



Building a Design System in Limited Timeframes



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About me

- designing better user experience in building outstanding conversational AI-assistants at PolyAI;
- 9+ years of experience in Product/UI/UX design;
- worked on Design Systems at SberTech, Gett, and SpatialChat;
- degrees in Accounting and Digital Design; 
- mentoring and supporting product designers in the early stages of their careers.

Why Design Systems

- consistent design can increase revenue by 10-20%;¹
- design systems reduce time spent on design tasks by 30-50%;²
- easier integration of new features and reduce development time by up to 50%;²
- improves workflow and reduces misunderstandings across departments;³
- reduce the likelihood of design errors and improve UX and reduces the frequency and severity of bugs related to UI;⁴
- reuse up to 70% of code.²

Challenges

Consistency

Resource Limitations

Stakeholder Alignment

Technical Constraints

Adoption

Communication Gaps

+ for startups

Dense roadmap

No assigned team

Scalability Issues

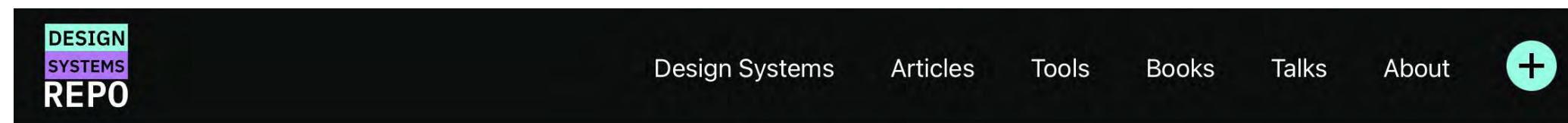
Prioritization Conflicts

Budget Constraints

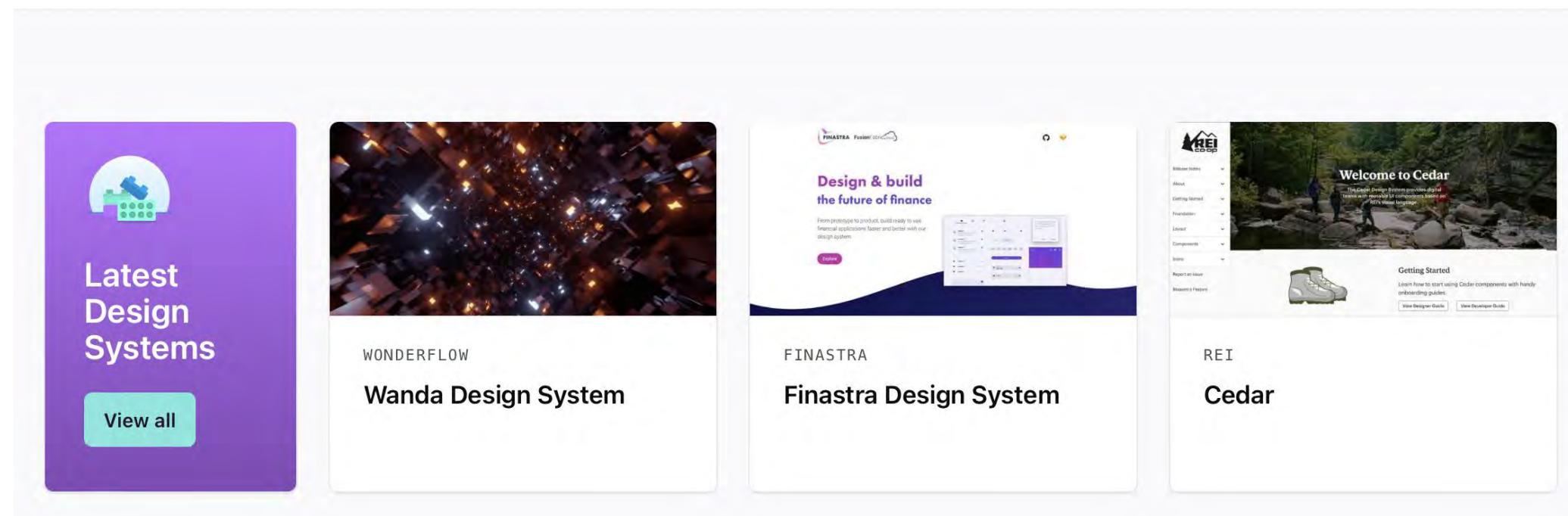
Speed

Happy path

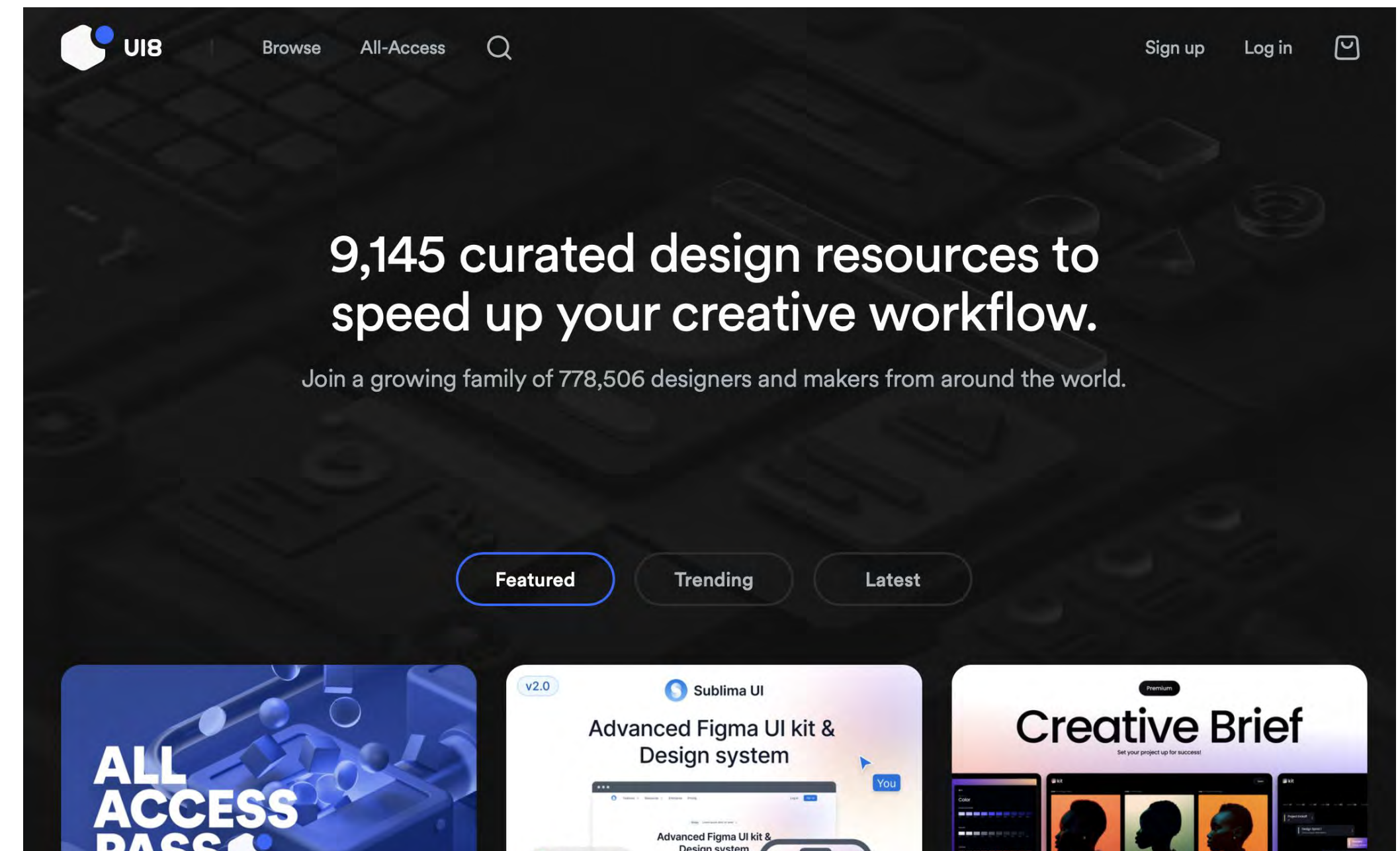
⚡ Ready-to-Use Design systems



A frequently updated collection of Design System **examples**, **articles**, **tools** and **talks**.

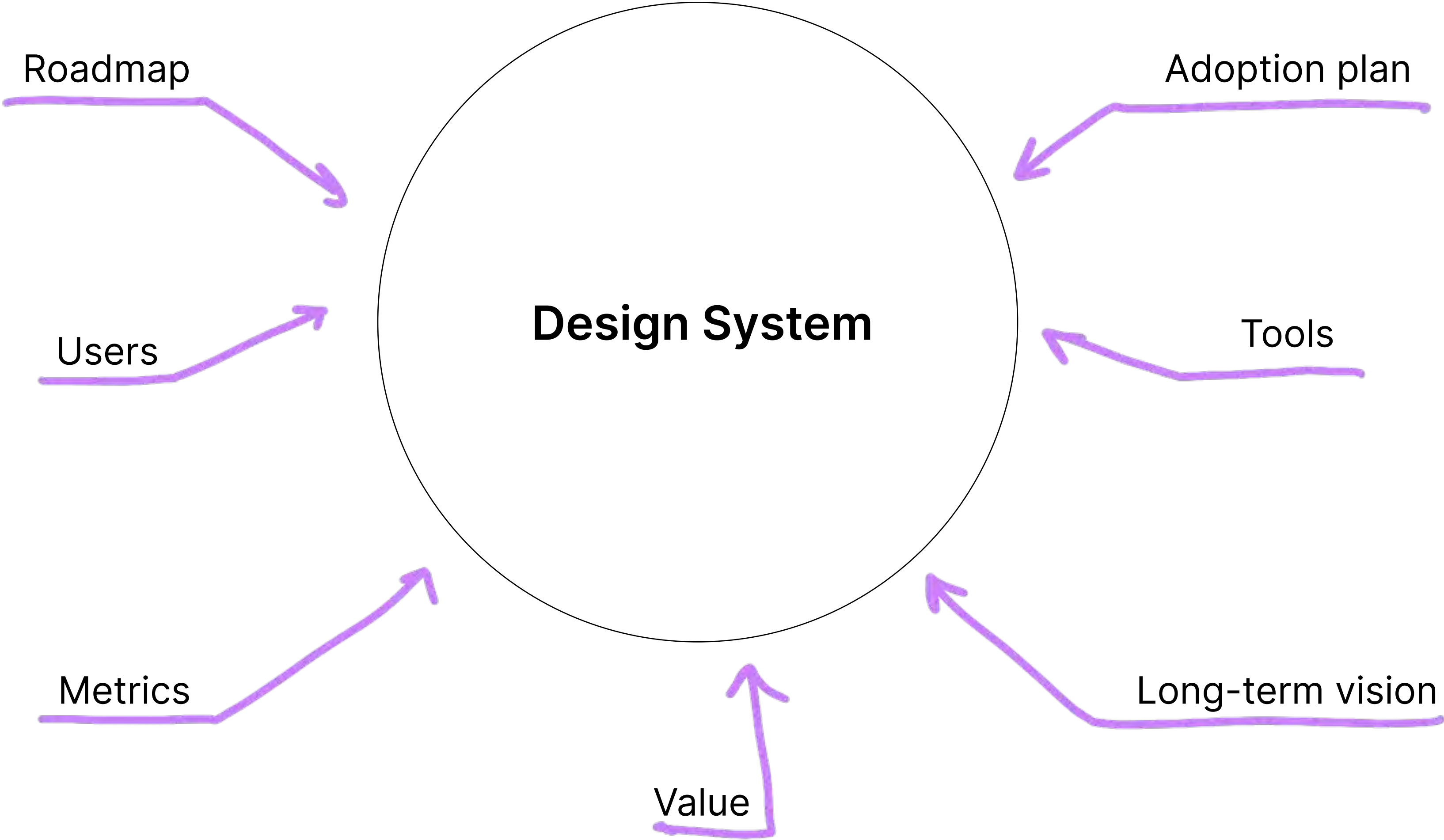


<https://designsystemsrepo.com>



<https://ui8.net>

Strategy




- MoSCoW prioritisation — a technique for managing requirements that represents four categories of initiatives: must-have, should-have, could-have, and won't-have, or will not have right now.

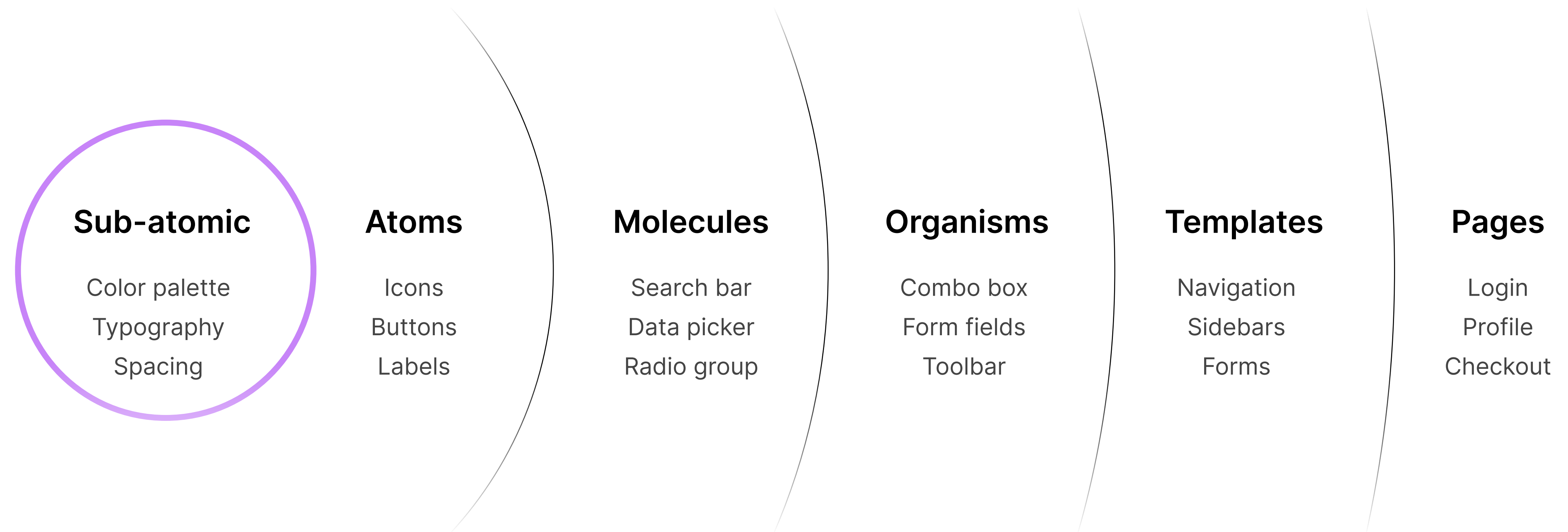
Must have

Should have

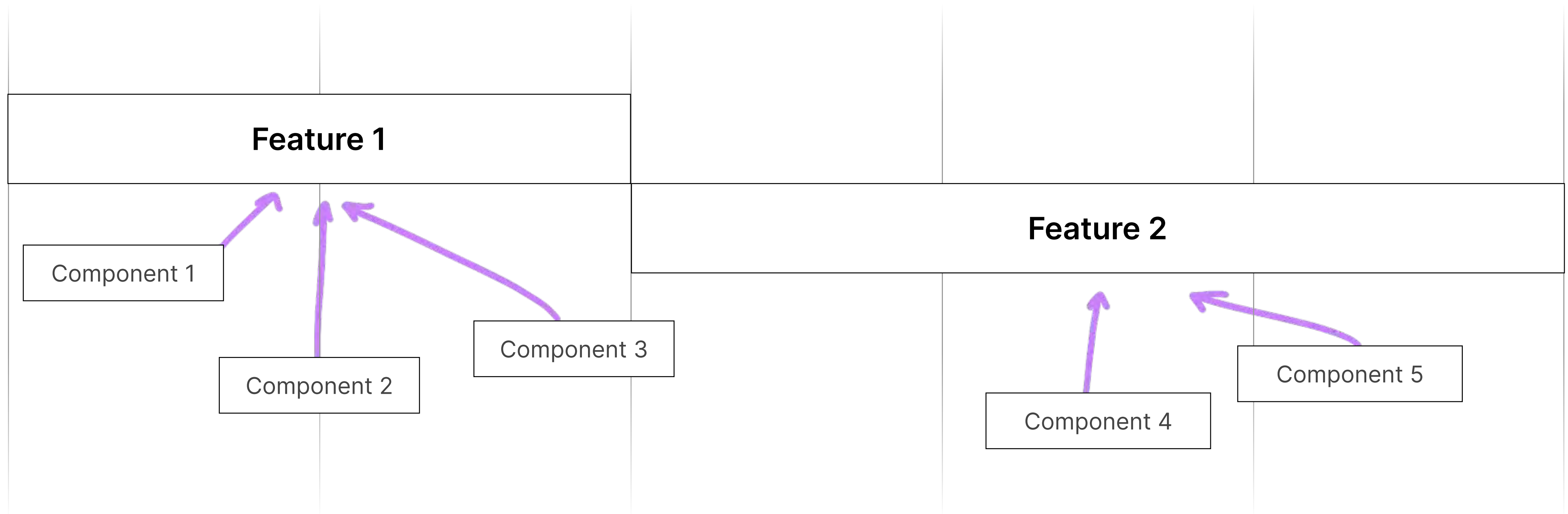
Could have

Won't have

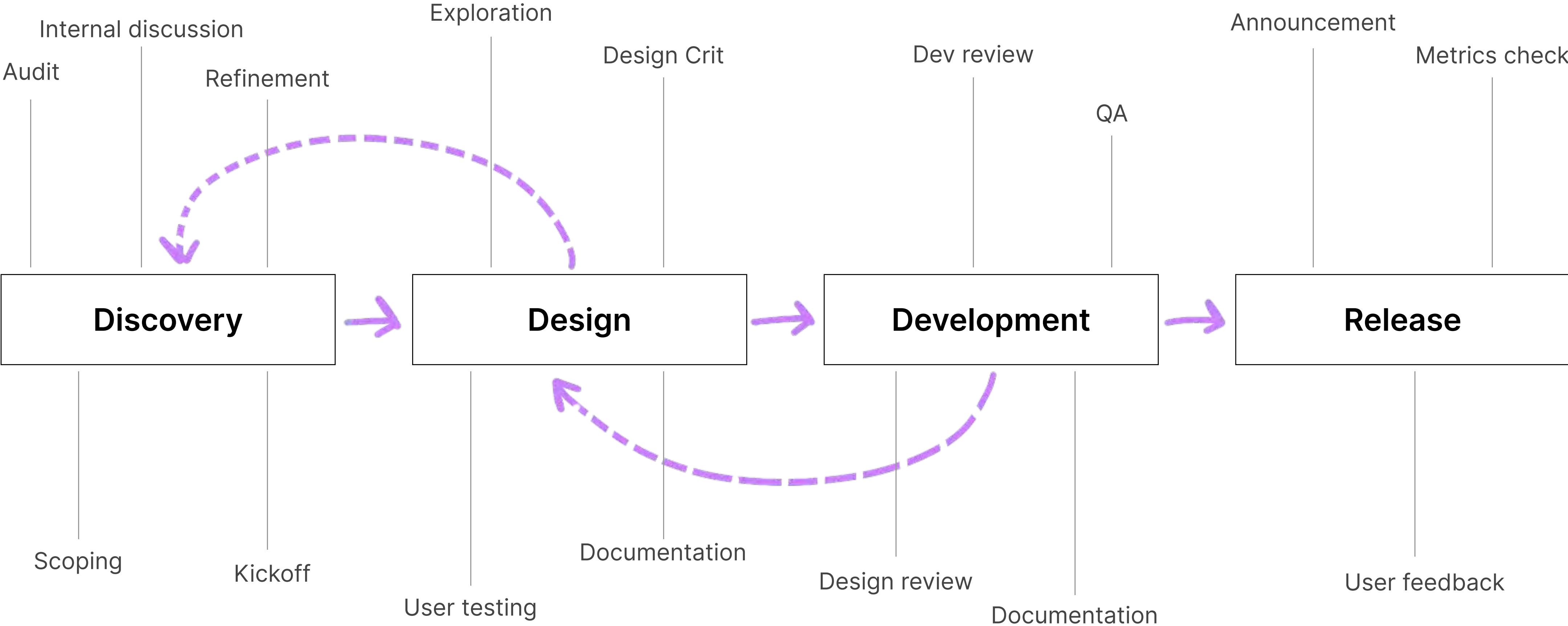
 Atomic Design — a visual identity system methodology that separates elements in a more organised way using atoms, molecules, organisms, templates, and pages.



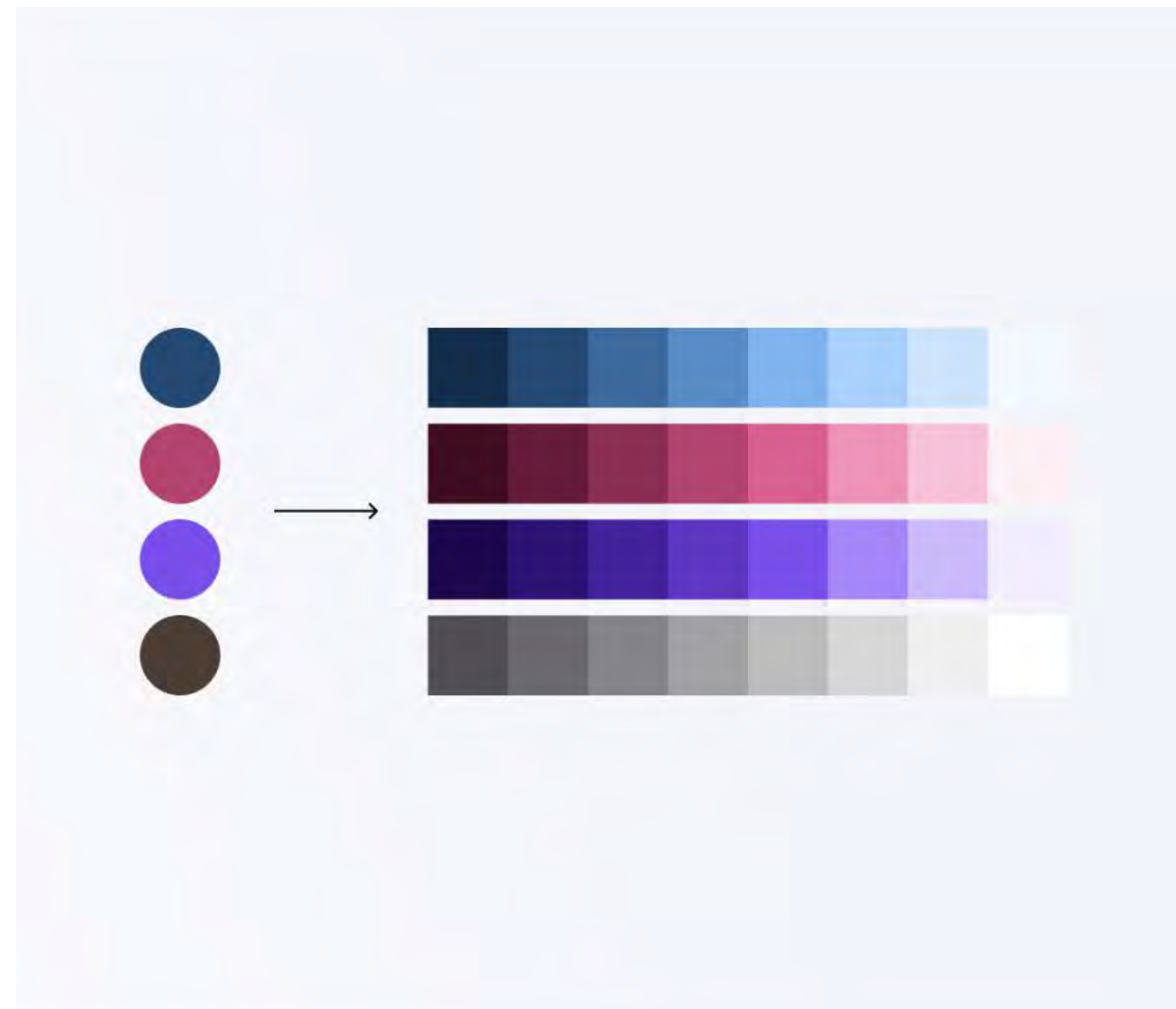
- 🌀 Roadmap-based — a way where work on a component can be done only if this component is a part of a planned feature.



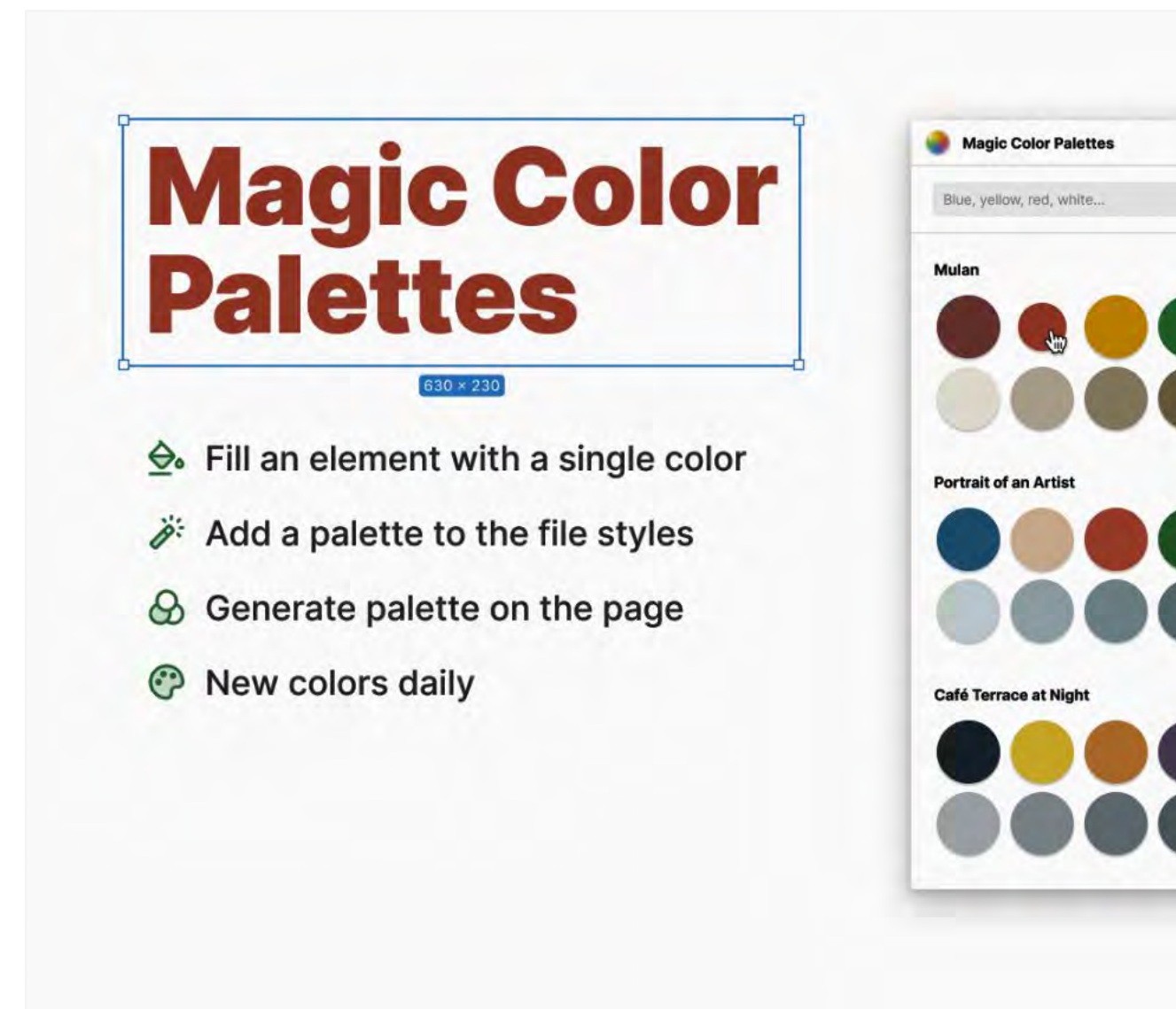
Process



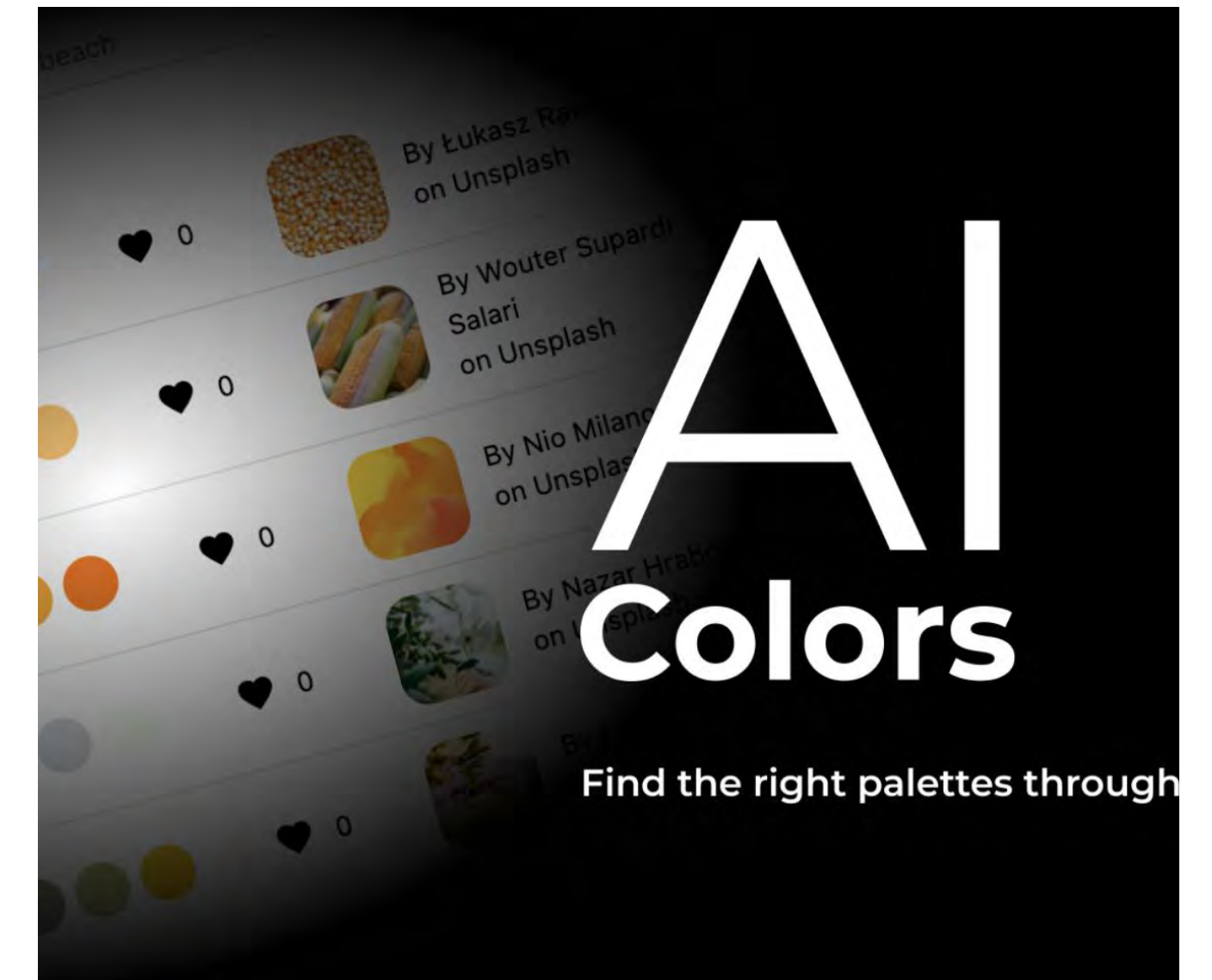
Color palette generation



Color scale generator⁵

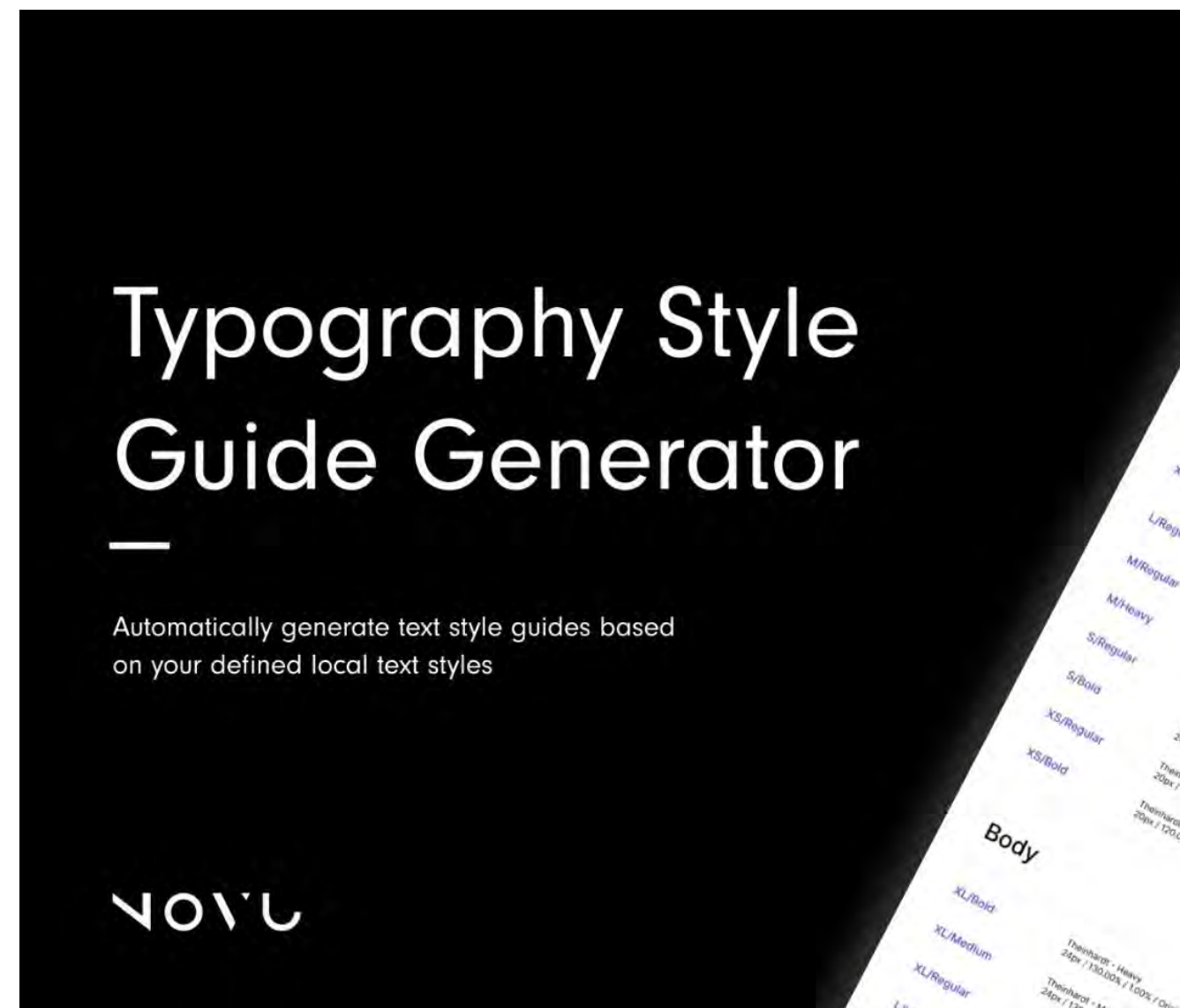


Magic Color Palettes⁶

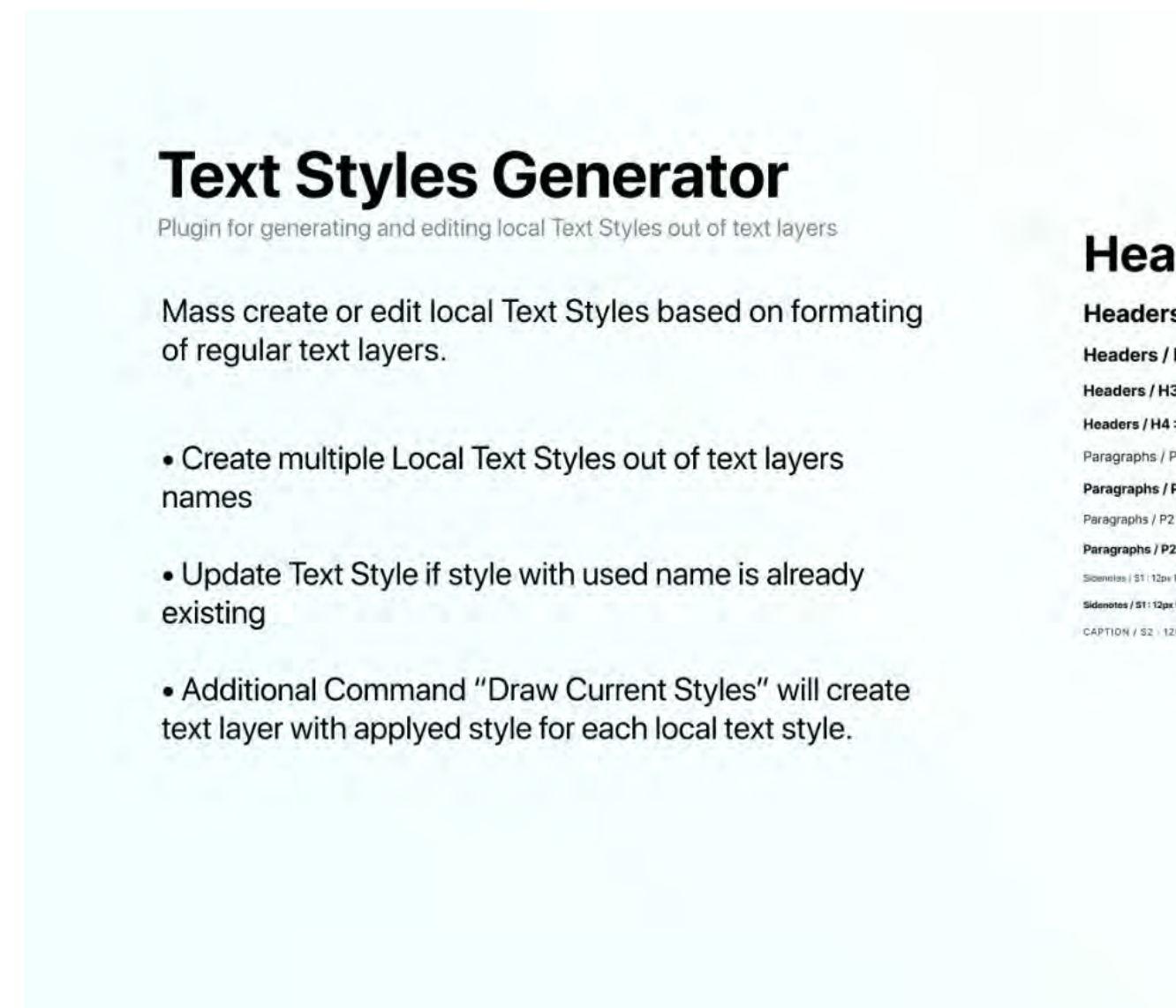


AI Color Palette Generator⁷

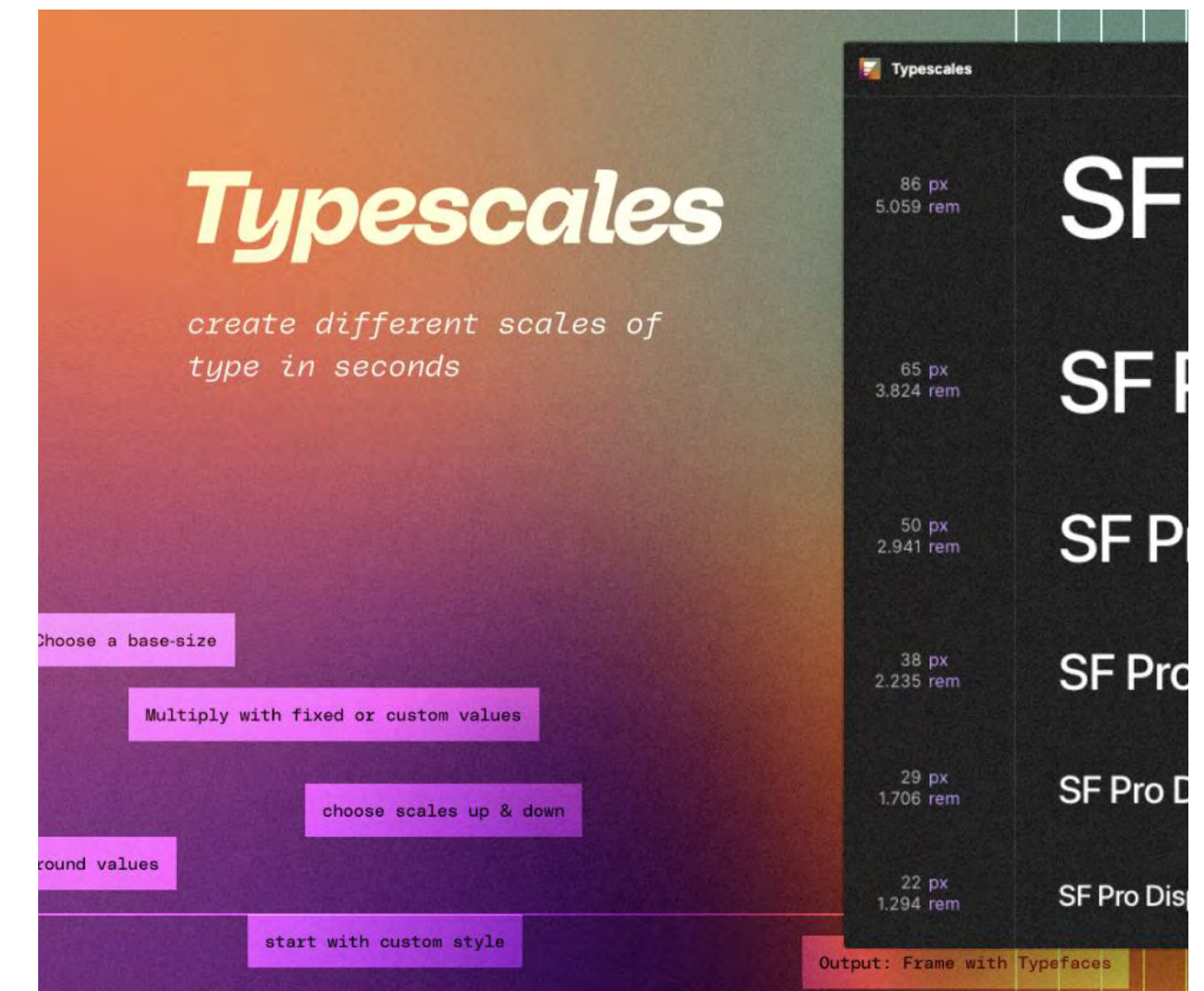
T Typography generation



Typography Style Guide Generator⁸

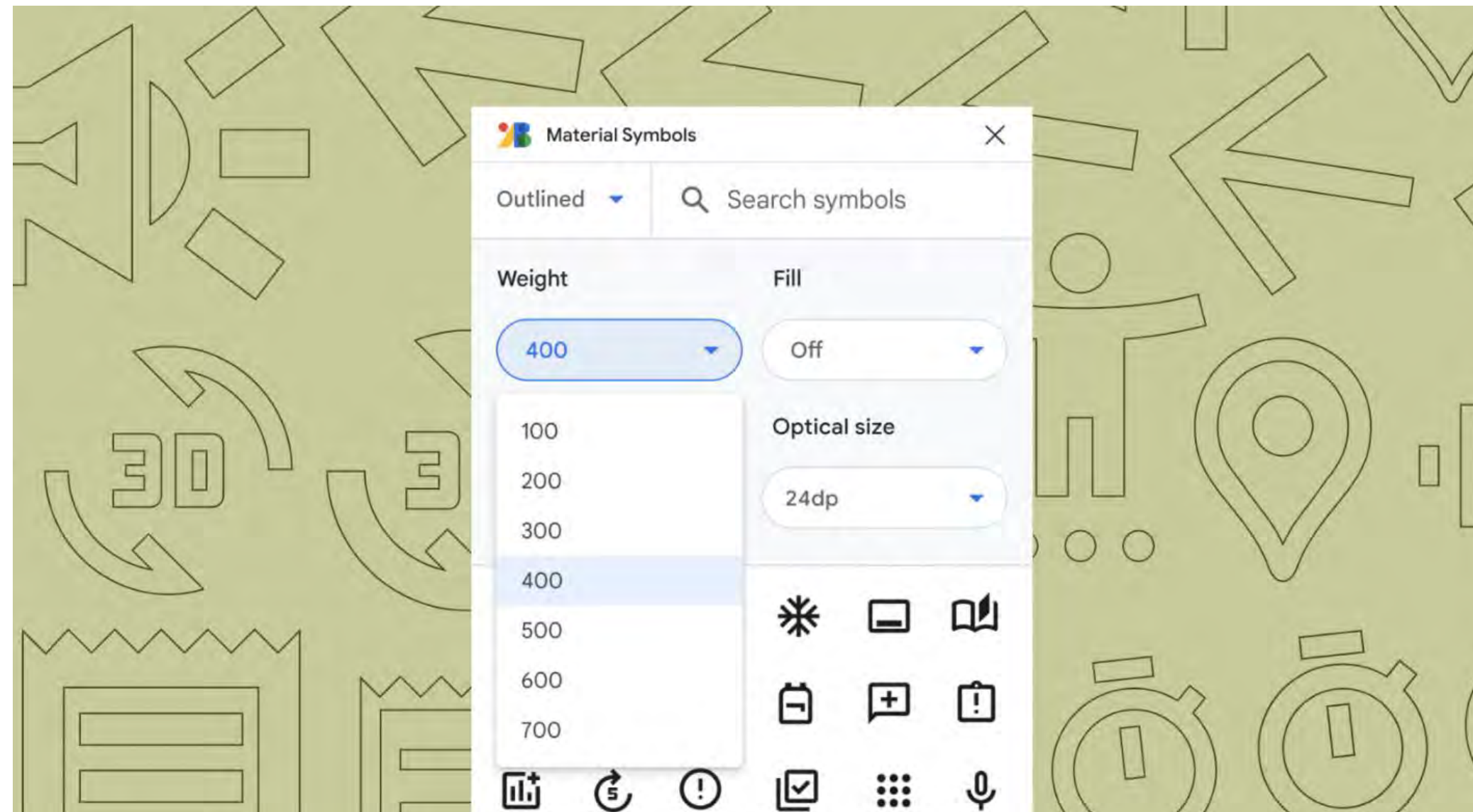


Text Styles Generator⁹

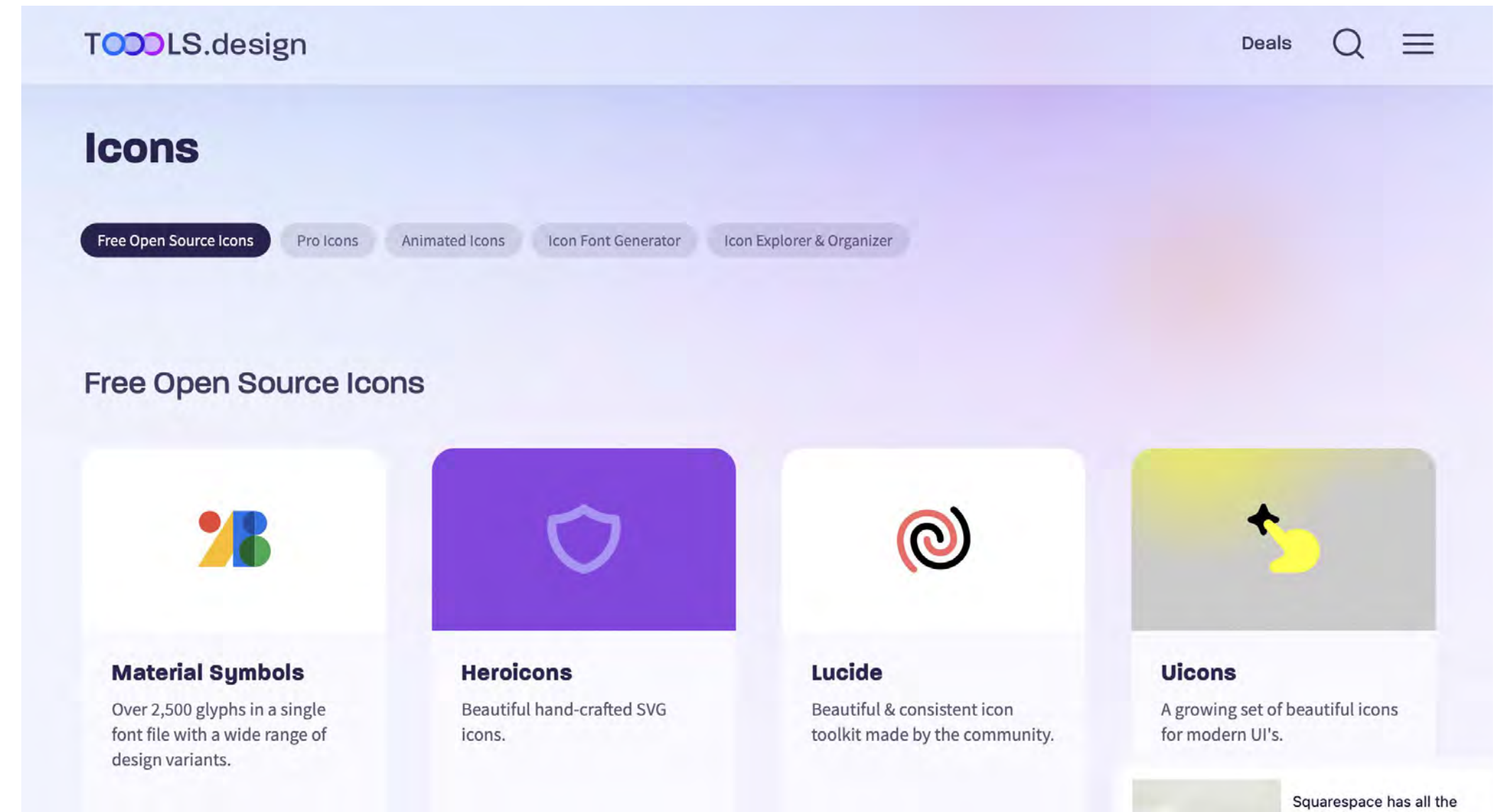


Typescales¹⁰

Icons



Material Symbols¹¹

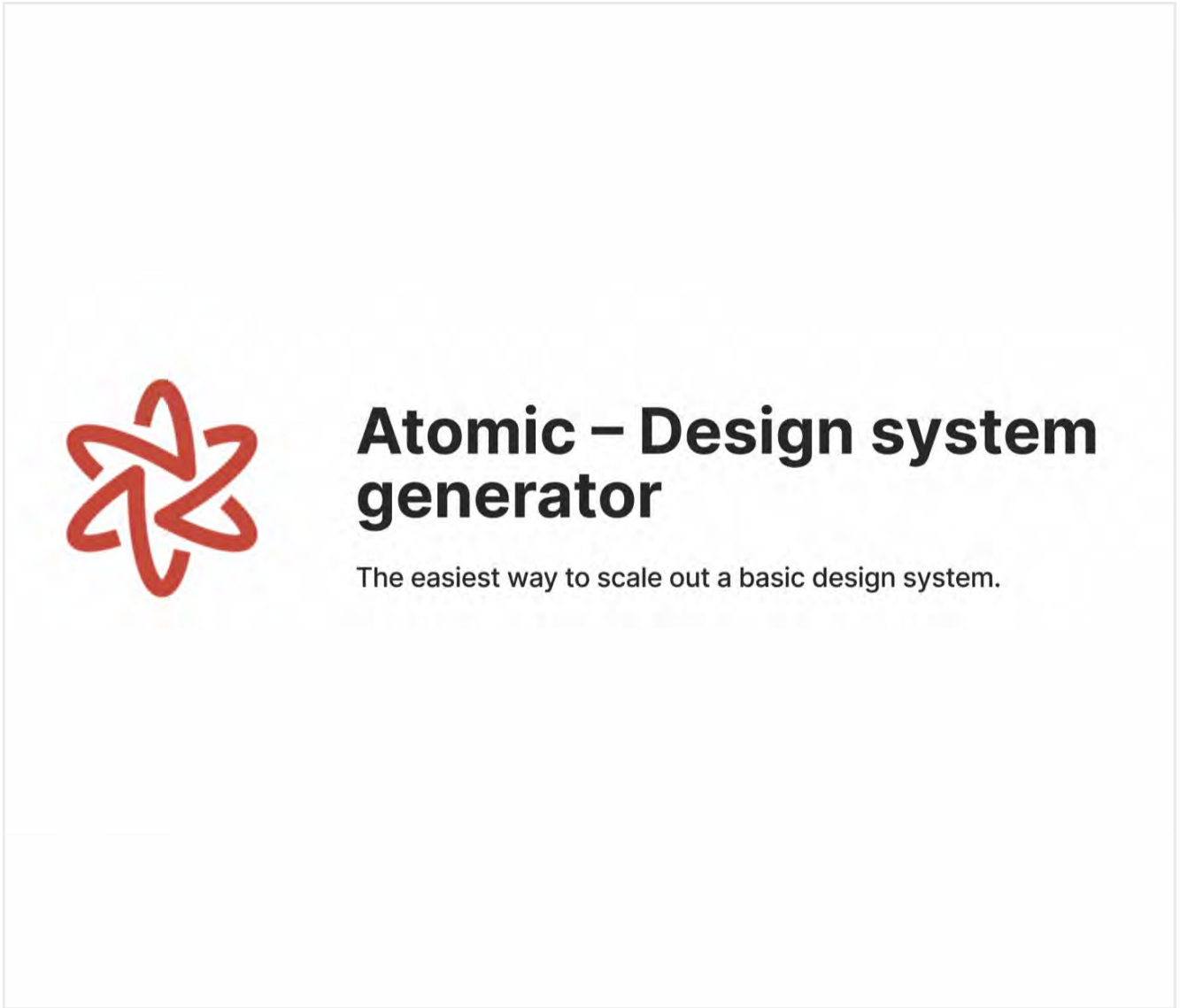


Tools.design¹²

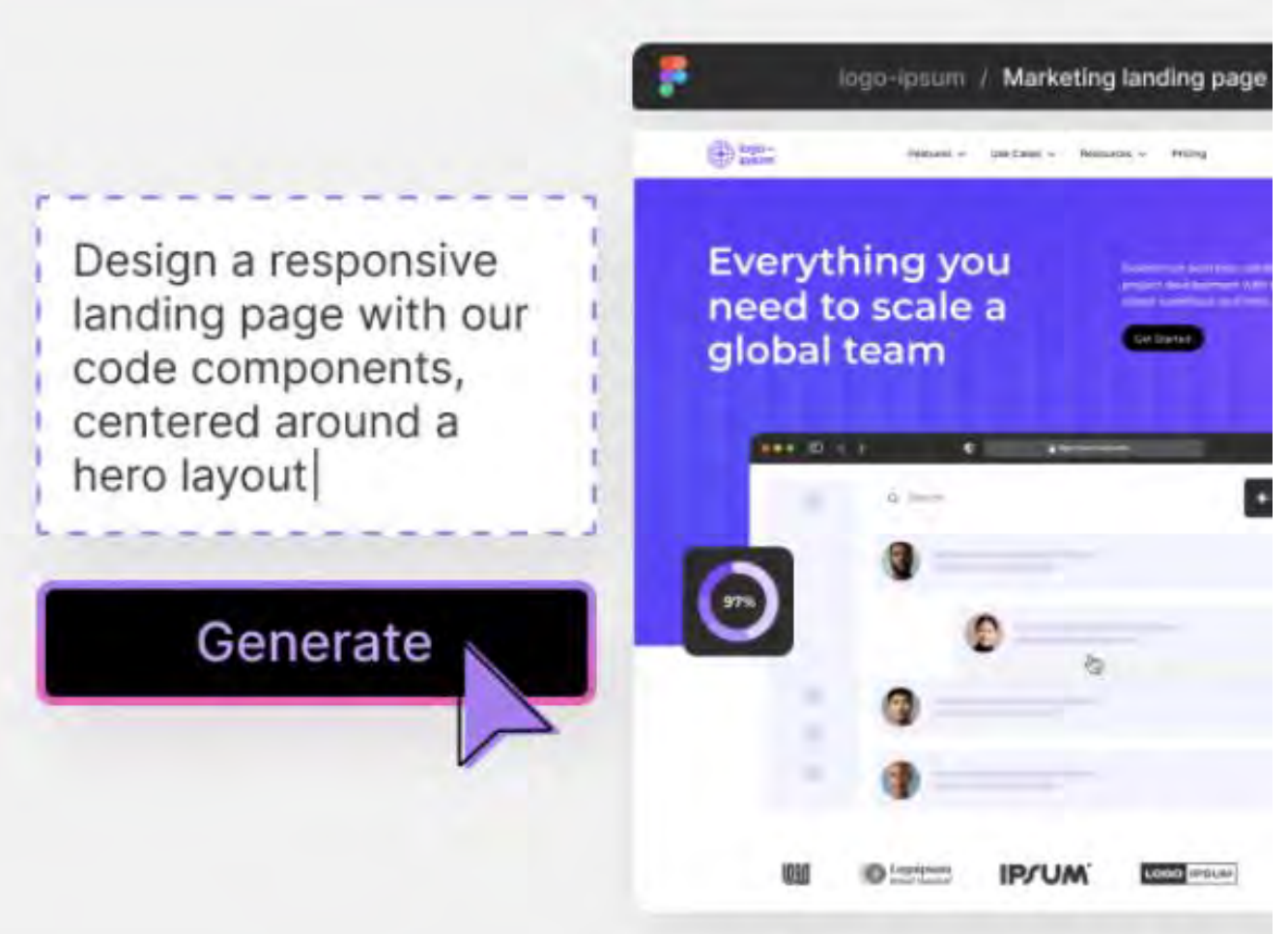
Design system generation



Generate Design Systems¹³



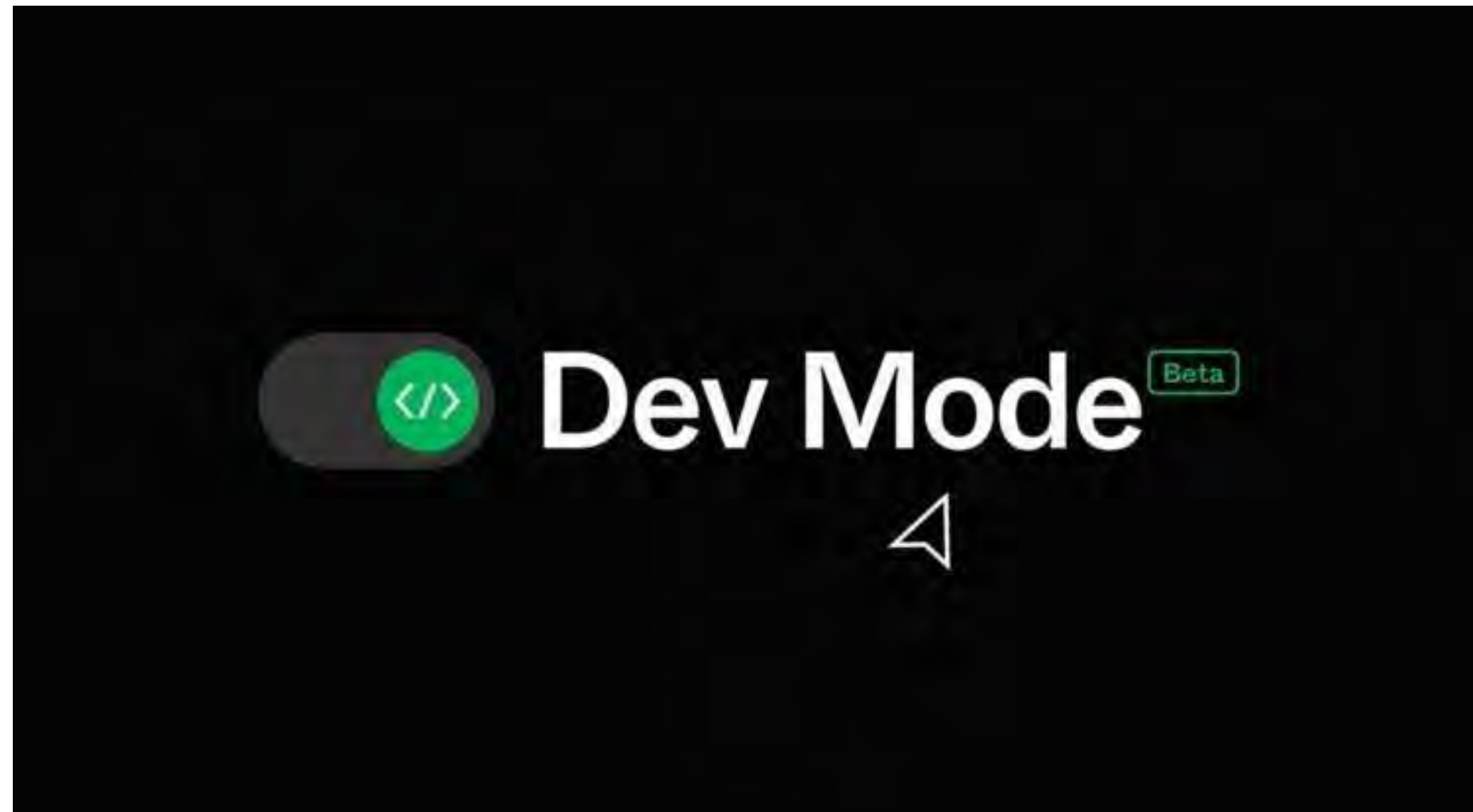
Atomic - Design system generator¹⁴



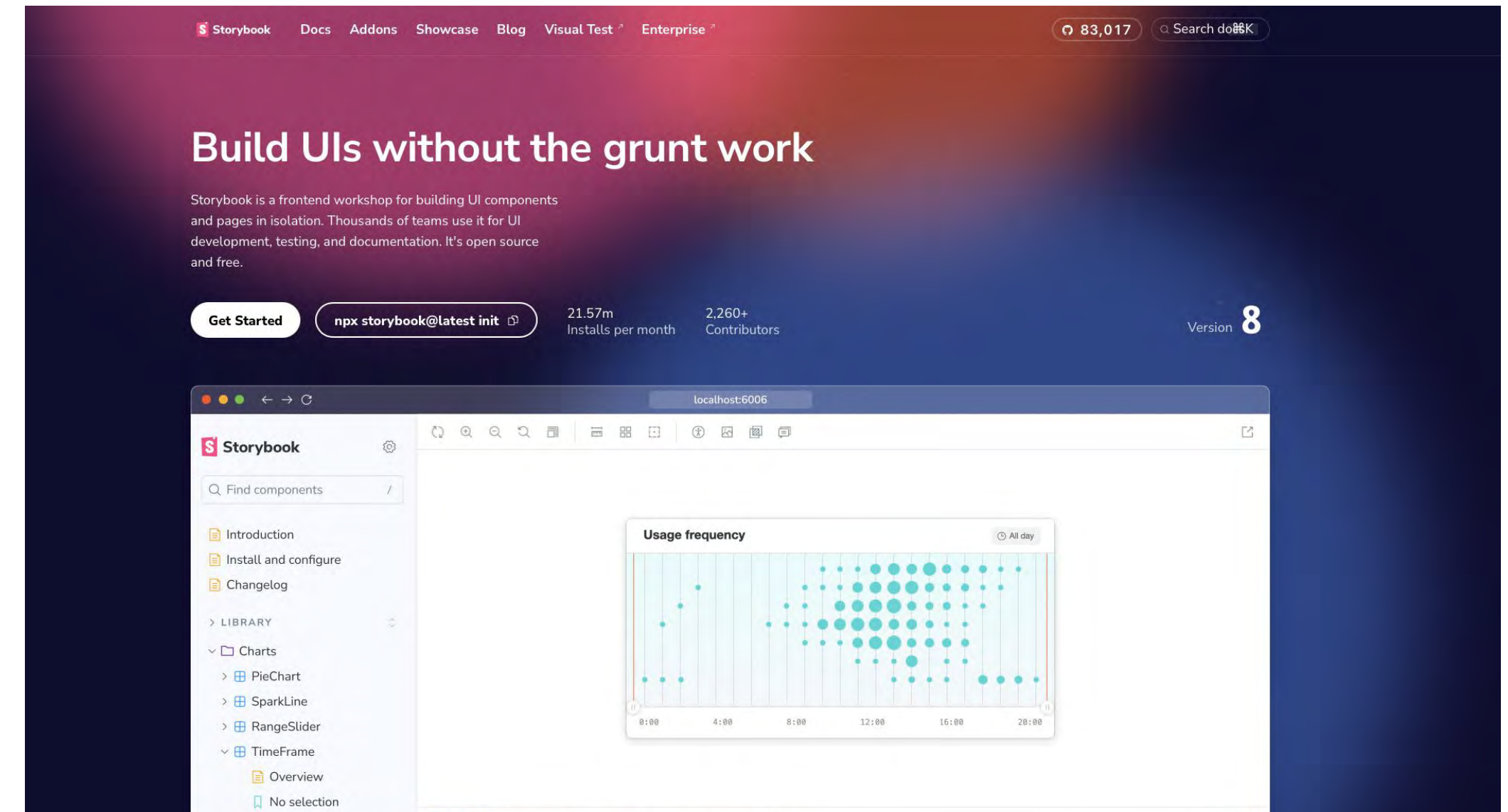
Generate Design Systems¹⁵

Development phase

♥ Figma to Code



Dev Mode on Figma

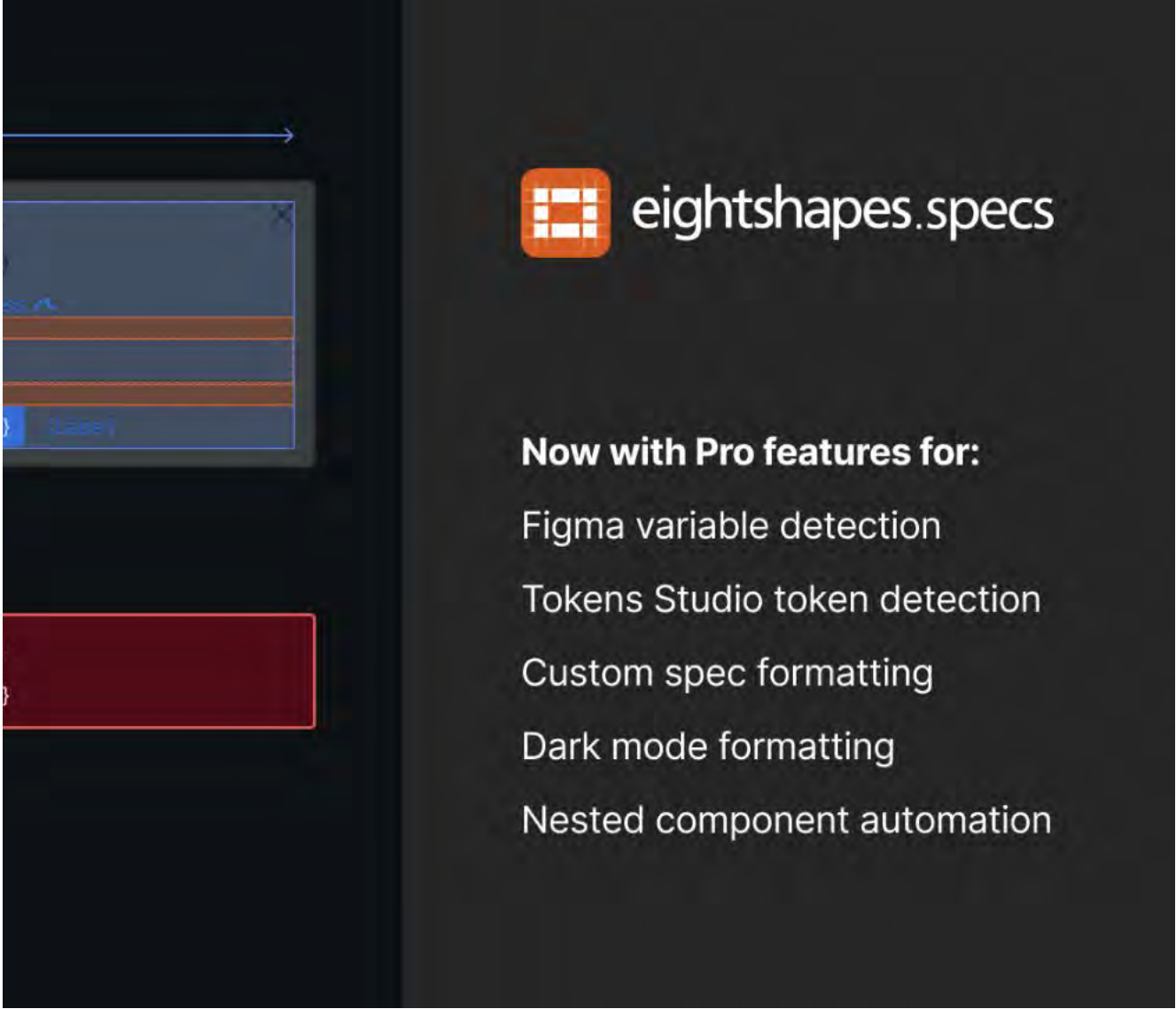


Storybook or alternatives

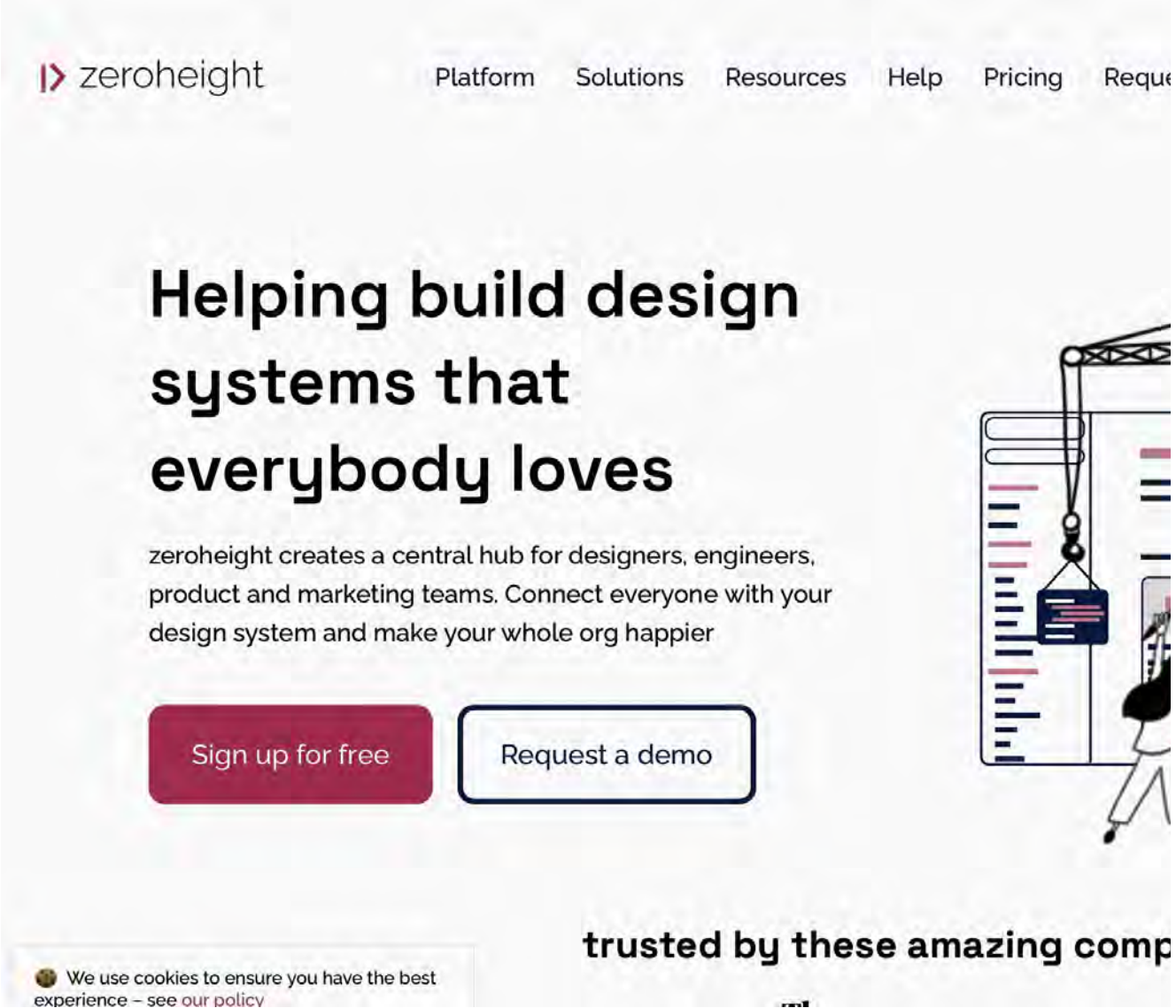
Guidelines



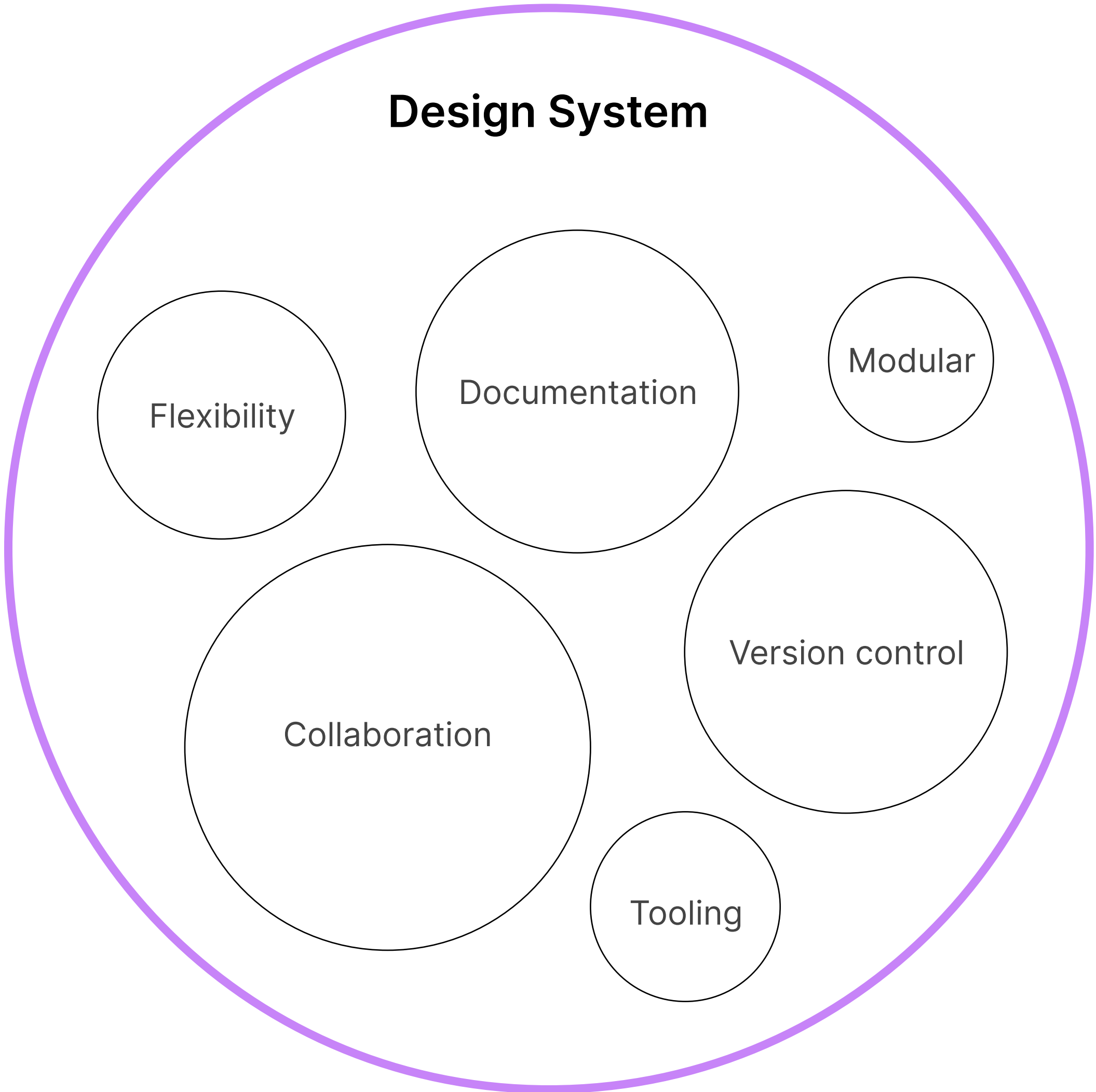
DS-GPT¹⁶



EightShapes Specs¹⁷



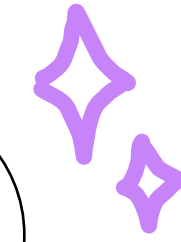
zeroheight¹⁸



Adoption

Education and Training

Feedback Mechanisms



Cross-Functional Collaboration

Continuous Improvement

Positive impact

Support from leadership

Incentives and recognition

Thank  you!

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References

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17. EightShapes Specs <https://www.figma.com/community/plugin/1205622541257680763/eightshapes-specs>
18. zeroheight <https://zeroheight.com>