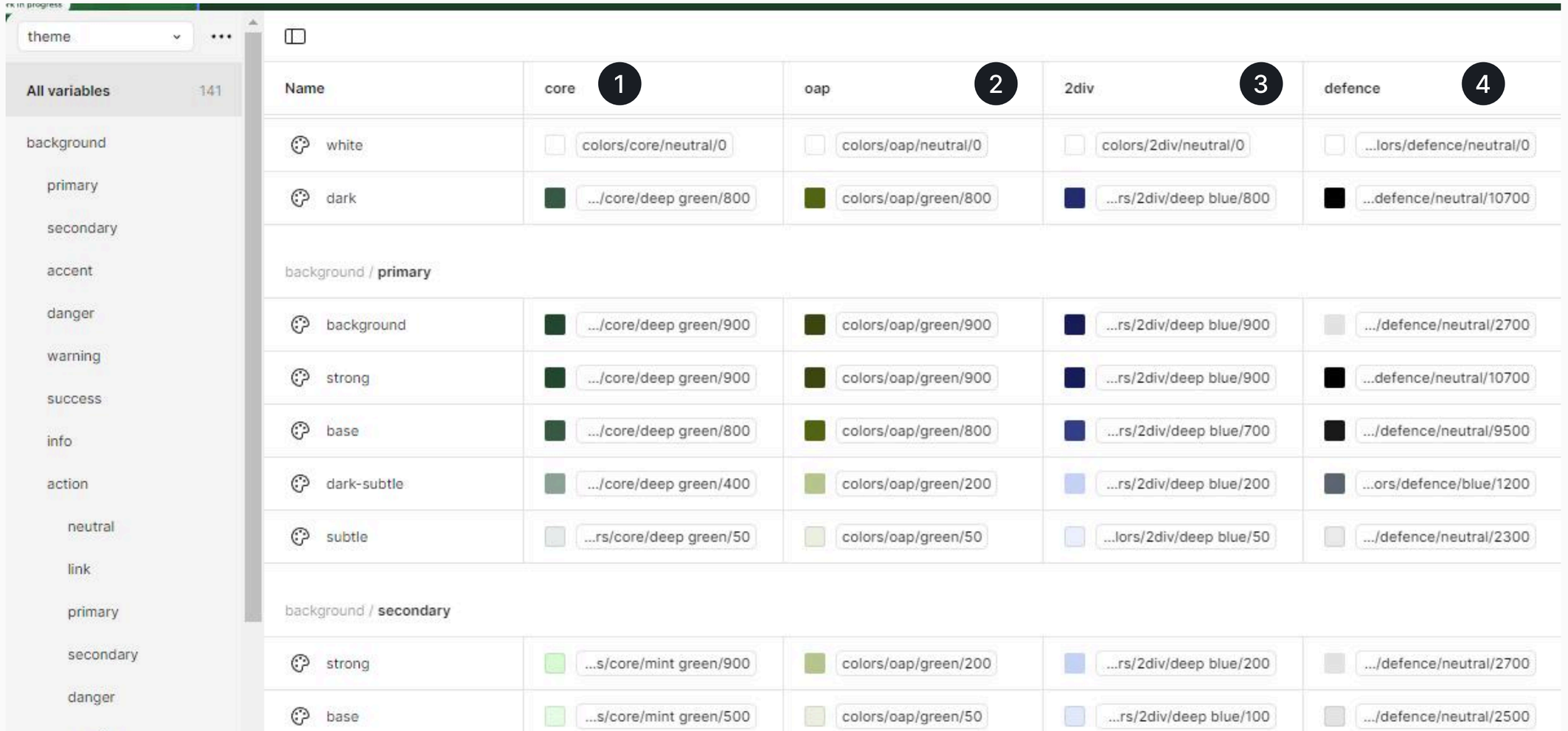
## Inputting all the hex colours into Figma’s variables under a collection called ‘Primitive’

# Building Figma Library



#0047B3 ---- blue/300 ---- background/primary

HEX PRIMITIVE SEMANTIC



# Building Figma Library (Colours)



## 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 | |

## Brand Colours

# Building Figma Library (Typography)



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

WYWM Design System

## 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.

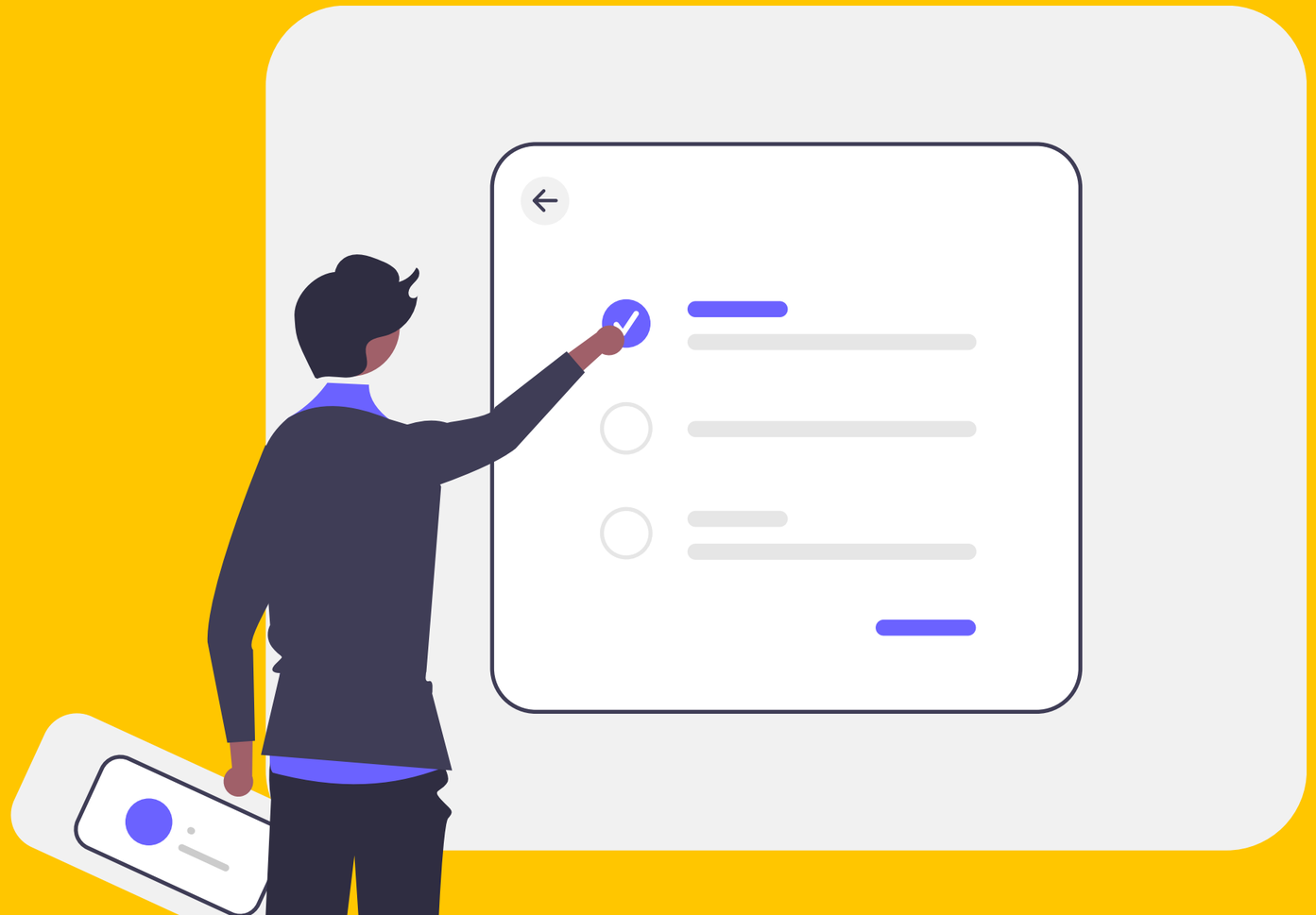
| Type | Variable | Sample |
|---|---|---|
| hero | hero / bold | Sample |
| hero | hero / semibold | Sample |

**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



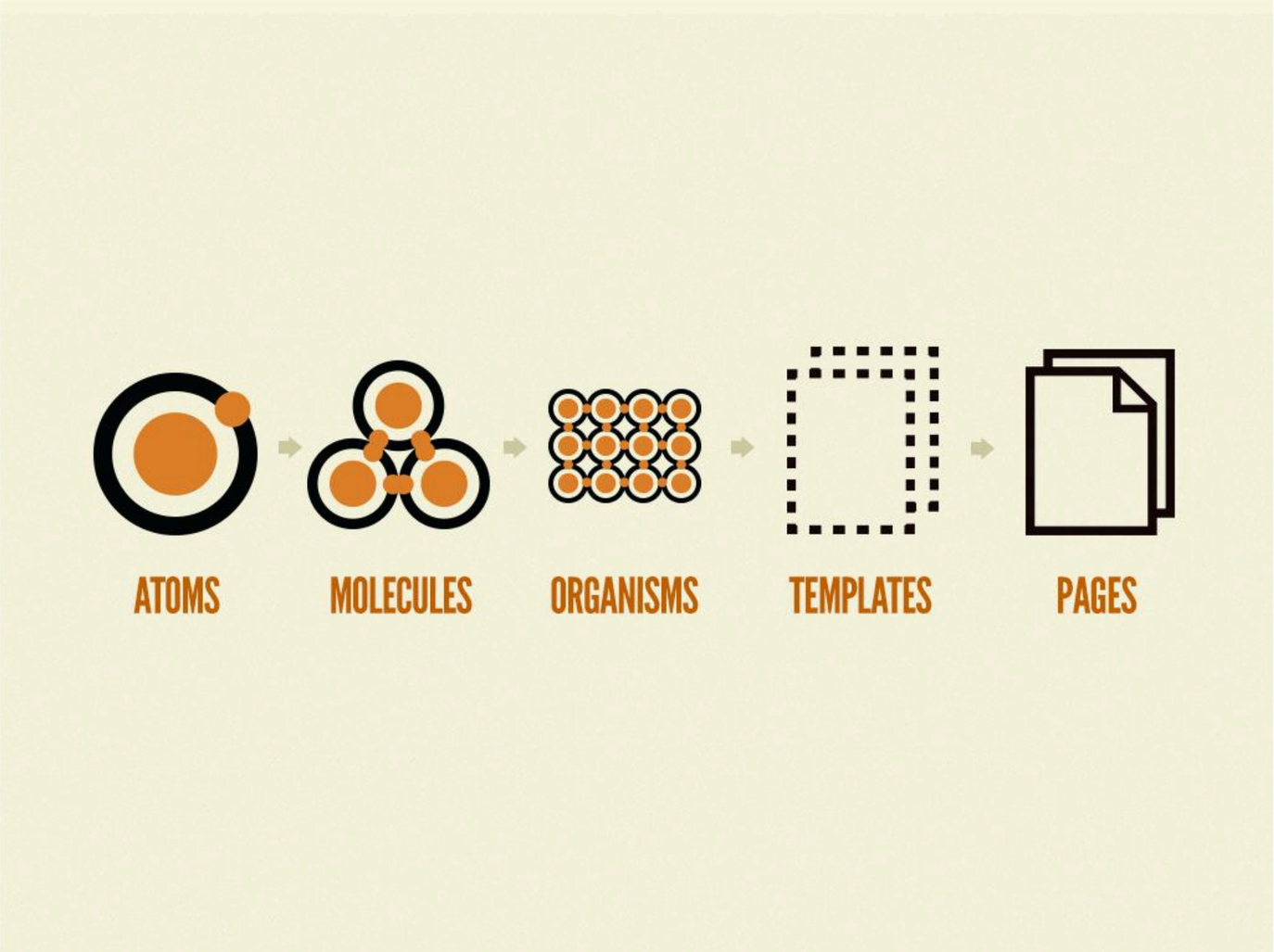
# Building Components



## 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.

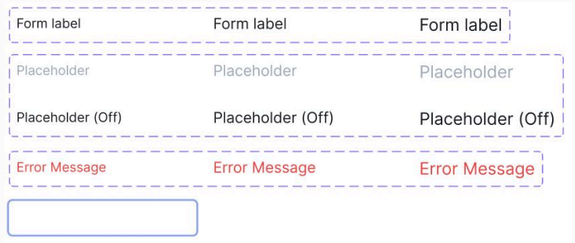
Atomic Design was the perfect methodology to achieve this, as it breaks down complex elements into smaller and reusable parts.

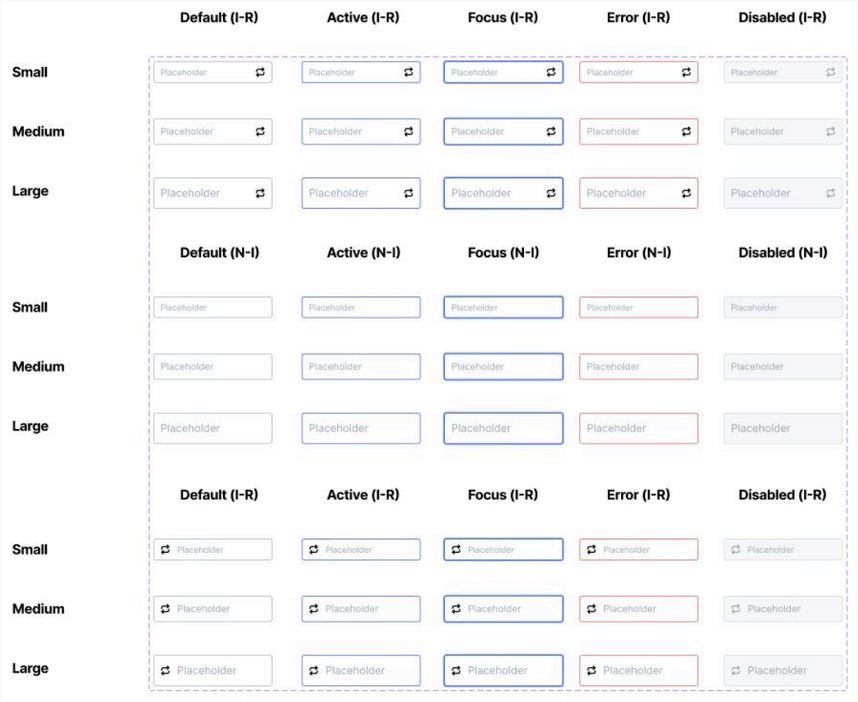


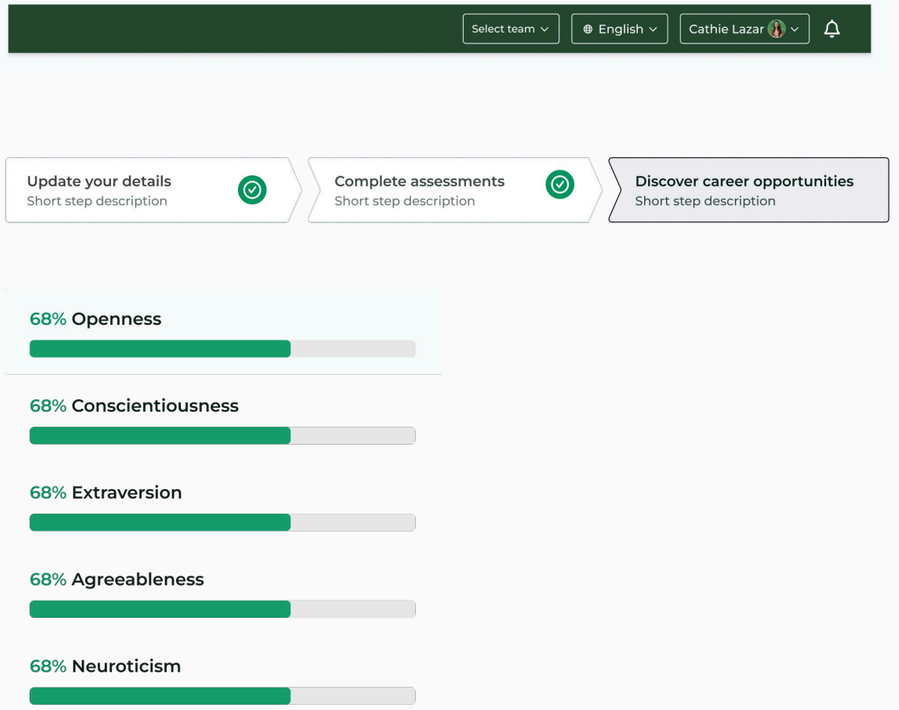
# Building Components



## Atoms → Molecules → Organisms



# Building Components

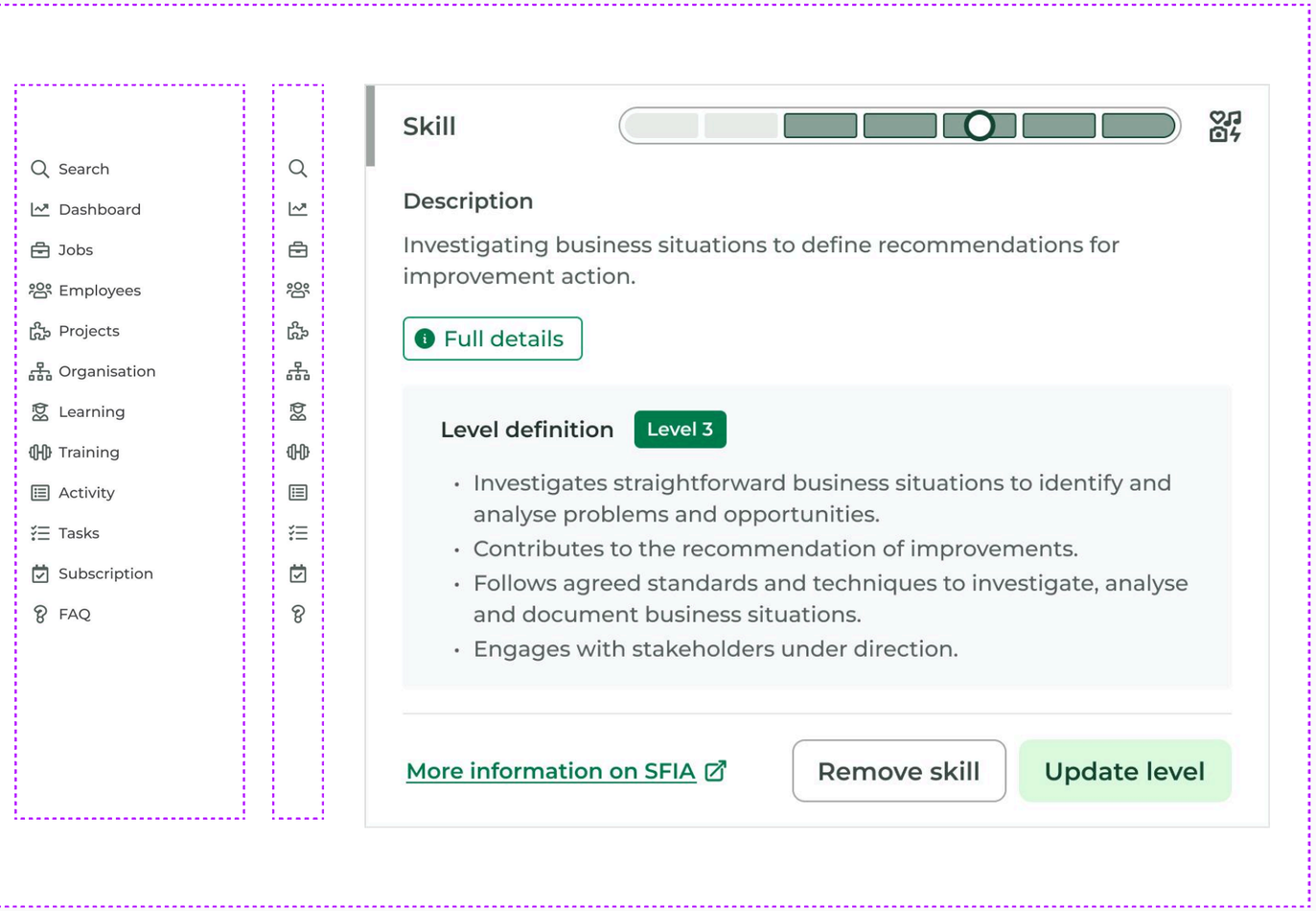


## Components list

COMPONENTS

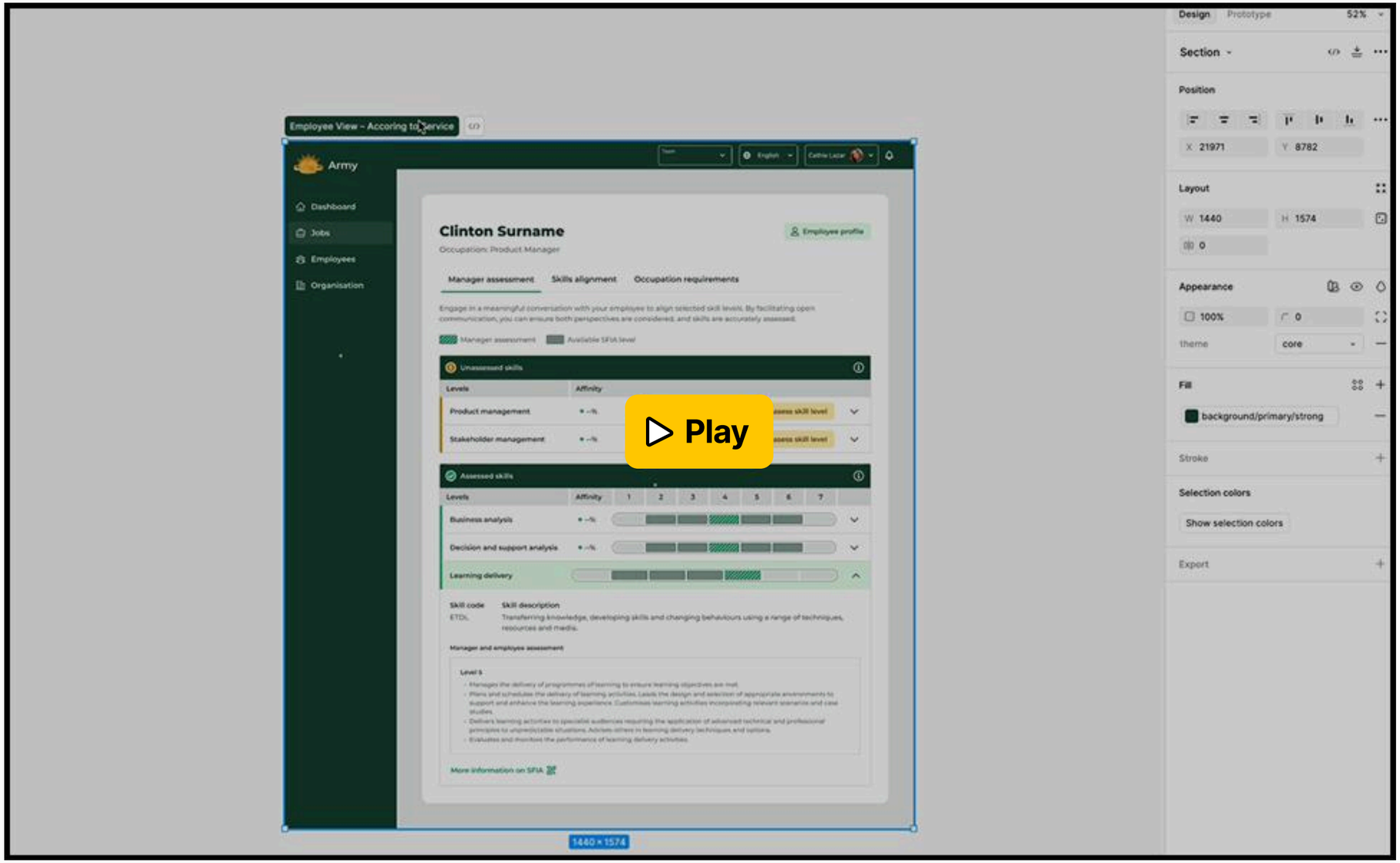
- Action List
- Alerts
- Avatar
- Badge
- Breadcrumbs
- Button
- Cards
- Checkbox
- Choice List
- Description List
- Divider
- Emails
- Empty State
- Icons
- Inline Error
- Link
- Listbox
- Logo
- Modal
- Navigation / Side
- Navigation / Top
- Option List
- Pagination
- Radio Button
- Select
- Skill Table
- Spinner
- Tabs
- Tag
- Text Field
- Tooltips

## Components example

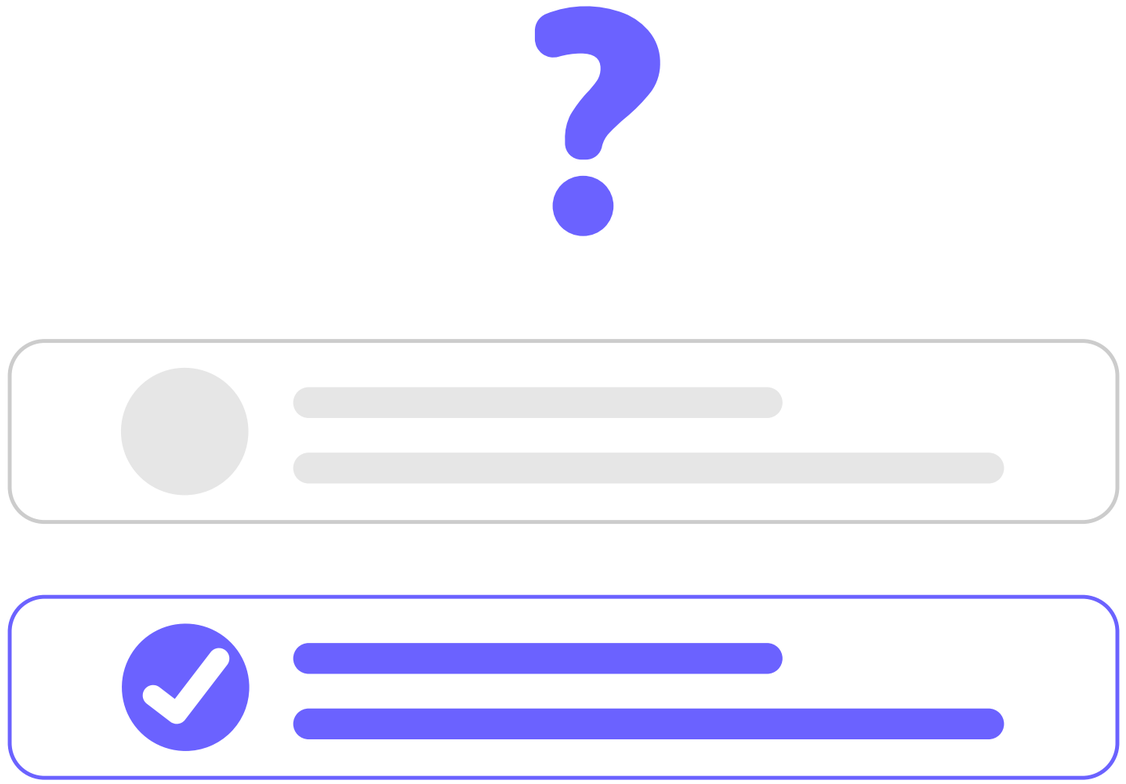


# Building Components





# Outcome



# Goals



**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

# Goals



**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

# Feedback

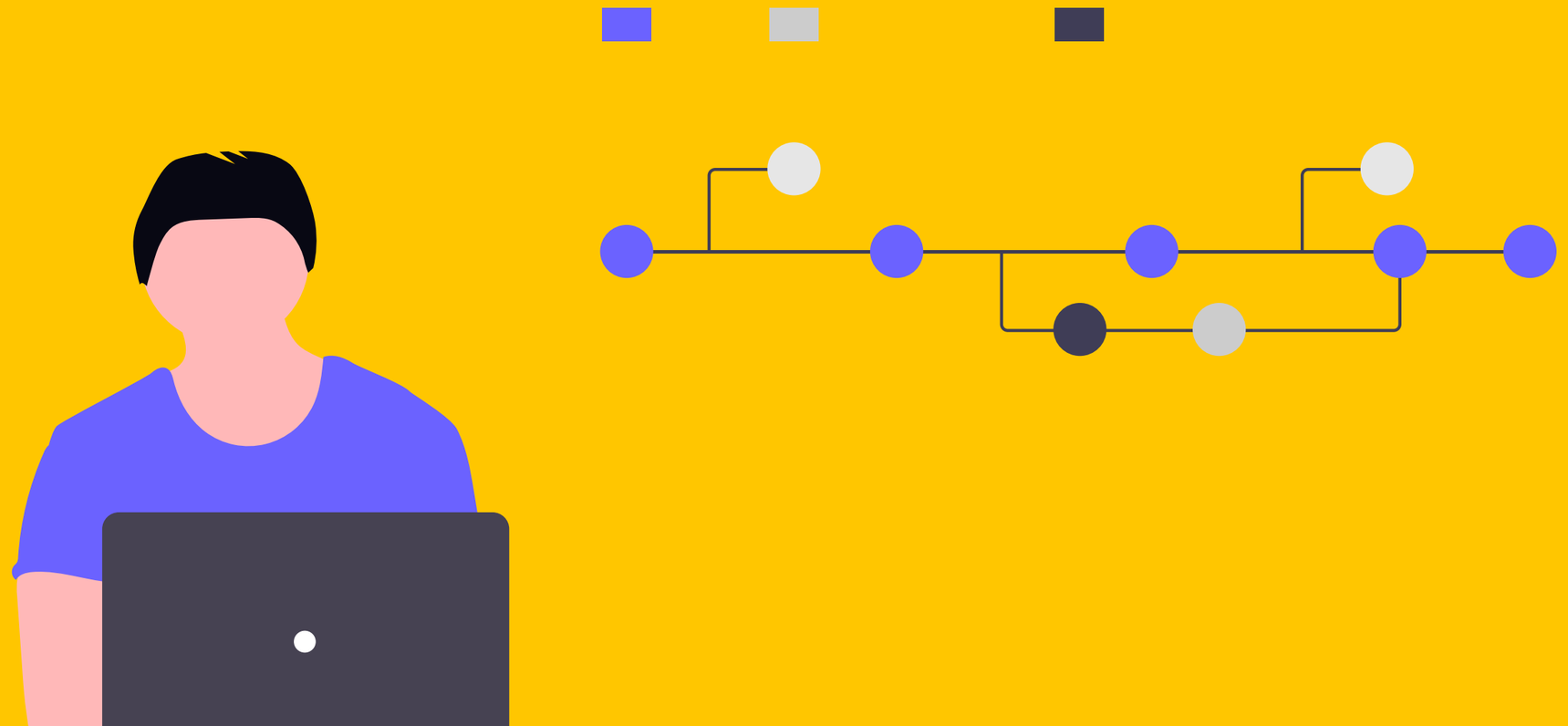


One of Kuong's standout qualities is his openness to feedback. He accepts input from all members of the development team with grace and a genuine desire to improve. He asks insightful questions to ensure he's targeting the best possible outcome for all stakeholders. This level of collaboration has been 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 Next?



# Reflection



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

# What’s Next?



Continue improving accessibility

Improve and continue documentation

Prioritise roadmap

# Thank you

Kuong Iy Seng