

# HELLO

Using Sketch to design better products



@bentremper

Thanks  
for having me

## QUICK GAUGE OF EXPERIENCE

- Master Sketch user?
- Intermediate Sketch user?
- New to Sketch?

Not overly  
technical

Design workflow

With Sketch

[invisionapp.com/ecourses/design-workflow-with-sketch](https://invisionapp.com/ecourses/design-workflow-with-sketch)

## WHO WE ARE

~~Employees~~

~~Freelancers~~



# CONVEYOR

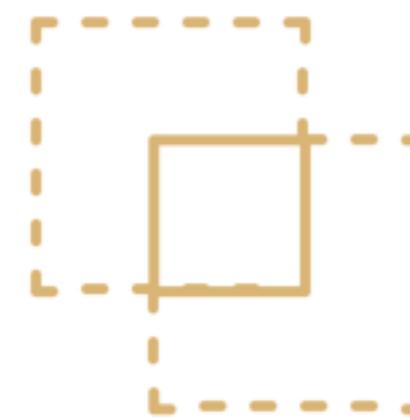
digital product design

WHAT WE DO



Research

WHAT WE DO



# Interaction design

WHAT WE DO



Visual design

WHAT WE DO



# Implementation



How do we move quickly from  
talking to doing?



POINT  
A



It ain't easy



POINT  
B



One tool to rule them all



The all mighty

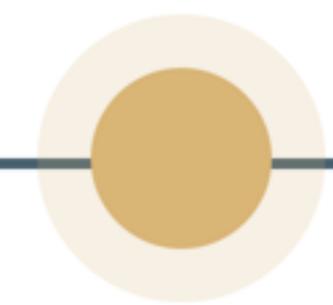
Deliverable

Your designs can be amazing,  
but if you can't communicate  
their merits, forget it.

The good shit



Research

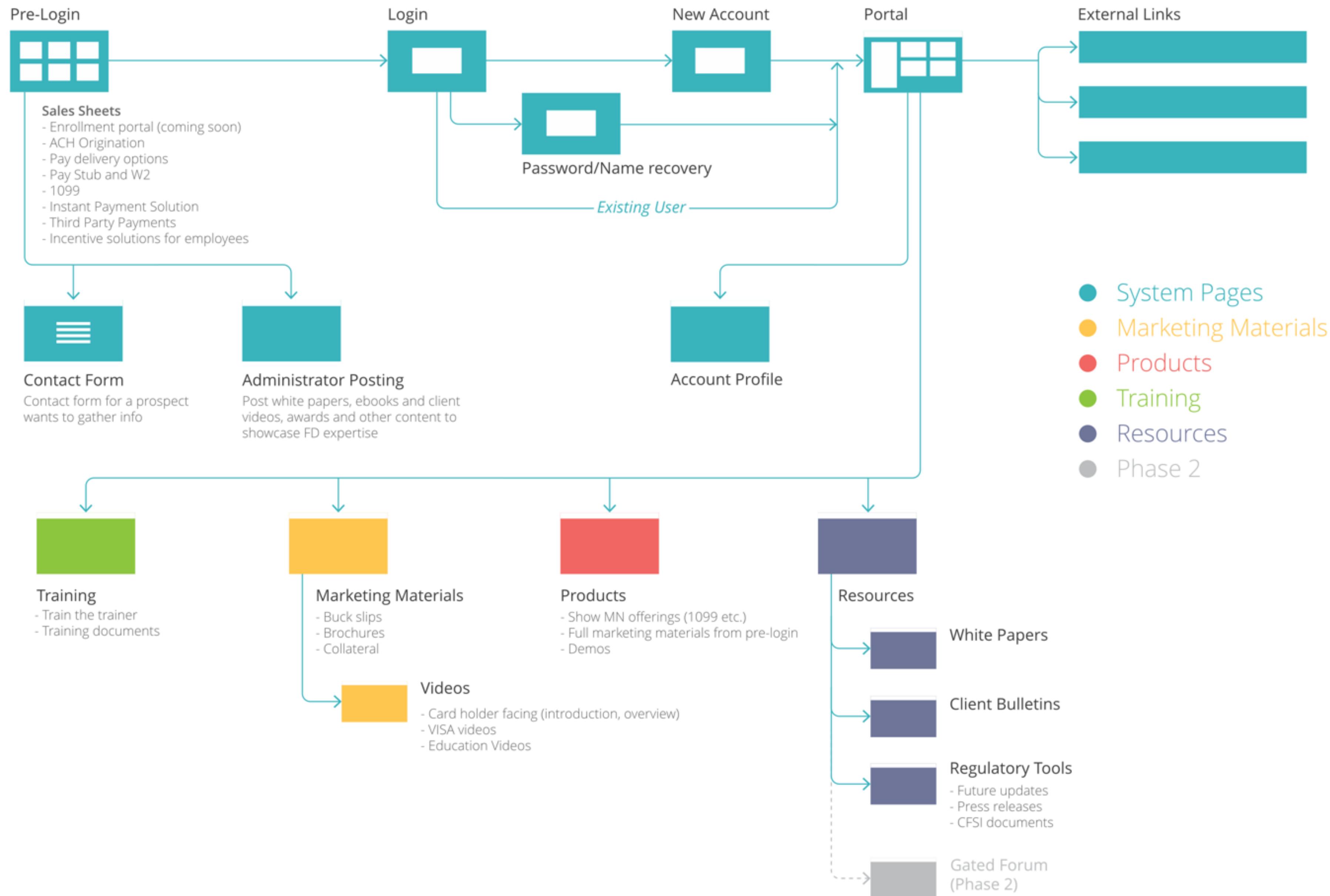


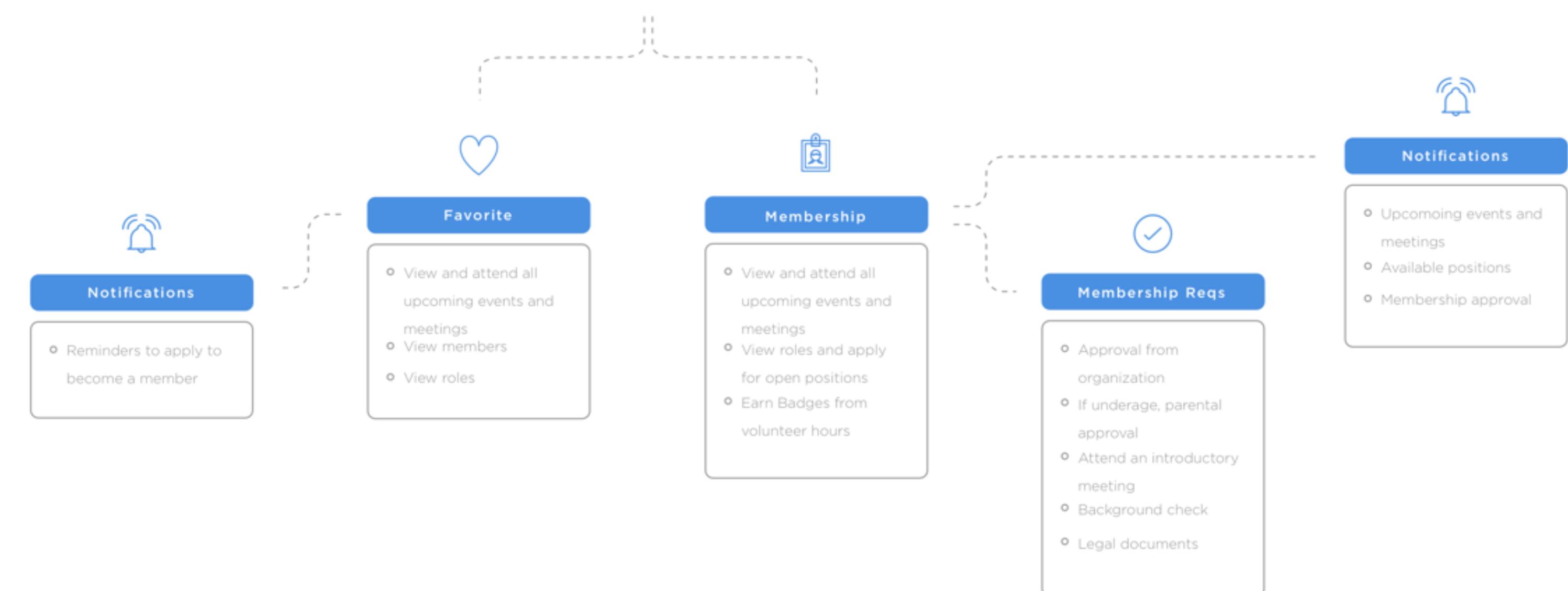
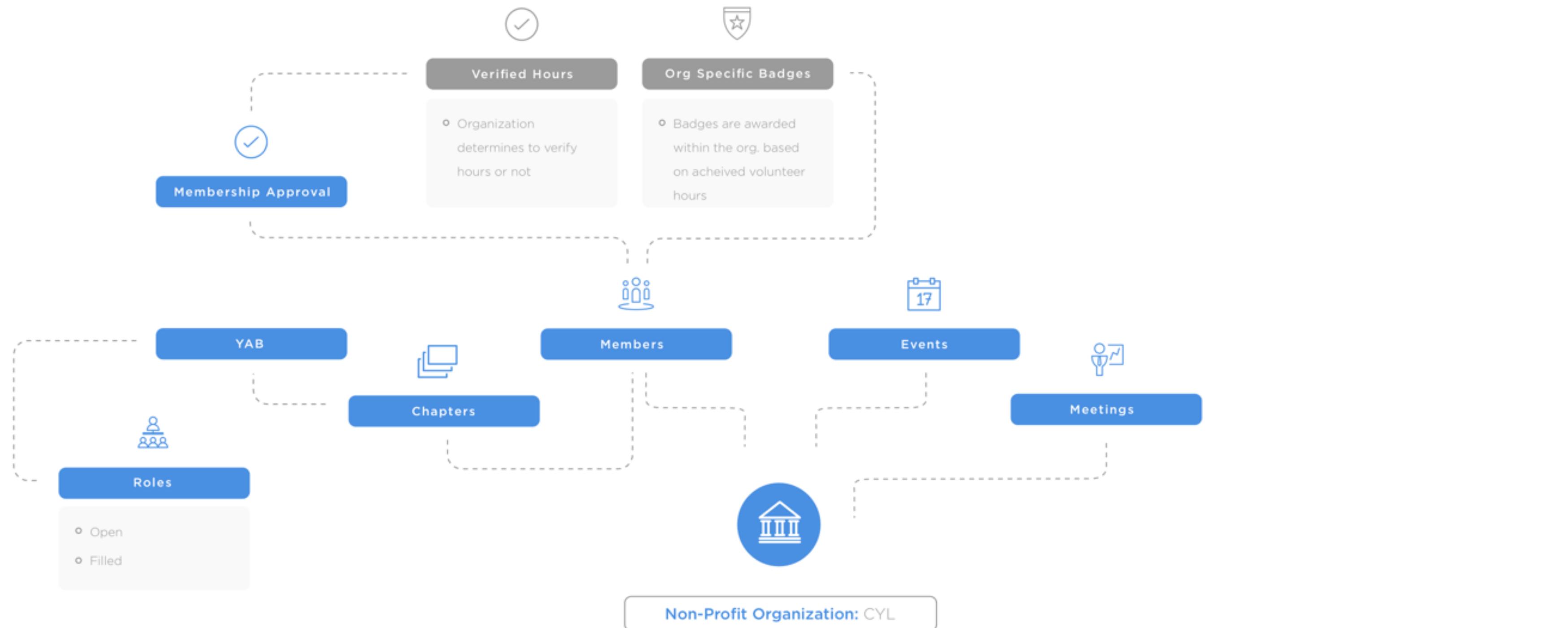
# Insights

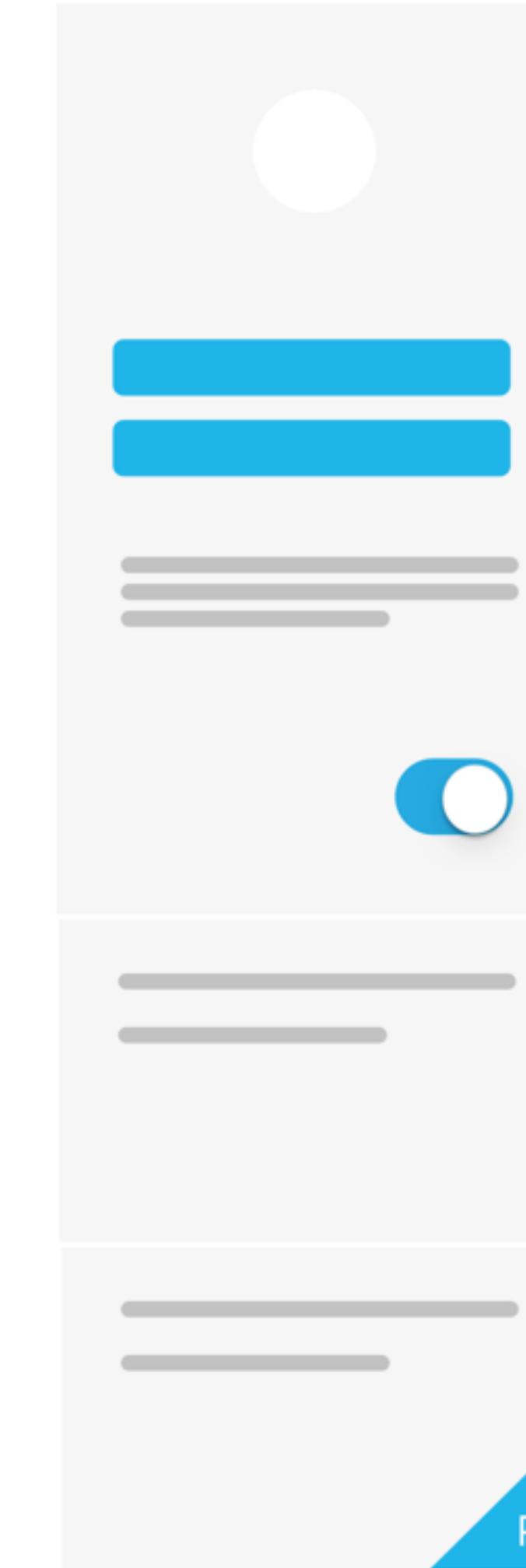


Concept

Organization types	Public Events	Private Events Members can access	Example UI	Organizational chart	Accessibility readiness diagram
Mega organization	✓	4 blue circles	ALL levels : Mega Organization, Organization, Club, Chapter	4 Organizations > 15 Clubs > 10 Chapters > 9 Leadership roles >	Mega organization Authority level Chapters ? Clubs? Organization Authority level Club Authority level Chapter ? Any organizations under Chapter?
Organization	✓	1 grey, 3 blue circles	3 levels : Organization, Club, Chapter	15 Clubs > 10 Chapters > 5 Leadership roles >	
Club	✓	2 greys, 2 blues circles	2 levels : Club, Chapter	10 Chapters > 3 Leadership roles >	
Chapter	✓	3 greys, 1 blue circle	1 levels : Chapter	2 Leadership roles >	Required authority level to attend private events Public events Chapter events Club events Organization events Mega organization events







### Add to my orgs

Same concept as following. The user clicks “add to my orgs” from the organization’s page.

The added orgs appears on:

- Org list page
- Filter by on org list page
- Profile page
- Sort by on profile page
- Event Calendar
- Orgs I support filter

### Requirements

The org determines what reqs are necessary. User links to reqs page to view and fulfill.

### Note on events:

All events are visible to the user. Explicit copy will be front and center to inform the user of all the reqs needed to attend events from the selected org.

### Event visibility

All events including open and requirements are available to toggle on and off for full visibility to the user.

The events will appear on:

- Event list page
- Org page

### Open event

No reqs are associated with this event.

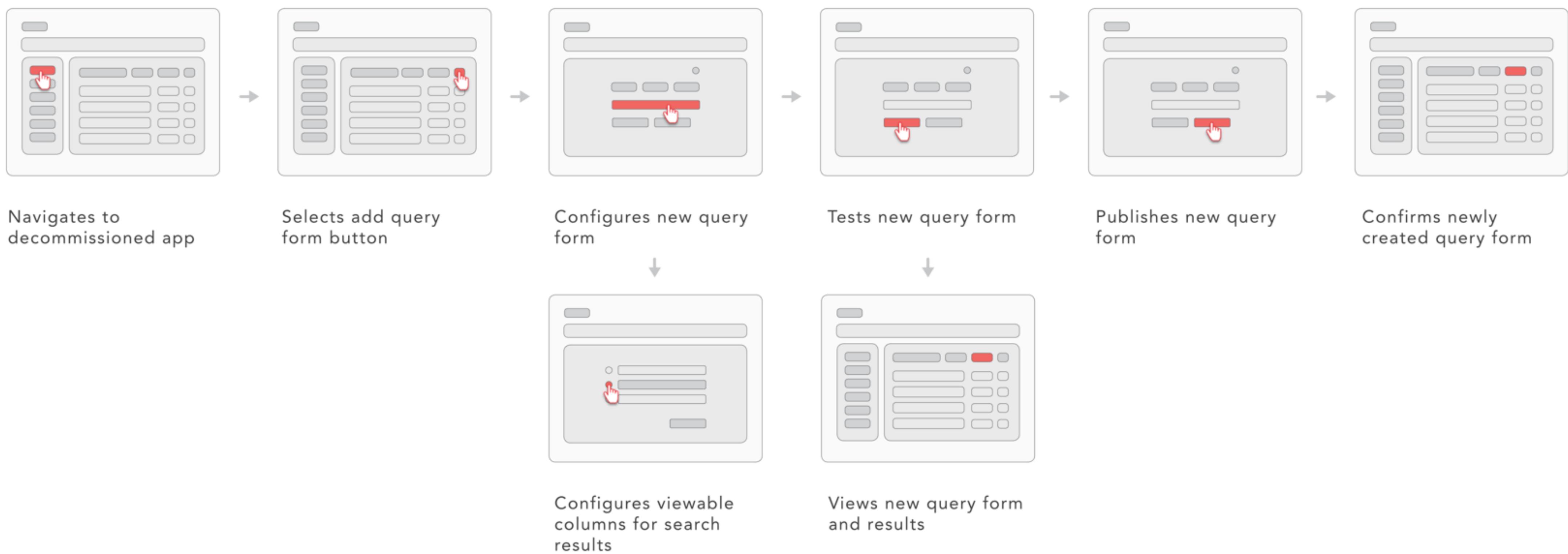
### Requirements needed

Full visibility of event details and attend button are available to the user. Details of the requirements are provided, however, the user must link offsite to fulfill reqs except for consent forms, which can be signed digitally or printed.



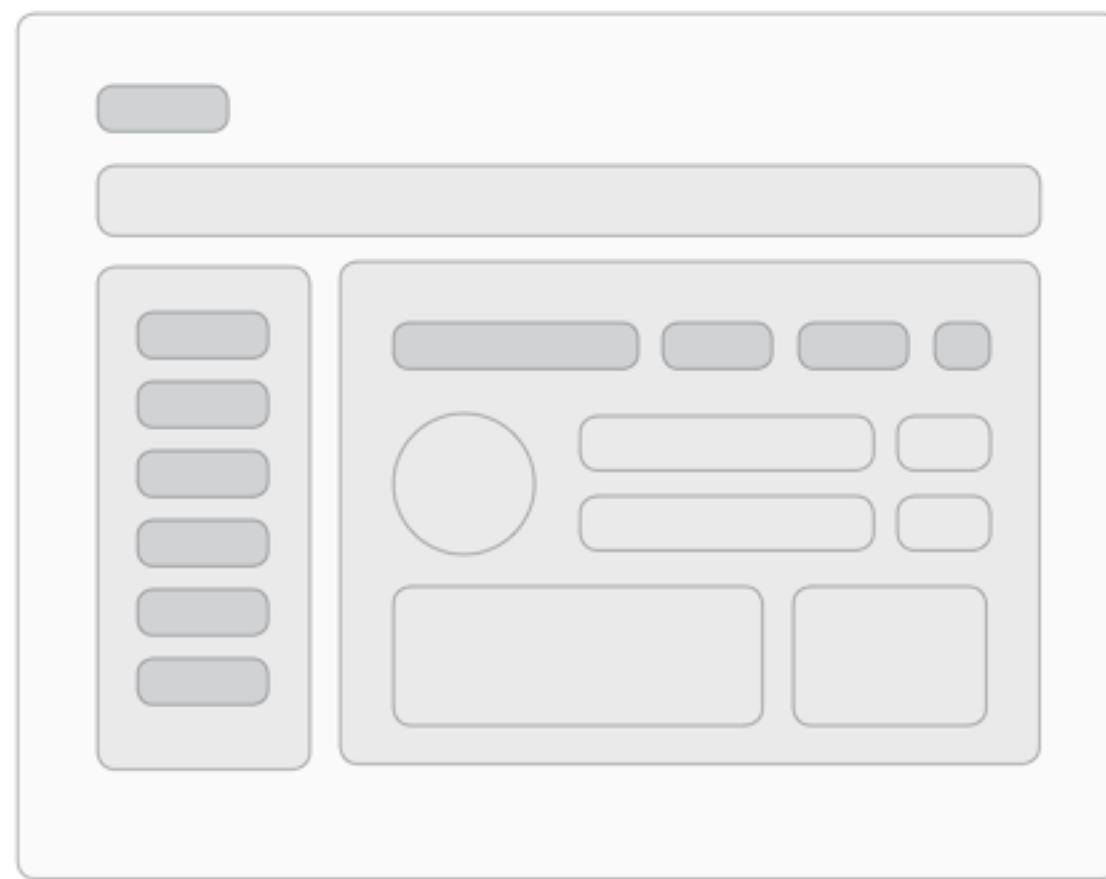
CARL

Carl logs into Info Archive and navigates to a decommissioned application. He selects the add query form button and configures a new query. Before publishing the new query, he selects the viewable columns that will appear in the results list and tests the new query form. After creating the query form, he verifies the new query was created.





## What's important to Rita?



How many apps am I managing?

How many apps are decommissioned?

How many apps are active archive?

What are my current legal holds?

What apps are those holds applied to?

What records are those holds applied to?

How many apps have retention policies applied?

How many records have retention policies applied?

What new legal holds / policies have been requested?

What holds are holding data beyond retention period?

What records will be purged (today, week month)?

- Light weight
- Gets concepts on the page faster
- Easier annotations

# Infinite Canvas

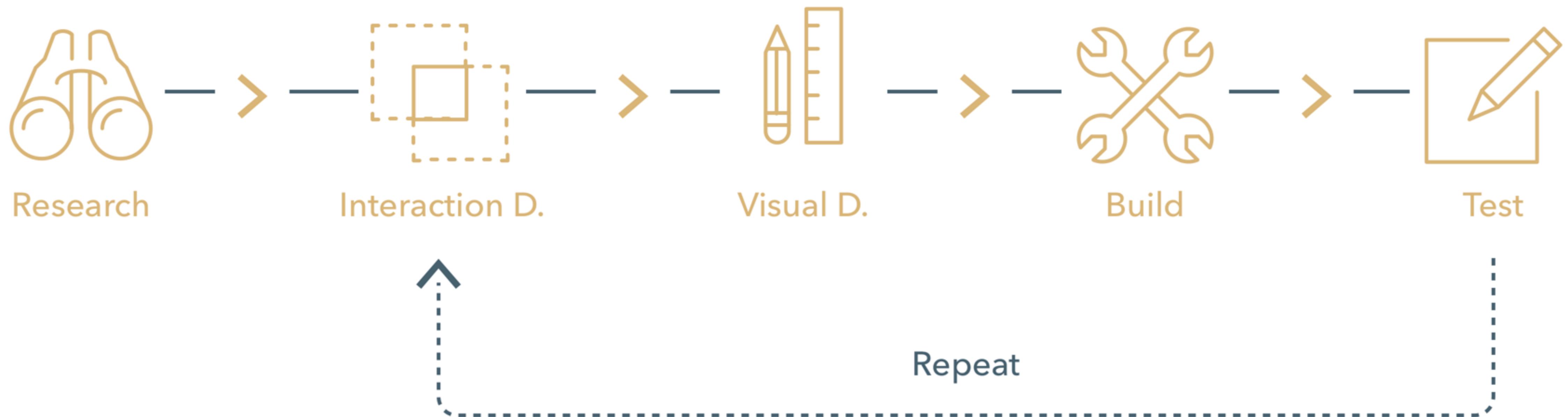
Get in there and make something.  
Worry less about export.

Be a badass be a  
generalist

Just say no - to working in silos



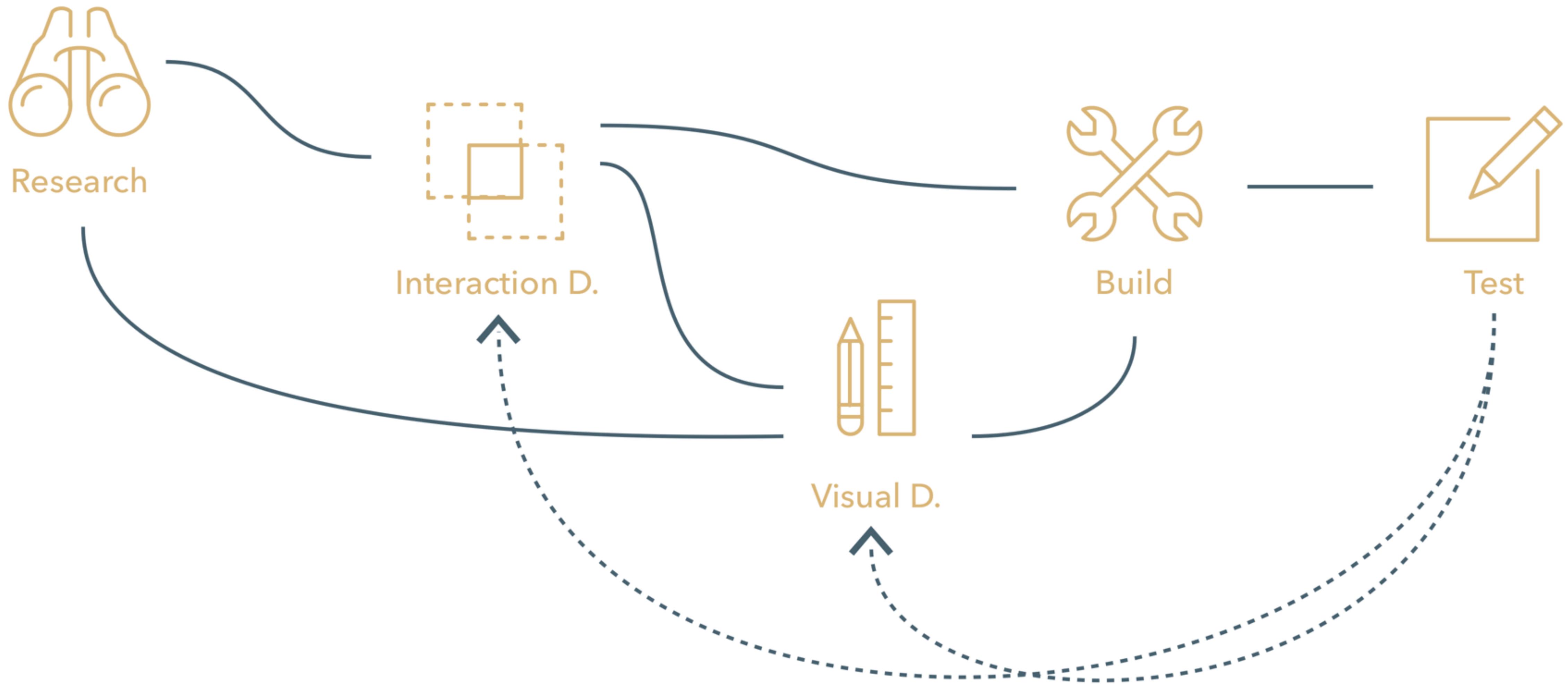
## A LINEAR APPROACH



CONS

- Too prescriptive
- Kills creativity
- Hard to pivot quickly

## A LEANER APPROACH



PROS

- Ownership
- Flexibility
- Haul ass fast

We work quickly from concepts to  
high fidelity wireframes

Designers have ownership from  
project kickoff to completion

We're able to transition from  
wireframes to visual design

faster than ever

So,

how does Sketch help?

# Techniques

Develop a visual language  
early in your process.

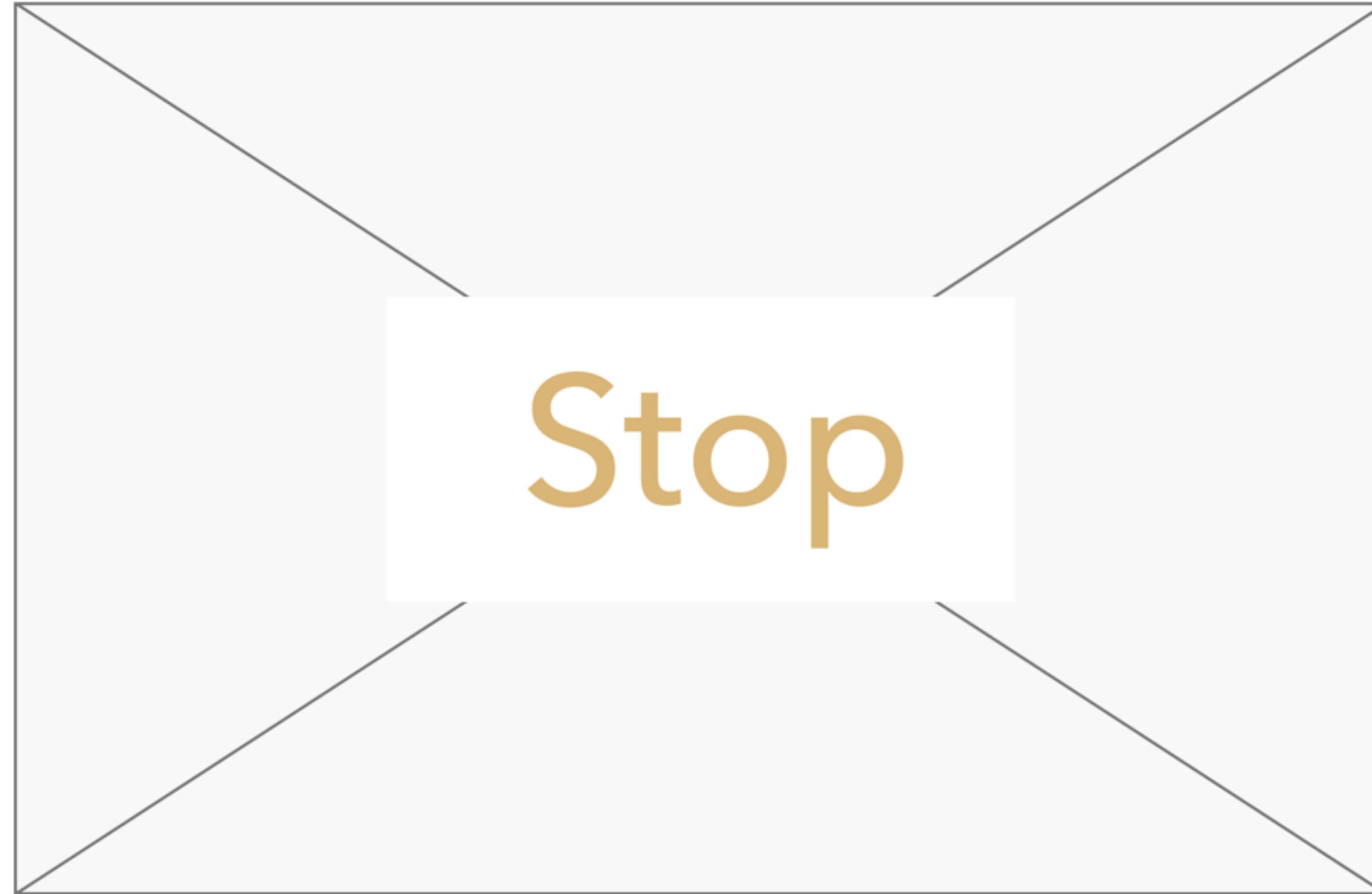
**h1 – This is a main title**

**h2 – This is a subtitle**

**h3 – This is a section title**

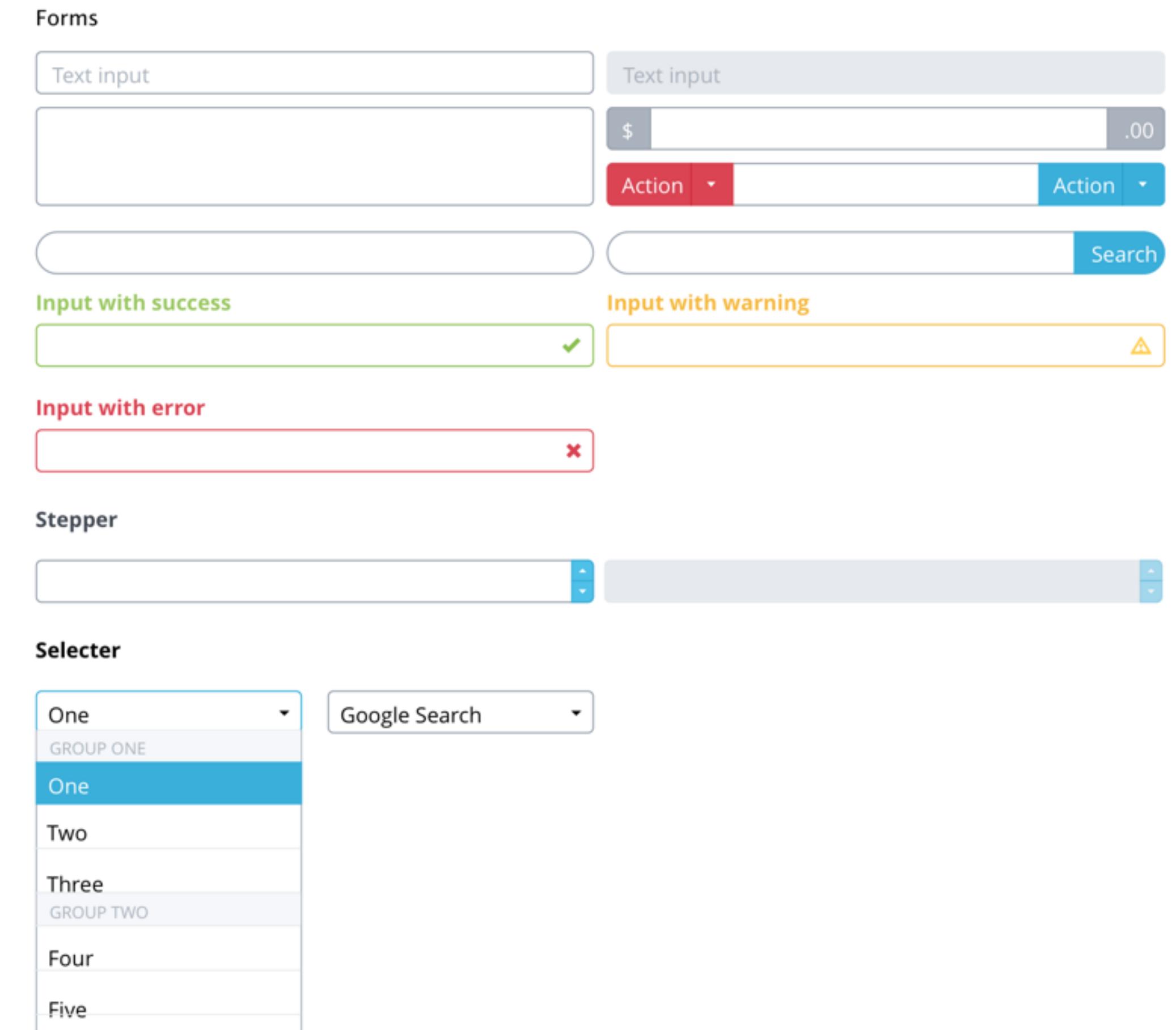
**h4 – This is a section subtitle**

Simultaneous  
concept + visual design



Drawing empty boxes

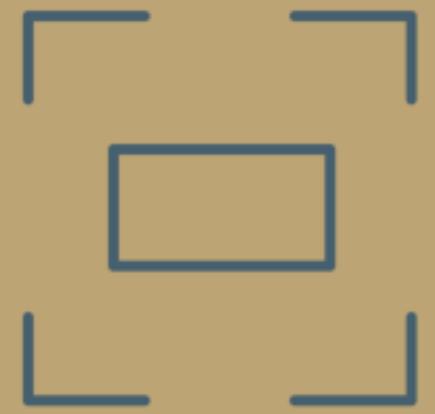
# Focus efforts on controls + interactions



# Patterns



Text styles



Symbols

Documentation to  
establish consistency

# Shared patterns across your team





Wireframe kits +  
visual design kits

Container

Company

Choose Company

Date Range

01/01/14 to 01/01/15

Container

Company

Choose Company

Date Range

01/01/14 to 01/01/15

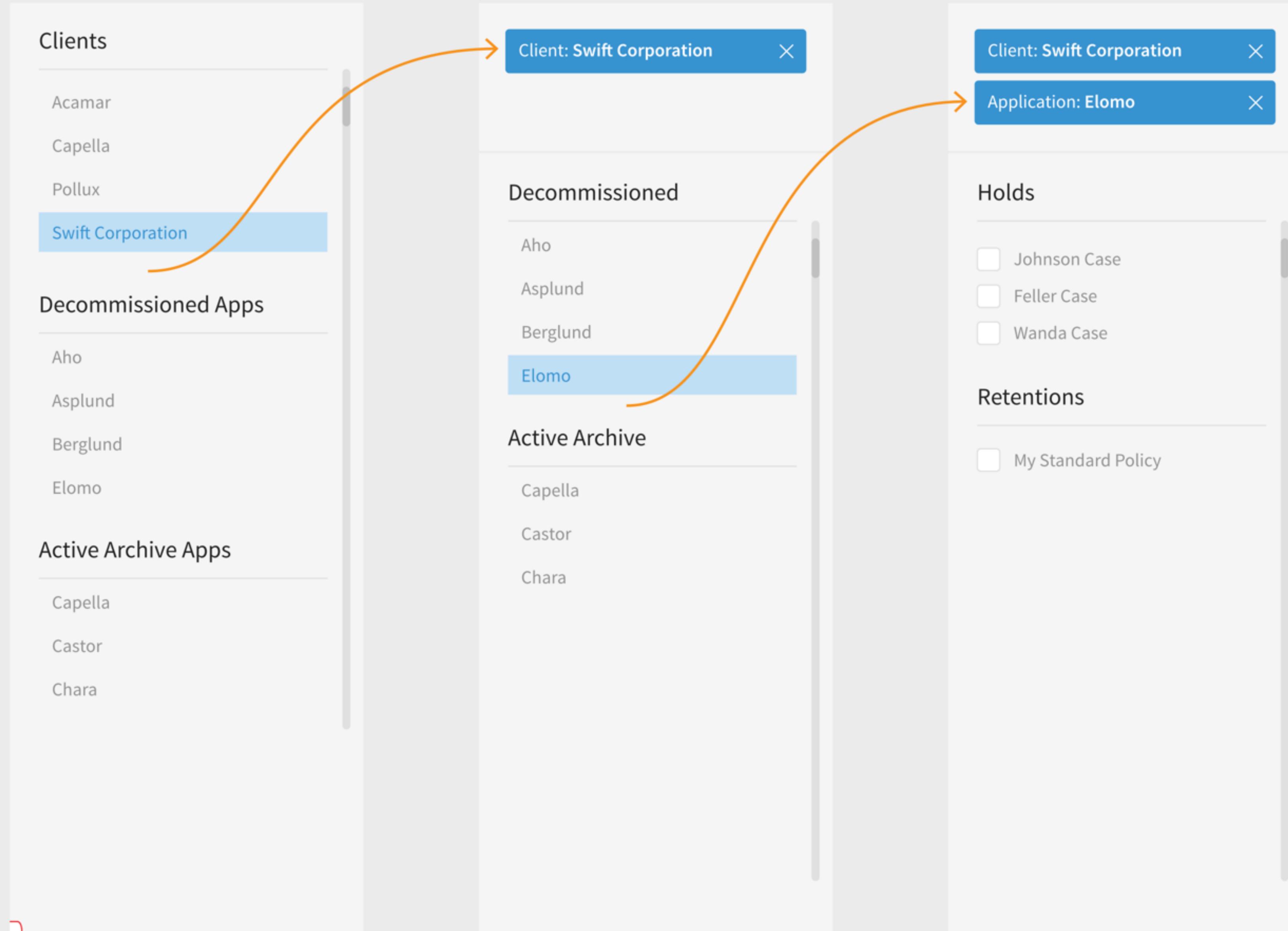
Container

Company

Choose Company

Date Range

01/01/14 to  
01/01/15



The screenshot shows a web-based application interface for managing legal holds. The top navigation bar includes links for DASHBOARD, SEARCH (which is currently selected), RETENTION POLICIES, LEGAL HOLDS, and REPORTS. A user profile for Rita Sanchez is visible on the right, along with a notification bell icon showing 22 notifications.

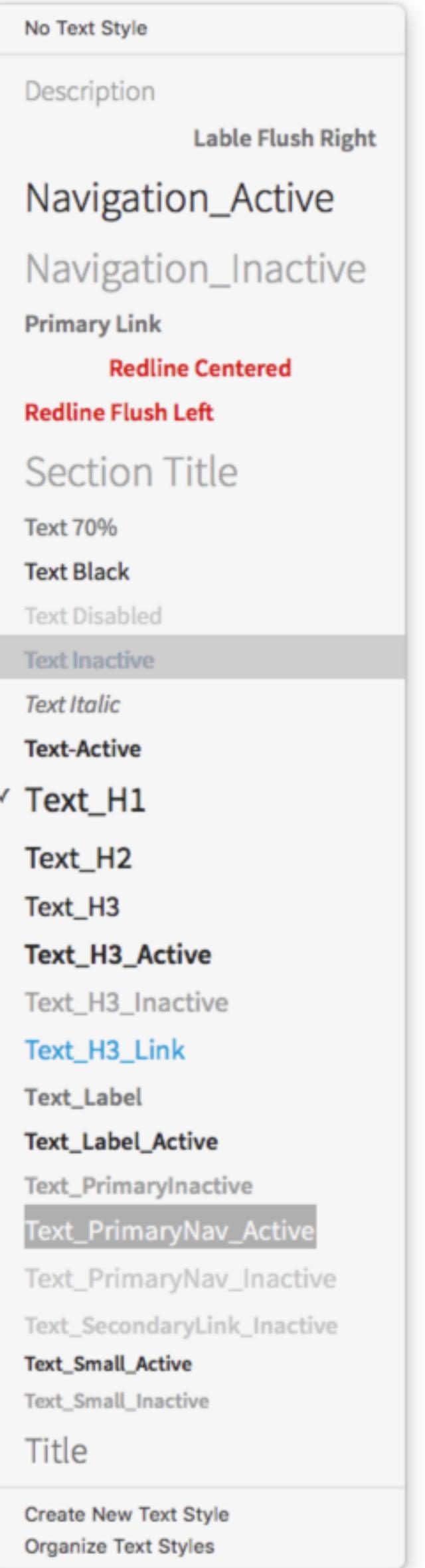
The left sidebar, titled "Applications", contains sections for "Recent Searches" and "Customer Holds". Under "Recent Searches", there are entries for Acamar: Customers, Arhrid: Ticket Numbers, Hadar: Customer Name, Heze: Account Number, and Rigel: Passenger Name. Under "Customer Holds", there are entries for Acamar, Arhrid, Hadar (with a dropdown menu showing Customers, Tickets, Coupons, and Statement lines), Heze, Lesath, and Nekkar. The "Customer Holds" section is currently active, indicated by a blue background.

The main content area is titled "Search" and features a search form with fields for Customer ID, Last Name, First Name, Country, Address, Town, and Zip Code, followed by a "SUBMIT" button. Below the search form, a table displays "7 Records Results". The table has columns for a checkbox, Customer ID, Ticket No., First Name, Last Name, and a lock icon. The data in the table is as follows:

	Customer ID	Ticket No.	First Name	Last Name	
•	17	10029750	Abbey	Smith	🔒
•	1168	10029749	Catherine	Drake	
•	1792	10029748	Dave	Simpson	
•	1149	10029747	Enrique	Montoya	
•	8550	10029746	Jack	White	🔒
•	3847	10029745	Lee	Jenkins	🔒
•	2976	10029744	Mary	Harper	🔒

At the bottom of the table are buttons for "EXPORT", "APPLY RETENTION", and "APPLY HOLD".

A bit of setup  
saves hours  
on type updates



# Typography

---

H2

**This is a title**

Source Sans Pro  
Regular 18px  
Gray Darkest

H2 Inactive

**This is a title**

Source Sans Pro  
Regular 18px  
Gray Dark

H3

**This is a title**

Source Sans Pro  
Regular 16px  
Gray Darkest

H3 Active

**This is a title**  
Source Sans Pro  
Semibold 16px  
Gray Darkest

H3 Inactive

This is a title  
Source Sans Pro  
Regular 16px  
Gray Dark

H3 Link

[This is a title](#)  
Source Sans Pro  
Regular 16px  
Brand Primary

Text Black

**This is text**

Source Sans Pro  
Regular 14px  
Gray Darkest

Text Gray

This is text

Source Sans Pro  
Regular 14px  
Gray Darker

Text Inactive

This is text

Source Sans Pro  
Regular 14px  
Gray Dark

Text Disabled

This is text

Source Sans Pro  
Regular 14px  
Gray

Text Italic

*This is text*

Source Sans Pro  
Regular 20px  
Gray Darker

Text Active

**This is text**

Source Sans Pro  
Semibold 14px  
Gray Darkest

## // Typography

---

40px-RG

THIS IS A TITLE

Font: Quick Death  
Weight: Regular  
Style: All caps  
Size: 40px

24px-LT

This is a title

Font: Gotham  
Weight: Light  
Style: Sentence case  
Size: 24px

40px-RG

This is a title

Font: Always Forever  
Weight: Regular  
Style: Sentence case  
Size: 40px

20px-LT

This is a title

Font: Gotham  
Weight: Light  
Style: Sentence case  
Size: 20px

60px-ELT

This is a title

Font: Gotham  
Weight: Extra light  
Style: Sentence case  
Size: 60px

20px-BK

This is a title

Font: Gotham  
Weight: Book  
Style: Sentence case  
Size: 20px

40px-ELT

This is a title

Font: Gotham  
Weight: Extra light  
Style: Sentence case  
Size: 40px

18px-LT

This is a title

Font: Gotham  
Weight: Light  
Style: Sentence case  
Size: 18px

## System UI Blue

---

Brand Primary



#2c95dd

Brand Dark



#1D6391

Brand Light



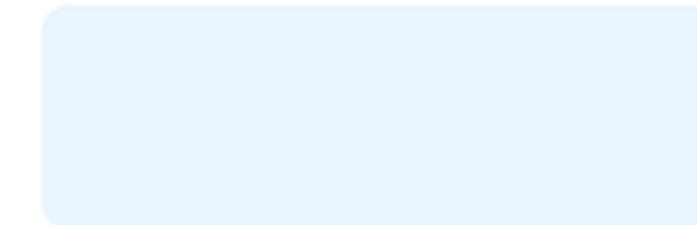
#80bfeb

Brand Lighter



#bfdff5

Brand Lightest



#e9f4fc

## System UI Gray

---

Gray Darkest



#252525

Gray Darker



#636363

Gray Dark



#959595

Gray



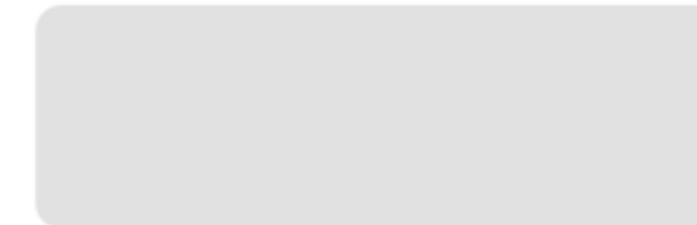
#c2c2c2

Gray Light



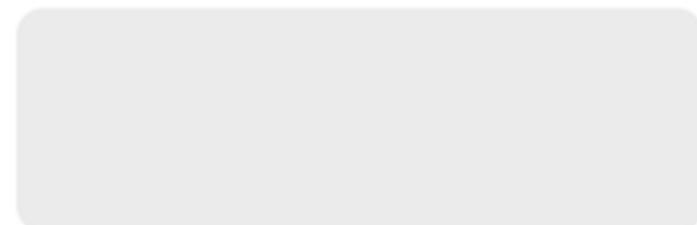
#d7d7d7

Gray Lighter



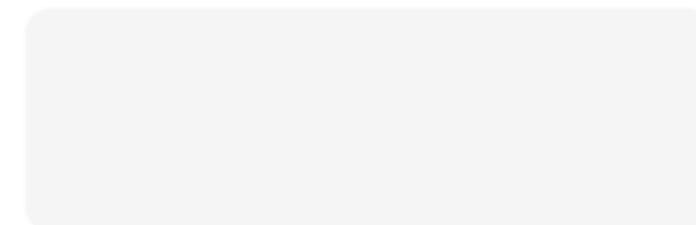
#ele1e1

Gray Extra Light



#ebebeb

Gray Lightest



#f5f5f5

White

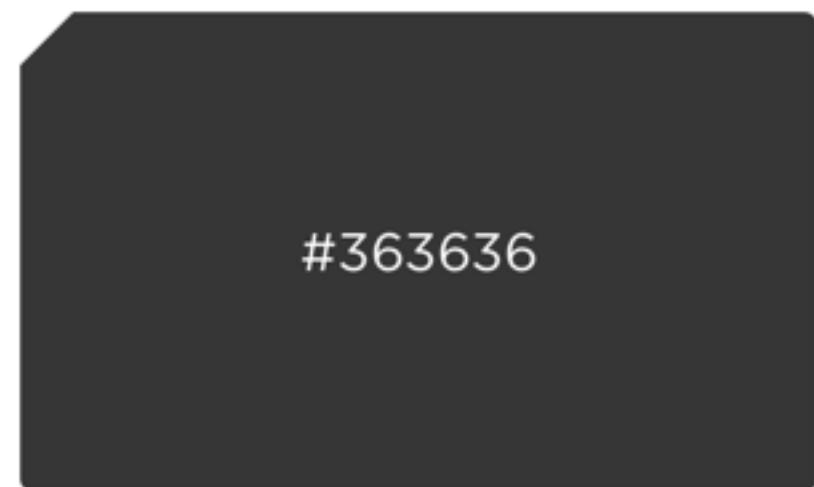


#ffffff

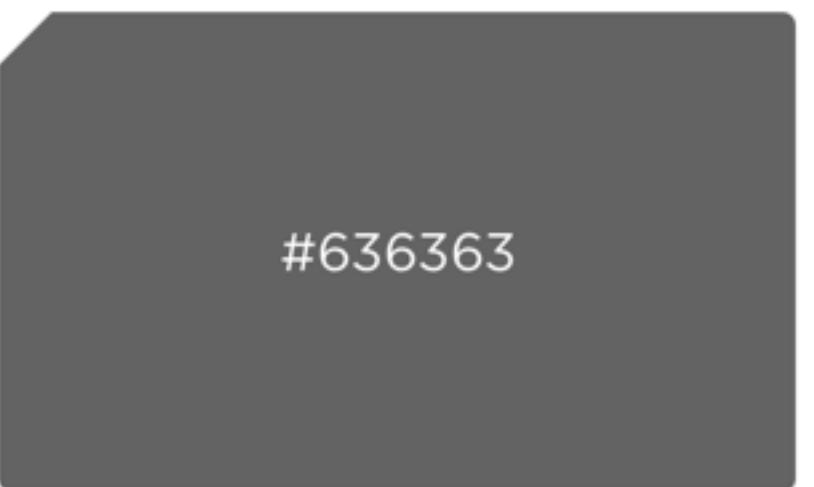
## // Grays

---

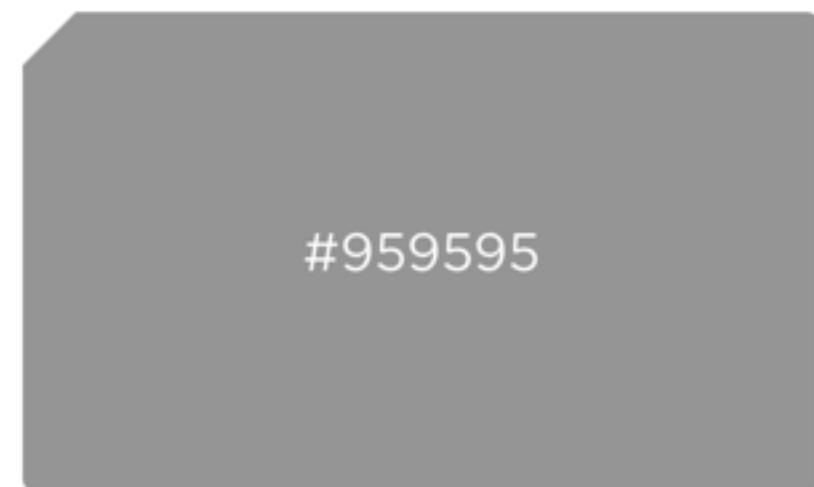
Gray Darkest



Gray Darker



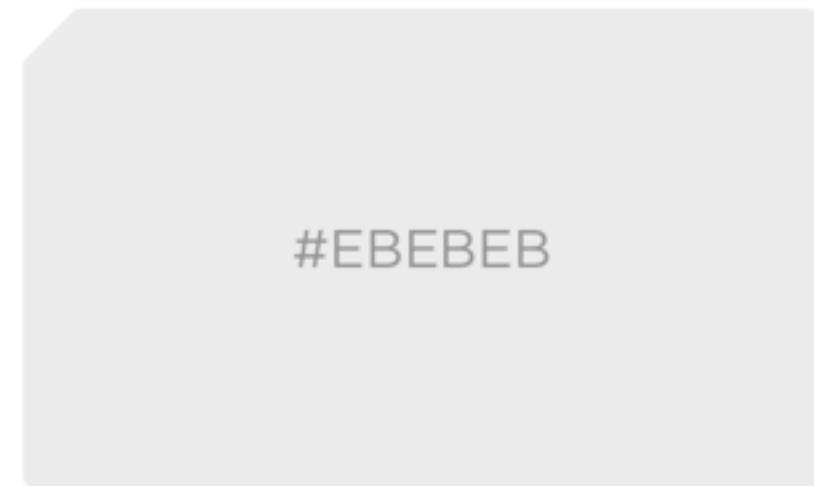
Gray Dark



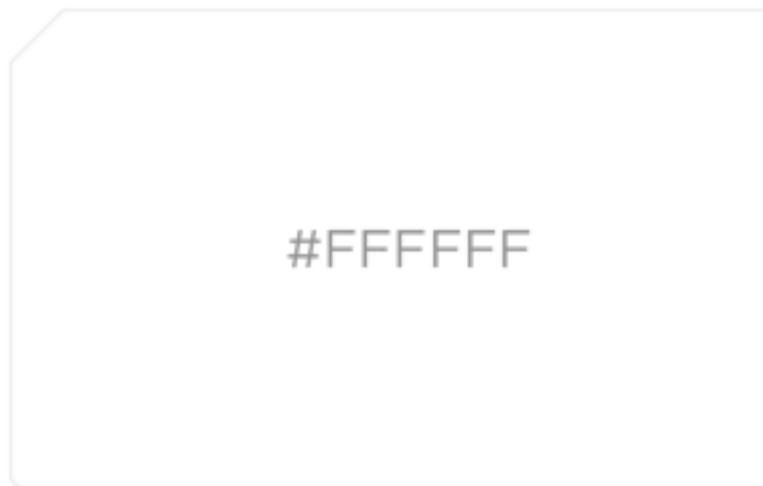
Gray Light



Gray Lighter



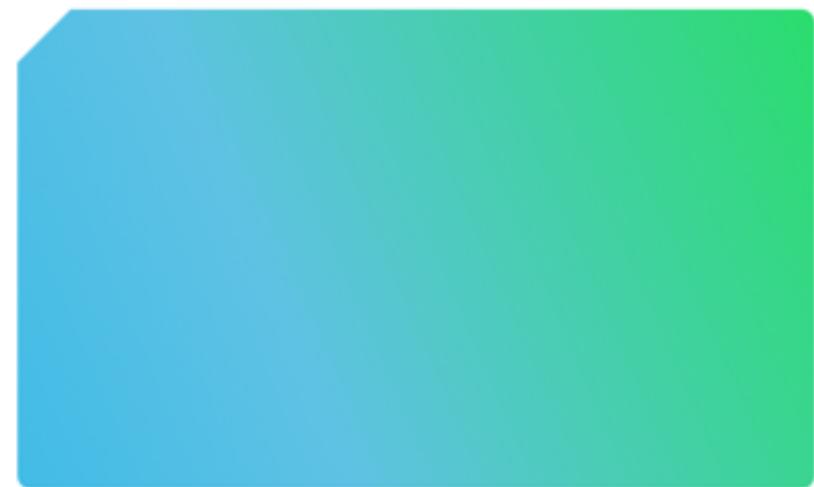
White



## // Colors

---

Gradient



Blue



Teal



Yellow



## System UI Blue

---

Rest

This is a field

In Focus

This is a field

Filled

This is a field

Error

Abc/

 “/” is not an acceptable character

Success

Value

Disabled

With Top Label

**This is a label**

This is a field

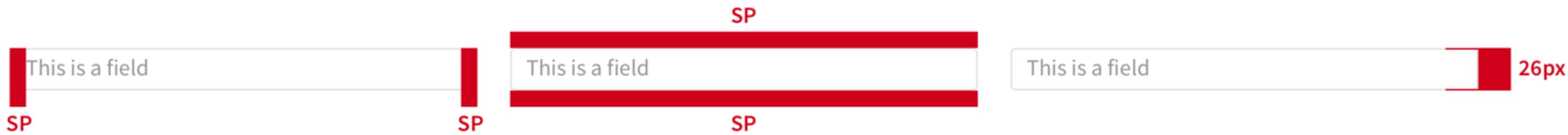
With Left Label

**This is a label**

This is a field

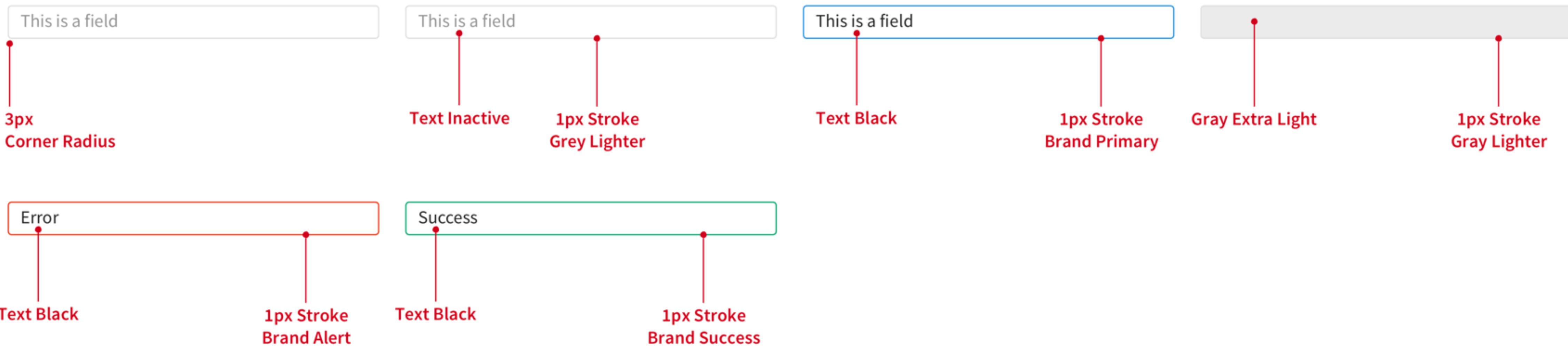
## Padding / Size

---



## Color / Style Callouts

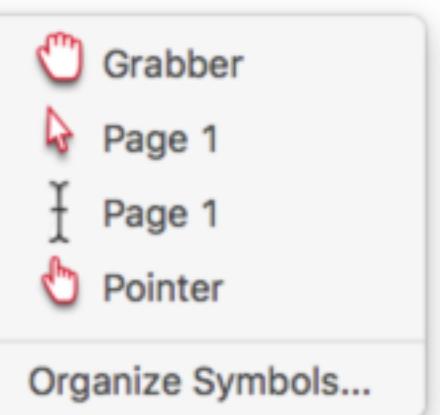
---



In-Sync



We employ  
symbols + reuse  
common assets



Work with a great  
icon set

## CONTENT EDITION



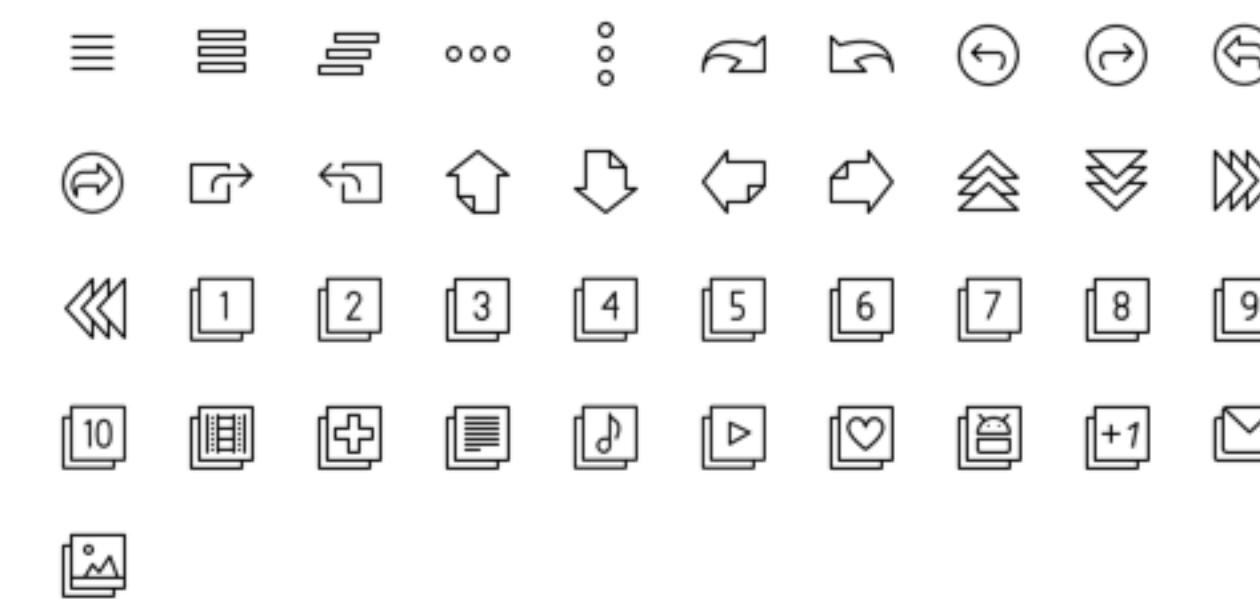
## SELECTION &amp; CURSORS



## STATUS



## NAVIGATION

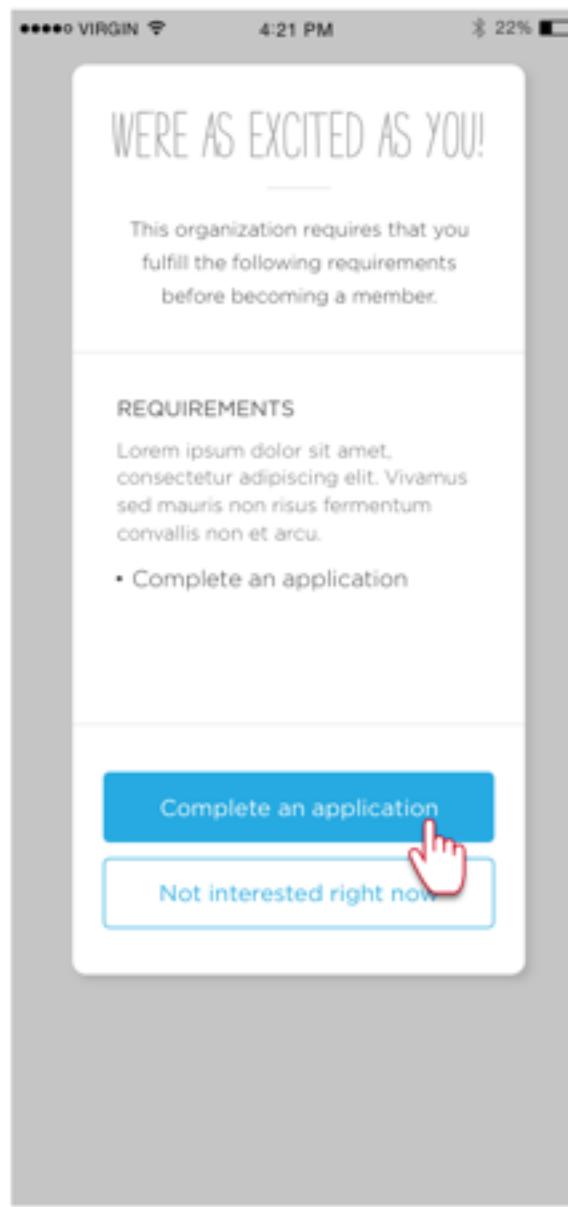


## SETTINGS



## CONTENT



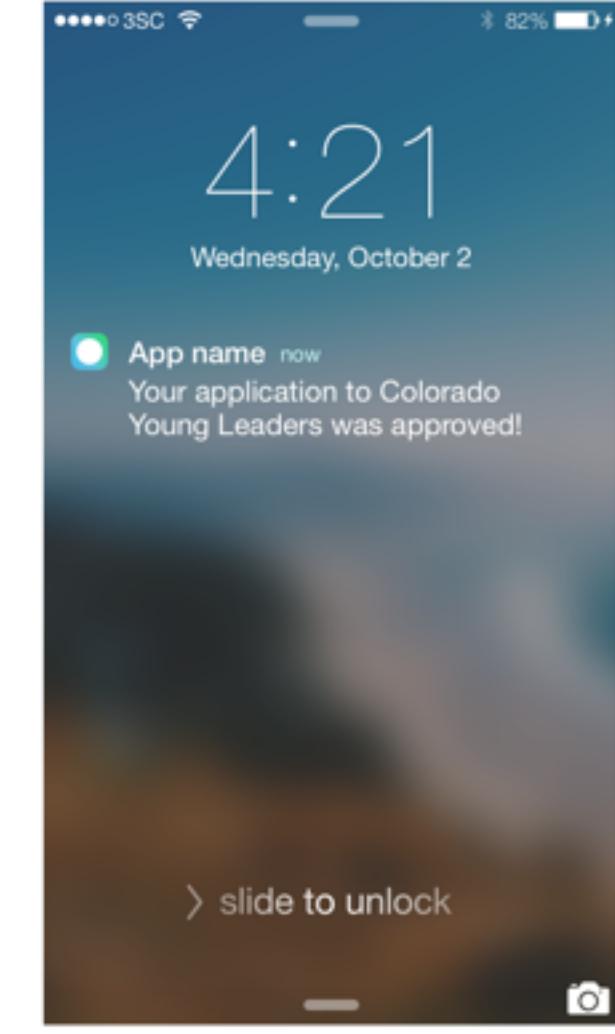
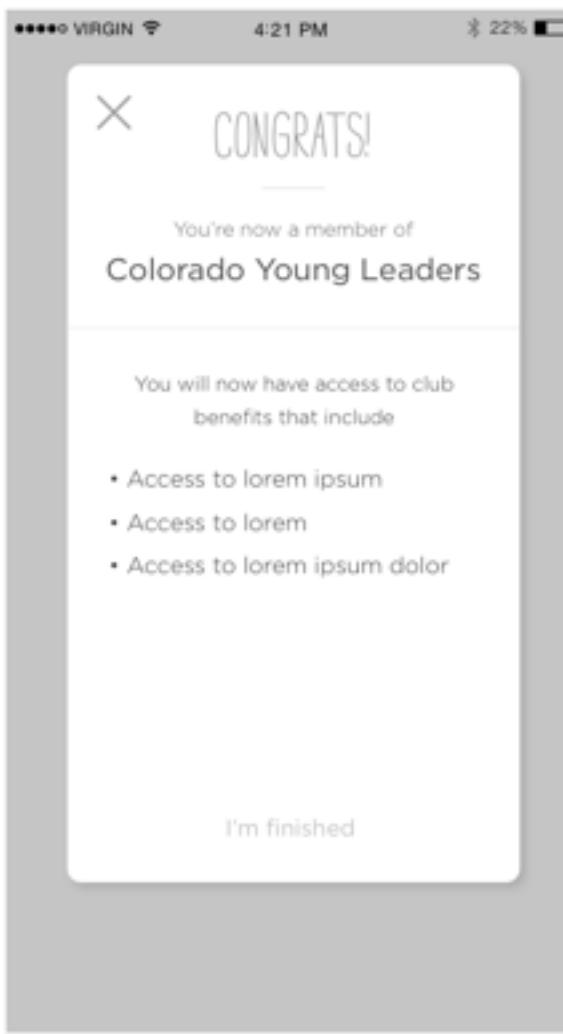


Links to Application



Application Submitted

If no approval needed



Admin receives notification



Admin reviews application



If Denied



The era of

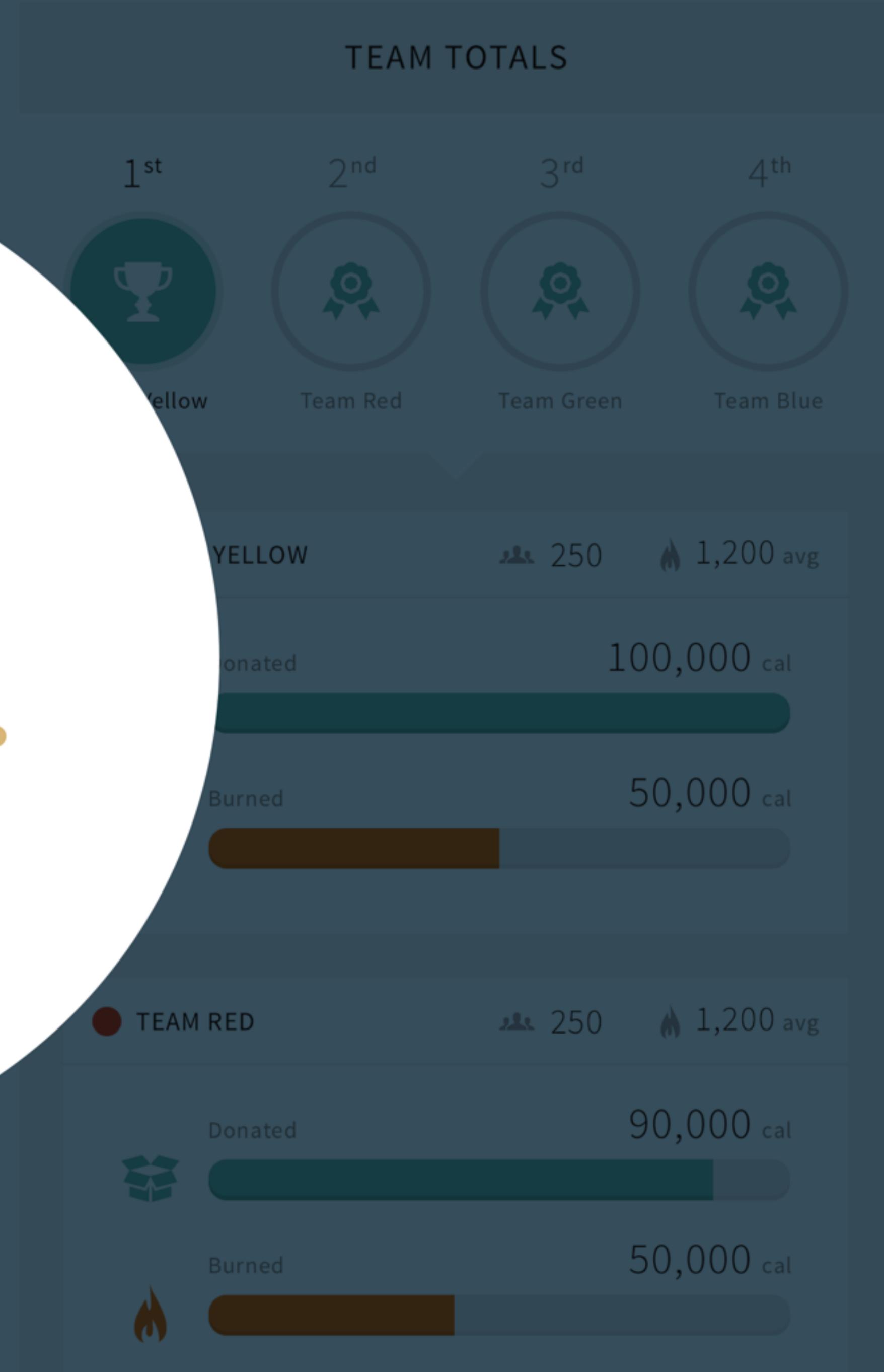
# Flat Design

# From sketches





To  
visual d.



“

But what is this really going  
to look like?

”

Concept new features in  
visual mode

Supporting dev + achieving  
pixel perfection

## Customers &gt; Results

Company: James Group, Department: Accounting, Reconciliation Status: All, Rollover: None

Viewing 10 Records

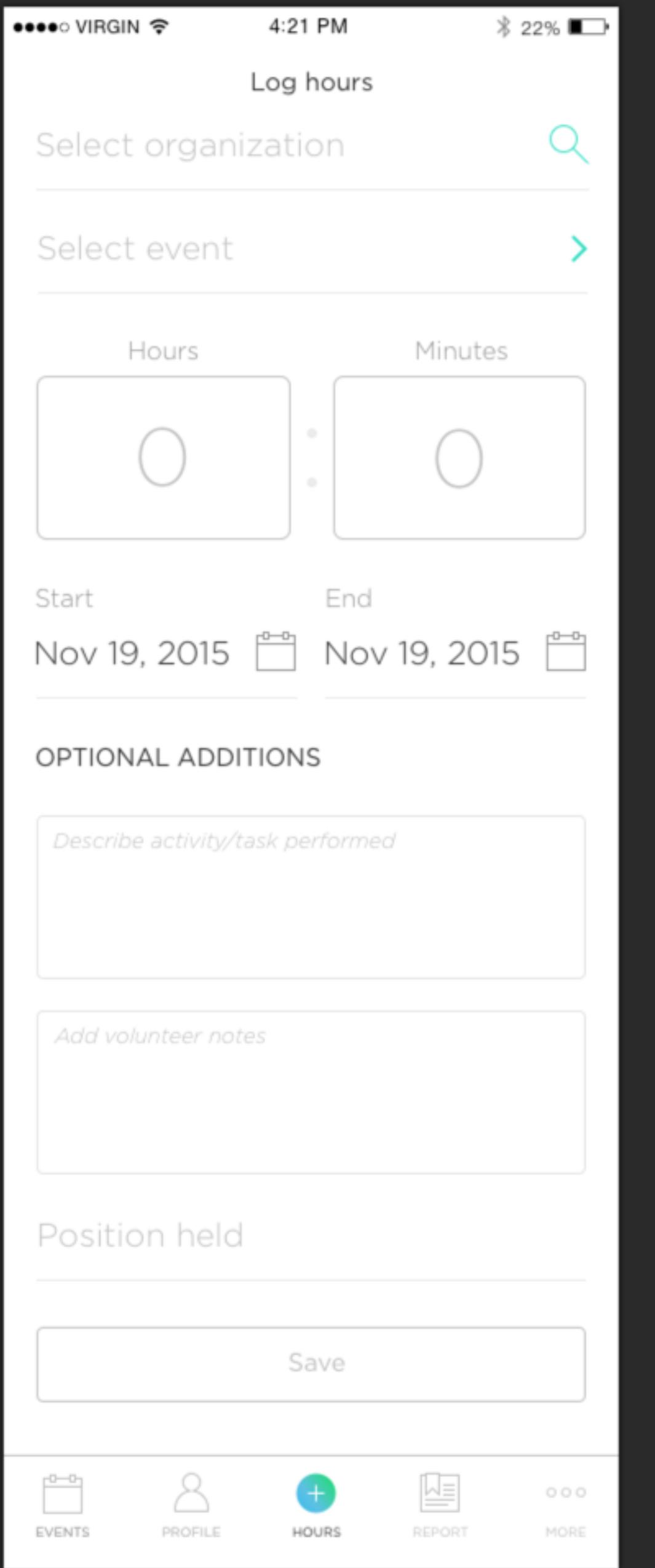
SP MP SP	<input type="checkbox"/> IBAN Originator	IBAN Beneficiary	Amount	Original Due Date	
MP	<input type="checkbox"/> BE7500002808451...	FR7630002017828754....	29000	12/11/2010 00:00:00	
MP	<input type="checkbox"/> BE7500002808451...	FR7630002017828754....	29000	12/11/2010 00:00:00	
MP	<input type="checkbox"/> FR7630040081800...	FR9030002002600000....	29000	12/11/2010 00:00:00	
MP	XLP	XLP	XLP	XLP	
SP	Summary	Audit Trail	Report	Traces	
SP	MP	MP	SP	SP	
MP	IBAN Originator	000391			
MP	IBAN Beneficiary	774ZH69			
MP	Amount	Microsoft			
MP	Original due date	1996-09-01			
MP	Payment Order Reference	000001			
MP	3 columns	← Aligned with the left edge of 4th column			
MP	Attached files	File Created	Customer First Name	Customer Last Name	Call To
MP	Recording_Nov_01_1.mp3	2015-11-01	John	Doe	01234567890
MP	Recording_Nov_01_2.mp3	2015-11-01	Elizabeth	Keen	01234567890
MP	Just_another_file_name_except_it... mp3	2015-11-04	Andrew	Connel	01234567890
MP	Recording_Nov_01_3.mp3	2015-11-01	Brian	Williams	01234567890
MP	Recording_Nov_02_1.mp3	2015-11-02	Brian	White	01234567890
MP	<input type="checkbox"/> BE7500002808451...	FR7630002017828754....	29000	12/11/2010 00:00:00	
MP	<input type="checkbox"/> BE7500002808451...	FR7630002017828754....	29000	12/11/2010 00:00:00	
MP	<input type="checkbox"/> BE7500002808451...	FR7630002017828754....	29000	12/11/2010 00:00:00	
MP	<input type="checkbox"/> BE7500002808451...	FR7630002017828754....	29000	12/11/2010 00:00:00	
MP	<input type="checkbox"/> BE7500002808451...	FR7630002017828754....	29000	12/11/2010 00:00:00	

1px border Brand Primary

12 columns system inside the div

5 rows (5 values)  
overflow-y: hidden;  
overflow-x: auto;5 rows (5 files)  
overflow-y: hidden;  
overflow-x: auto;

# Avocode bridge between design + dev



The right side of the image shows the Avocode interface. On the far right is a vertical toolbar with a checkered background. To its left is a code editor window with the title 'CODE' and the following CSS snippet:

```
/* Style for "01a_LogHours"
width: 375px;
height: 953px;
```

Below the code editor are several other toolbars: 'Copy' (with a copy icon), 'EXPORT' (with a gear icon and 'Export All Rules'), 'Make Screenshot' (with a camera icon), and 'VARIABLES' (with a plus icon and 'Create a variable').

# Plugins

# Sketch Toolbox

A super simple plugin manager for Sketch

[Download the beta](#)

[View on GitHub](#)



This is what it does for you:

1. Lets you browse the most popular plugins available for Sketch.
2. Downloads and installs new plugins with a single click.
3. Automatically keeps all those plugins up to date.

## → Install Sketch Toolbox

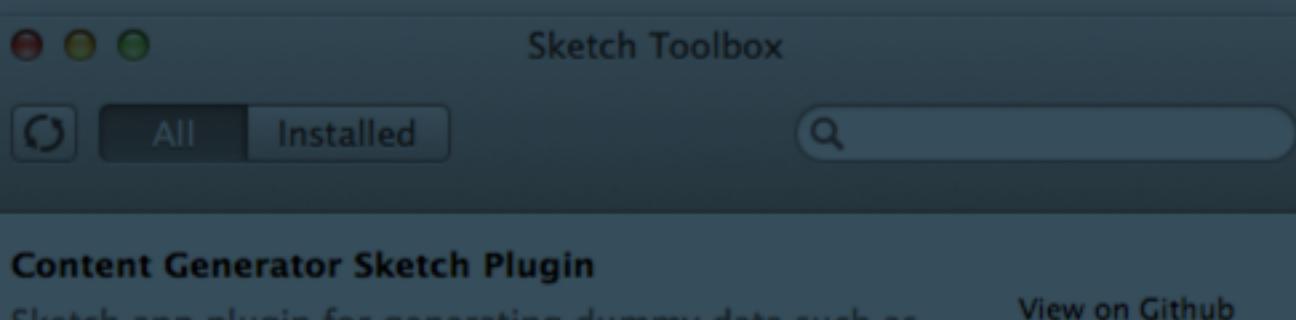
And here's what it looks like:

1. Better organization and metadata for each plugin.
2. Sort plugins by newest, most starred, and currently trending.
3. Customize keyboard shortcuts for all your plugins.

4 - ∞ We don't know yet! If you have suggestions, just open a new issue on [GitHub](#).

Here's what it looks like currently.

( It'll look much nicer very soon. )



Plugin favs

Dynamic Button

Plugin favs

Magic Mirror

Plugin favs  
Artboard Tools

Plugin favs  
Sketch Commands

Our very own

# Product

# Work arounds for deck creation

- PDF's suck
- No way to archive
- Work arounds to create

Prototypes only solve  
half the problem



Infinite Deck

# END

ben@conveyor.agency  
@bentremper