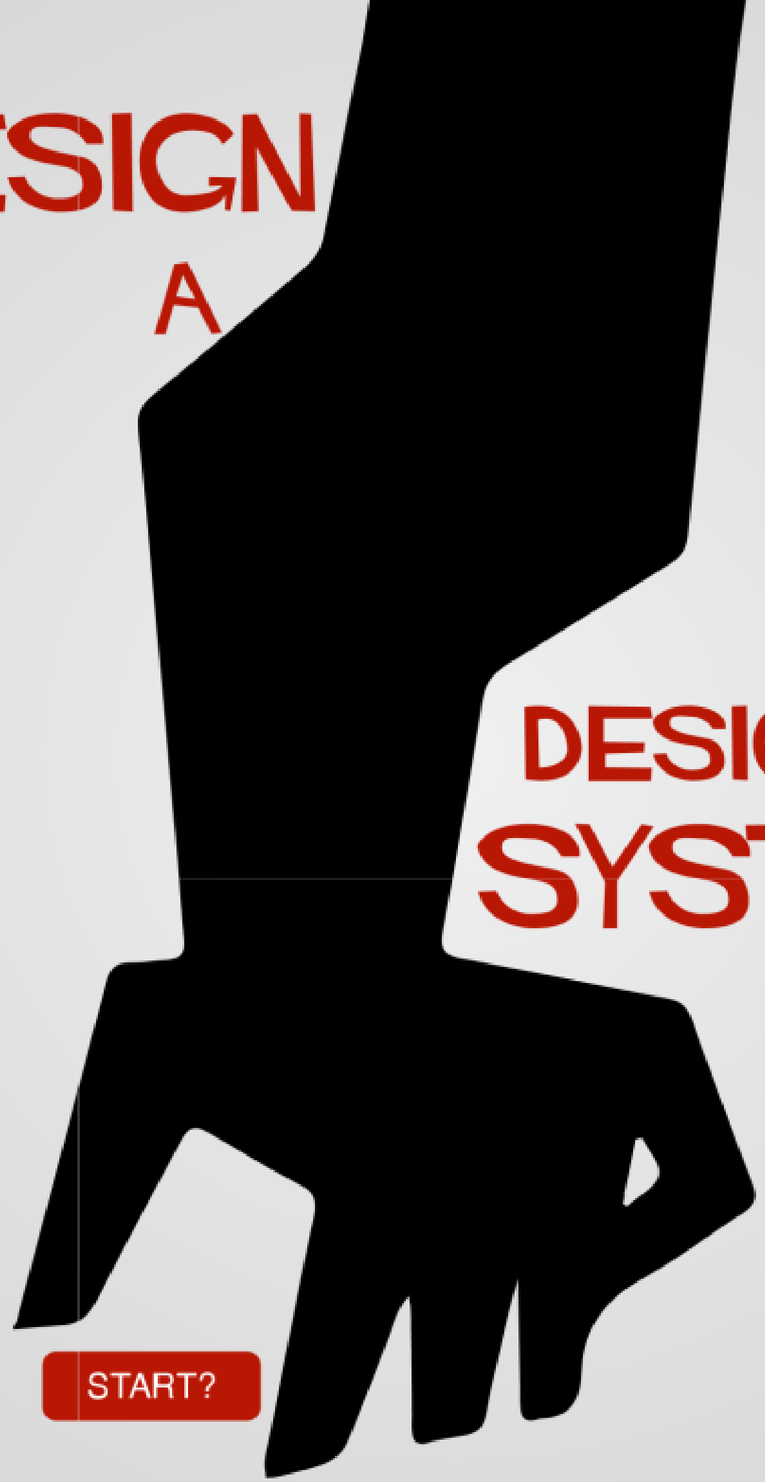
DESIGN

A

DESIGN

SYSTEM



START?

WHO AM I?

- Creative Technologist

- Digital Architect @ Objectway

- I love: Graphic novels, competitive videogames and cats

- You can found me on the internet as **MakhBeth**

LET's

START

MEOW

In the beginning was the Word

HOW TO GET AWAY WITH MURDER?

HOW TO GET AWAY WITH MURDER?

In the beginning was the ~~Word~~ Page!

John 1:1 almost

TIM BERNERS LEE

invented the World Wide Web to share **DOCUMENTS**.

But web went

BEYOND

NOW WE HAVE

- Web 2.0
- Web Apps
- Facebook, Twitter, socials...
- AirBnB, Netflix, Uber...
- Your next big and beautiful project...

BUT UNFORTUNATELY

DESINERS ARE
STICKED IN A LOOP

Continuing designing

PAGES

"Photoshop composition is the most effective way to show your clients what their website will never look like."

@stephenhay

Design
Systems
Come to
Rescue
Us

But what is a

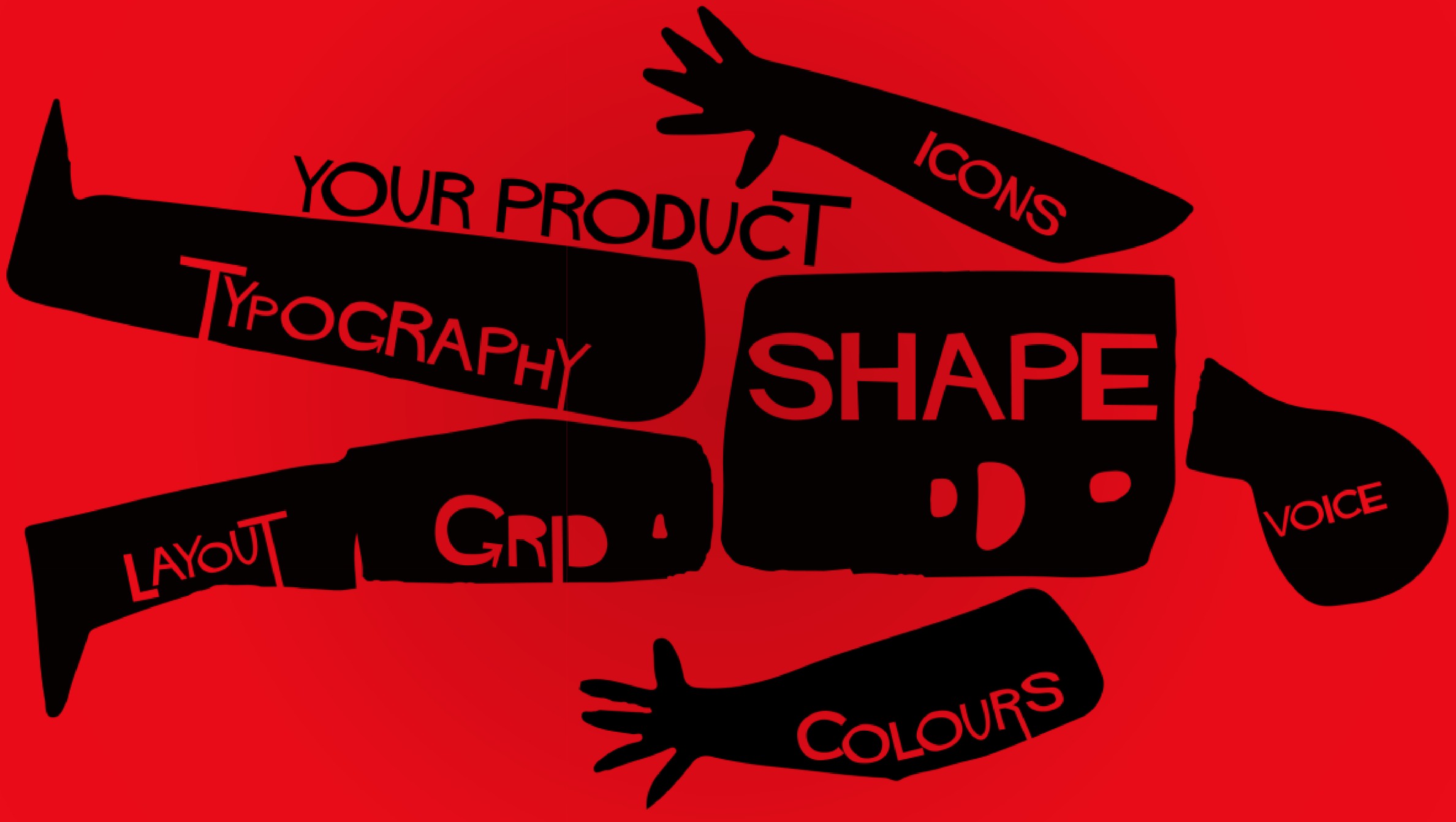
DESIGN SYSTEM?

Everything

Everything

“From typography, layouts and grids, colors, icons, components and coding conventions, to voice and tone, style-guide and documentation, a design system is bringing all of these together in a way that allows your entire team to learn, build, and grow.”

@itsMeAra


YOUR PRODUCT
ICONS
TYPOGRAPHY
SHAPE
LAYOUT
GRID
VOICE
COLOURS

HOW TO GET AWAY WITH MURDER?

HOW TO GE
WITH

ATOMIC DESIGN

MURD

HOW TO
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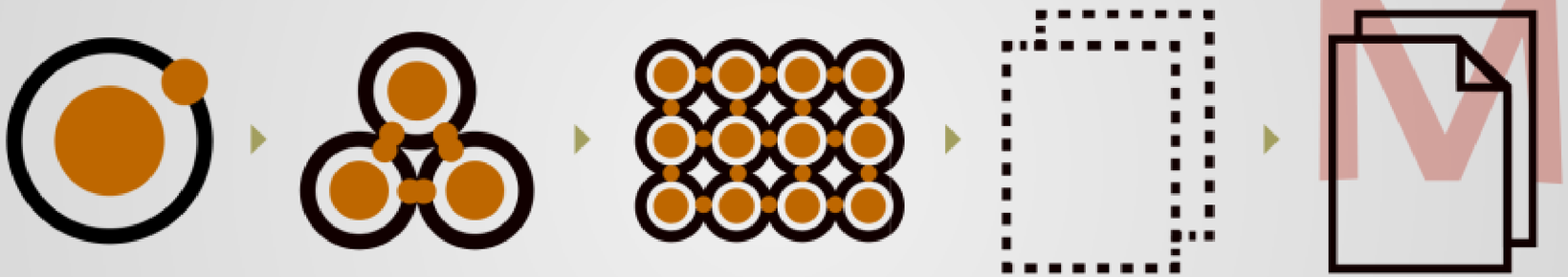

MURD