

UI/UX Case Study

Building a Unified Design System for Enterprise Internal Platforms

Role: Senior UI/UX Designer

Timeline: 4 Months

Team: Product Managers, Engineers, Data Teams, Business Stakeholders

Tools: Figma, FigJam, Maze, Jira, Power BI, Miro

Platforms: Web Dashboards, Internal Tools, Reporting Systems



Note: Due to a non-disclosure agreement (NDA) with TD Bank, UI Screens visuals for this project cannot be displayed in my portfolio.

Problem Statement

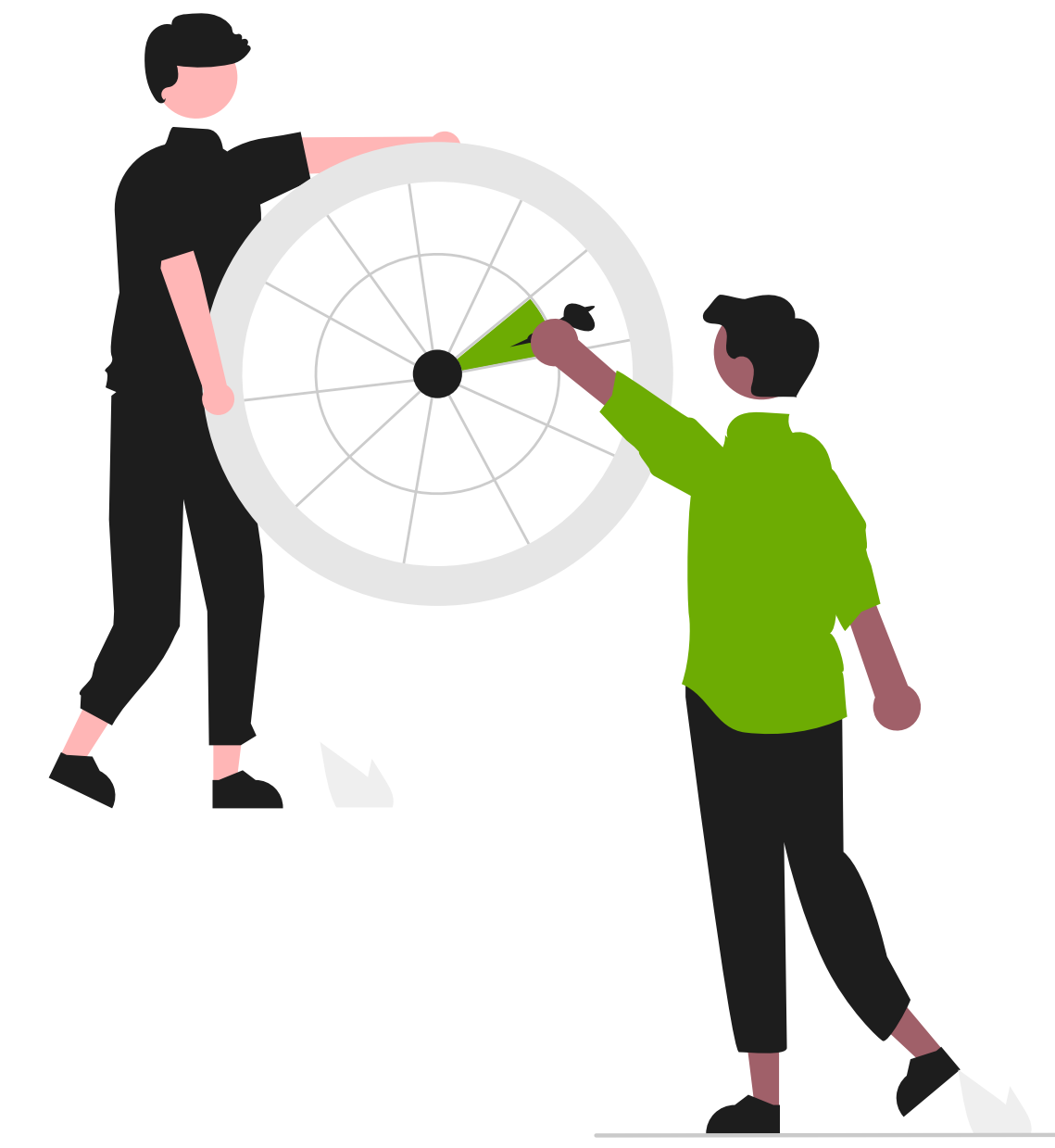
Multiple enterprise applications had evolved independently over time, resulting in inconsistent user experiences, duplicated UI patterns, fragmented branding, and inefficient development cycles.

Teams managing analytics dashboards, operational tools, and internal workflows lacked a shared visual language, causing usability issues and slowing product delivery.

The challenge was to create a unified experience across multiple internal products while supporting scalability, accessibility, and stakeholder alignment.

Goal

- Establish a scalable design system
- Standardize UI patterns across products
- Create stronger visual consistency
- Improve usability for data-heavy workflows
- Reduce design and development duplication
- Support accessibility standards and responsive design



Research & Discovery

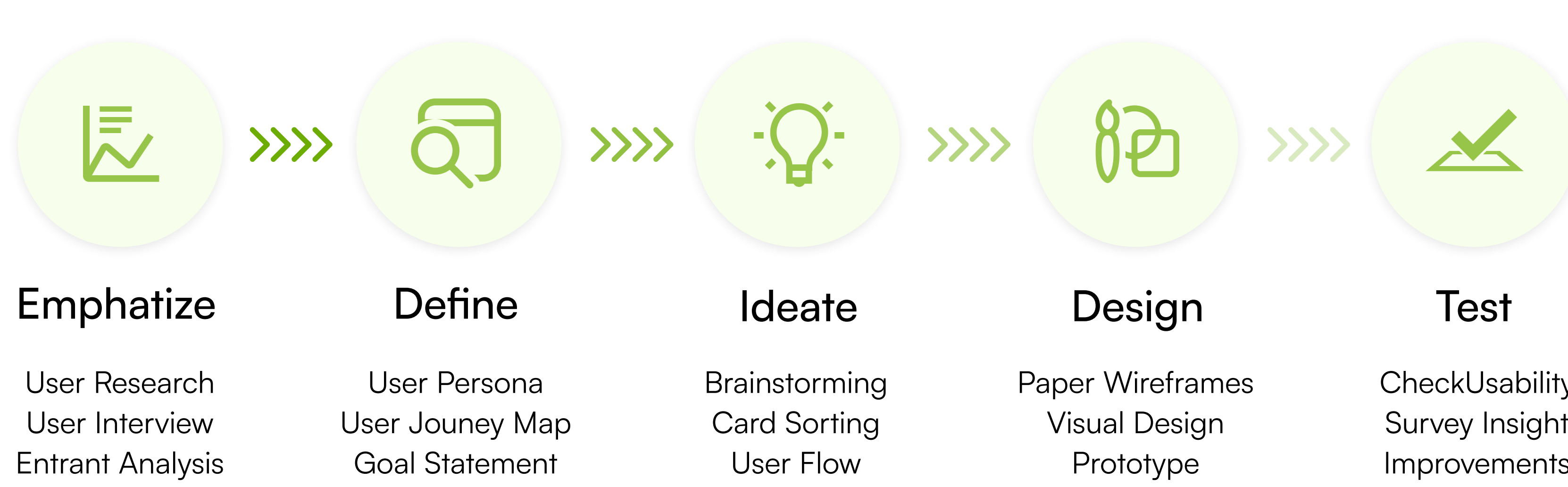
To understand the ecosystem, I conducted:

- Stakeholder interviews with product owners and engineering teams
- Interface audits across existing products
- Competitive benchmarking of enterprise dashboard systems
- Heuristic evaluations
- User workflow mapping sessions
- Analysis of support tickets and user feedback trends

Key Findings

- Multiple products used inconsistent navigation patterns
- Dashboard layouts varied significantly
- Similar components were rebuilt repeatedly
- Accessibility standards were inconsistently applied
- Reporting interfaces created cognitive overload

Design Thinking Process



Design Process

1. Experience Audit

I performed a component inventory across products to identify repeated patterns, inconsistencies, and opportunities for standardization.

Artifacts created:

- UI inventory
- Journey maps
- Task flows
- Component mapping documentation

2. Design System Development

I built a centralized design system within Figma that included:

- Typography hierarchy
- Color tokens
- Grid systems
- Reusable components
- Form patterns
- Icon libraries
- Accessibility guidelines
- Responsive behaviors

The design system leveraged Auto Layout, Variables, and reusable component libraries for scalability.

3. Information Architecture

To simplify workflows:

- Consolidated navigation structures
- Reduced unnecessary interactions
- Improved hierarchy within reporting screens
- Created consistent dashboard layouts

4. Prototyping & Validation

Created interactive prototypes and conducted usability testing sessions to validate:

- Navigation efficiency
- Component usability
- Dashboard readability
- Mobile responsiveness

Feedback loops enabled rapid iteration.



Challenges

Different teams had established workflows and competing preferences.

Solution:

Facilitated alignment workshops focused on:

- Shared standards
- User needs
- Accessibility requirements
- Reusable patterns

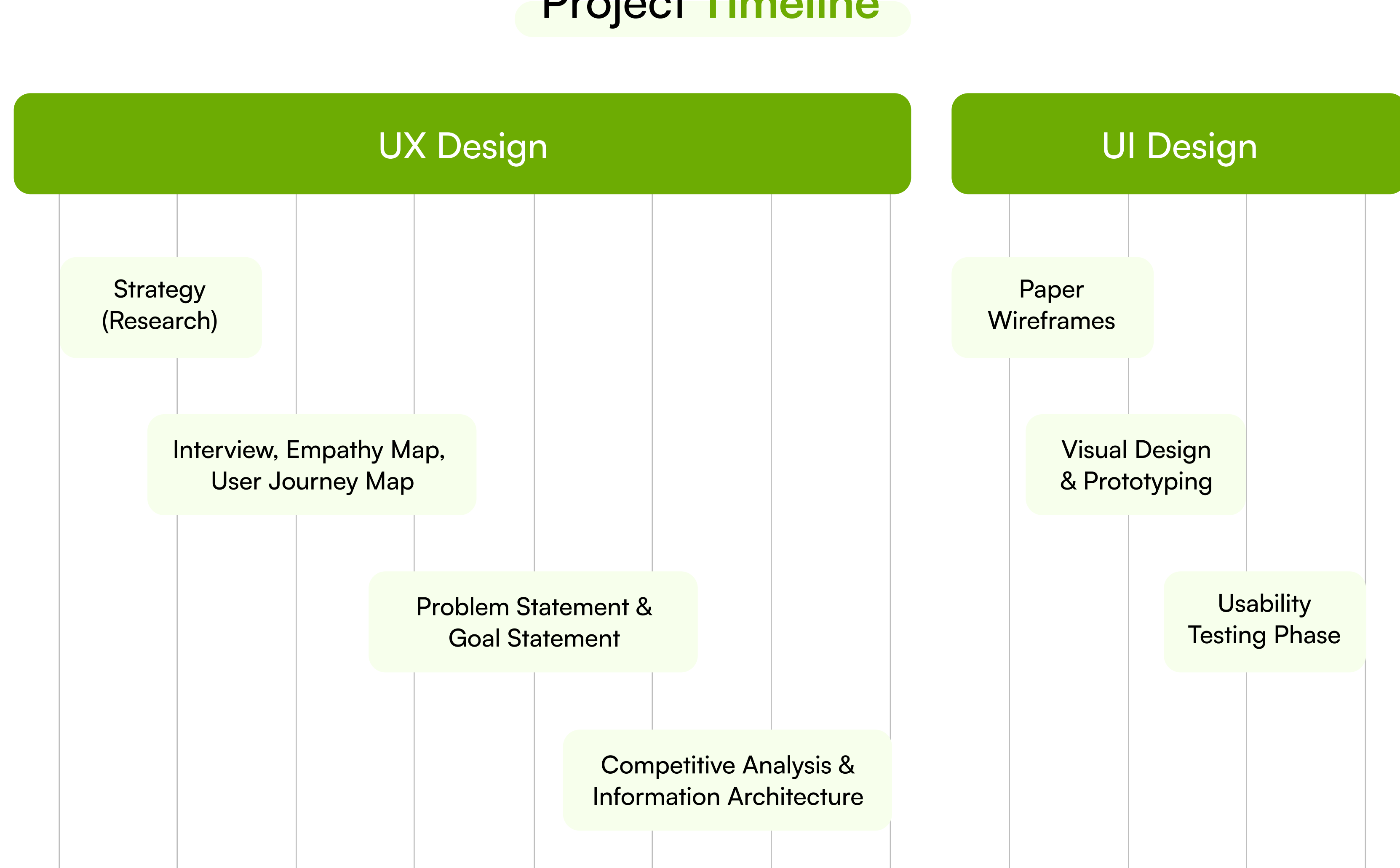
This shifted conversations from preference-driven decisions to evidence-driven decisions.

Outcomes

Results achieved:

- Reduced duplicated component creation across teams
- Improved consistency across internal applications
- Faster design-to-development handoff
- Increased stakeholder alignment
- Improved usability for data-heavy workflows
- Strengthened accessibility compliance

Project Timeline



What I Learned

This project reinforced that design systems are not simply UI libraries—they are operational frameworks that improve scalability, collaboration, and product consistency.

Balancing stakeholder expectations while maintaining usability and accessibility was critical to successful adoption.

Skills Demonstrated

Design Systems • Enterprise UX • Dashboard Design • Accessibility • Responsive Design • Information Architecture

Stakeholder Management • Usability Testing • Figma Component Libraries • Cross-Functional Collaboration

Typography & Colors

Font Used

Satoshi

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

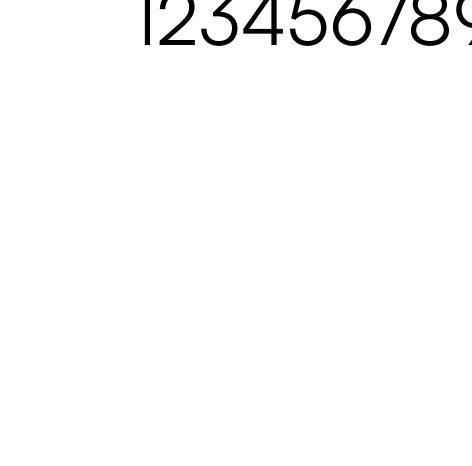
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Satoshi font is an elegant and modern sans serif font. It is very neat and clean. It has more readability and variety of options. That's why I used this font.

Satoshi Bold Satoshi Medium

Satoshi Regular Satoshi Light

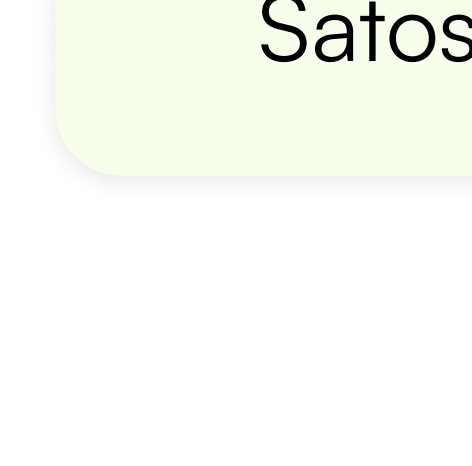
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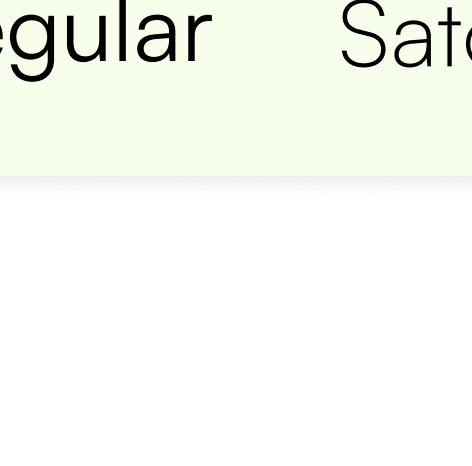
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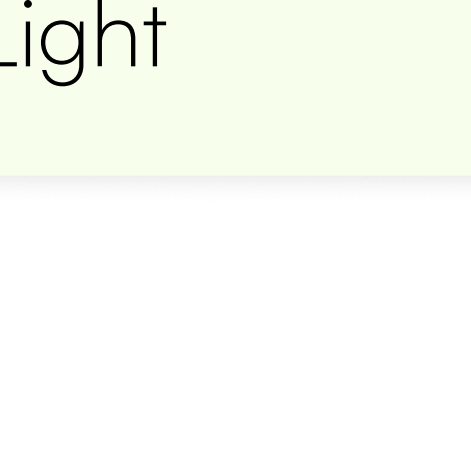
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Text Color #1E1E1E



Text Color #595959



BG Color #F3F3F3



Thank you for your time :)

Feel free to provide your valuable suggestion and comments 🗨️