Private Cross-Platform Design System

Design architecture for a multi-platform product that improved speed, consistency, and accessibility.

Context

Cross-platform product (mobile + web). Small, async team required faster shipping with consistent UX across devices. The work shown is anonymized to protect product IP.

Goals

• Unify UI components and interaction patterns across devices.

• Reduce design-to-dev ambiguity with clear tokens and specs.

• Improve accessibility (contrast, focus management, states).

• Enable faster iteration without constant designer support.

System Overview

Tokens (type, color, spacing), core components (buttons, inputs, cards, modals), responsive templates, and clear usage documentation for development handoff.

Tokens

Neutral palette and type scale defined as tokens to ensure consistency and accessible contrast ratios.

Neutral Palette (Tokens)

Gray 900 | Gray 700 | Gray 500 | Gray 300 | Gray 100

Type Scale (Tokens)

Heading / 24px / 32px

Subheading / 16px / 24px

Body / 14px / 20px

Caption / 12px / 16px

Components

Core components with clear states (default, hover, disabled, error) and responsive variants.

Buttons (States & Variants)

Primary / Default

Primary / Hover

Primary / Disabled

Secondary / Default

Inputs (States)

Label Text

Label (focus) Typing…

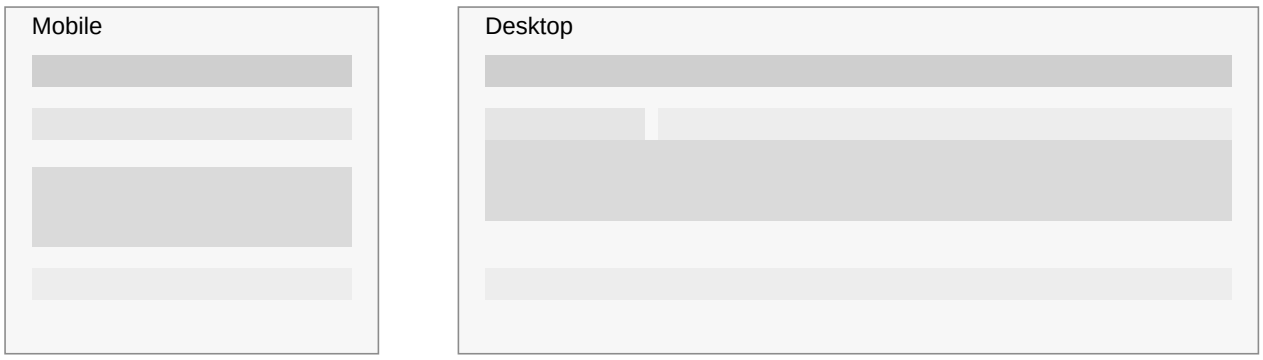
Label (error) Invalid value

Helper text explains expected input.

Templates & Responsiveness

Baseline templates demonstrate content structure and behavior at mobile and desktop breakpoints.

Responsive Layout Templates



Documentation & Handoff

Usage guidelines and specs were documented in Figma: naming conventions, properties, and example implementations. Short walkthroughs and comments supported async collaboration.

Impact

• Faster handoff and more predictable builds (fewer clarification cycles).

• Consistent patterns and behaviors across devices.

• Foundation ready for future features with minimal rework.

Role & Collaboration

Lead designer for the design system. Worked asynchronously with PM and engineering. Delivered tokens, components, templates, and documentation; facilitated adoption with concise reviews.