



Fidelity - Design System

Led the effort to create a design system for Fidelity Institutional called “FXD” using Figma. The design system contained color palettes, themes, typography, iconography, grids, and components. Contributed to the user experience discovery, ideation and specification phases. Documented components in detail for developers.

My Role

UX/UI Designer (lead)

Project Team

2 UX Designer, 2 Front-end Developers

Duration

Ongoing

Project Status

Continuous deployment

Design Methodologies

The approach was to take brand guidelines, use those in combination with user experience guidelines to create a robust design system within Figma. This approach would centralize all work into one collaborative toolset that would be easier to deploy updates and share design approaches in one single environment. The output of this was to provide components that would be well documented and abstract enough to allow for a variety of use cases.

Business Goals

To setup an environment that would allow business analysts, consultants, user experience designers, UI designers and developers to centralize on product designs and have a centralized code based that match what was in the design system.

Desktop Views

