



# ENTERPRISE DESIGN SYSTEM

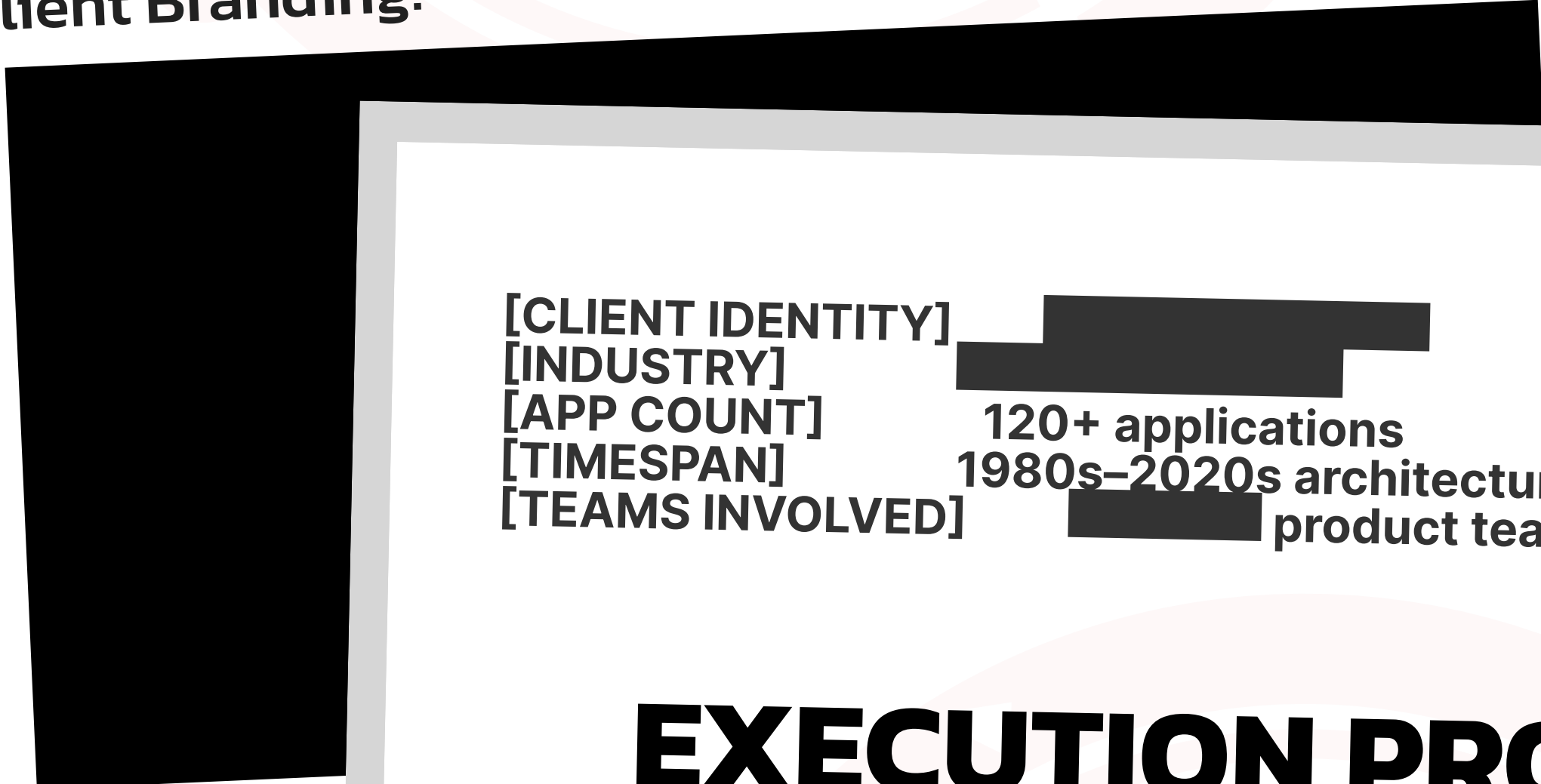


[CLIENT IDENTITY] ██████████  
[INDUSTRY] ██████████  
[APP COUNT] 120+ applications  
[TIMESPAN] 1980s–2020s architectures  
[TEAMS INVOLVED] ██████████ product teams

## MISSION BRIEF

- Target:** Fragmented ecosystem of 120+ internal applications spanning 40 years of development.
- Objective:** Create unified design system enabling systematic modernization.
- Scope:** Global layouts, component libraries, pattern taxonomy, Figma prototypes, comprehensive design guide book.

**Client Branding:**



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## EXECUTION PROTOCOL

### Phase 1: INTEL GATHERING

- Client liaison & stakeholder alignment
- Strategic scope reduction: request to exclude duplicate applications (same functionality, different data)
- Systematic audit of ~30 core unique applications (from 120+ total ecosystem)
- Categorization into 10 categories + pattern recognition
- Edge case documentation for modernization roadmap

### Phase 2: SYSTEM ARCHITECTURE

- Global layout system (Desktop + Mobile + Old resolutions)
- Pattern library + niche patterns of speed oriented menus and inputs
- Component taxonomy
- Figma prototype demonstrations

### Phase 3: DEPLOYMENT PREP

- Design guidebook (UX patterns + usage)
- Developer handoff specifications
- Adoption roadmap for ██████████ teams

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## RESULTS

Change of this scale isn't trivial. 120+ applications × 40 years of technical debt = enormous coordination. Definitive ROI emerges over ██████████ years as teams adopt system-wide.

### IMMEDIATE WINS

- Design/Dev alignment time slashed
- Component reuse established
- First ██████████ apps on modernization track

ONBOARDING SPEED ██████████x faster  
SINGLE SOURCE OF TRUTH Critical info unified  
LOST PROCESSES ██████████% reduction risk  
CRITICAL INFO UPDATES Simplified across ██████████ teams  
SYSTEM-WIDE GAINS Longitudinal measurement

"I am telling you! The text on those old apps was GREEN!! .....no mouse, just keyboard inputs.... Users are super fast on those, adding modern solutions might slow them down..."  
-Agent ██████████

"A lot of them had different info processed the same way, with that we categorized them into ~10 categories..... those were important for patterns latter...."  
-Agent ██████████

"This process took 6 months with a team of 2.5 people."  
-Agent ██████████

"Out of our hands now. They have a plan. If it works, its gonna make a measurable difference"  
-Agent ██████████