

The following is a presentation to Yahoo Design about Airbnb's React-Sketchapp technology and my interpretation on its implications for advancing Yahoo Design culture and individual craft.

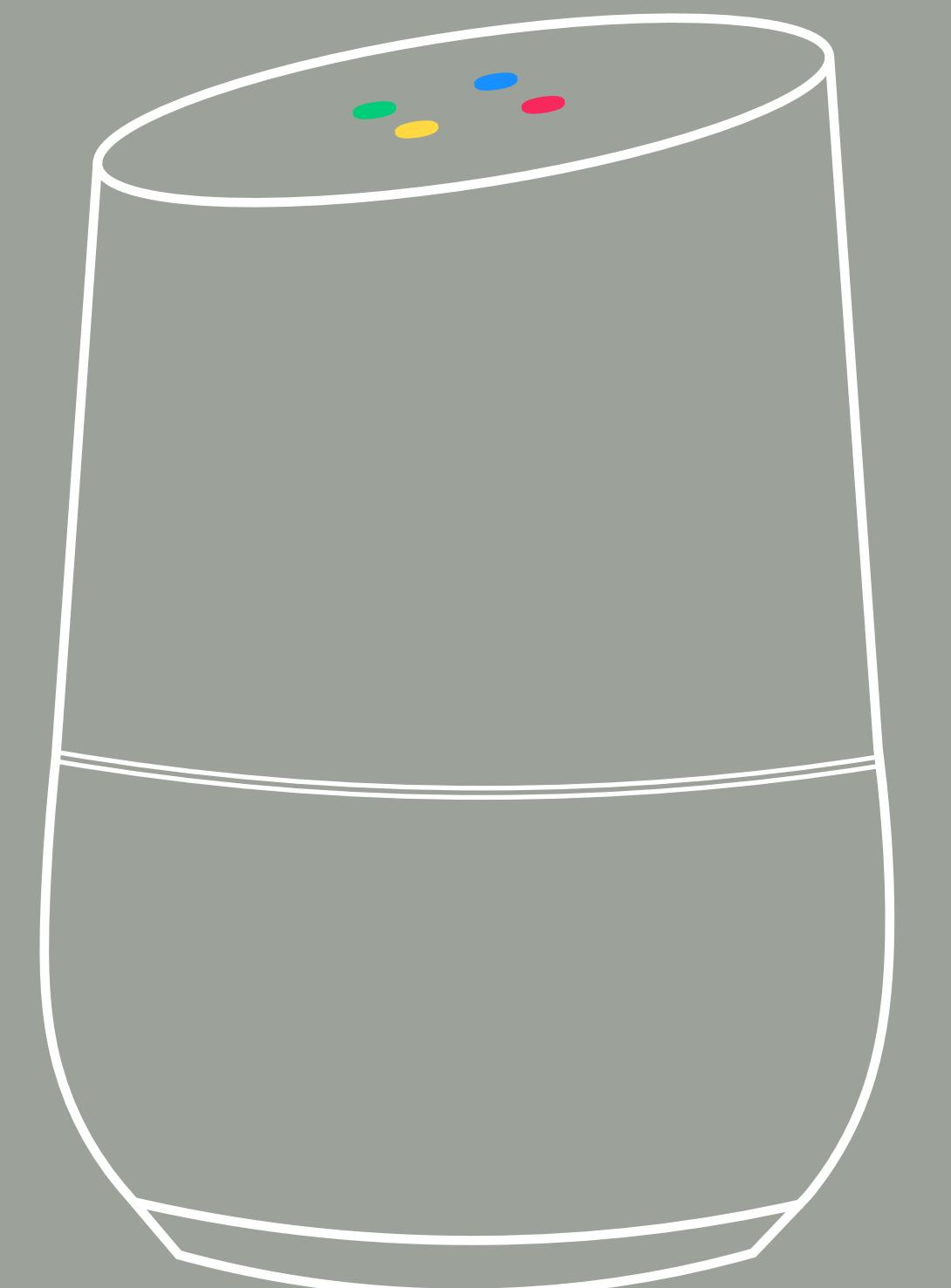
This deck was designed by Lawrence Go, who is a member of Yahoo Design Council. He and I both constructed the storyline, and I had presented this individually to Yahoo designers company wide.

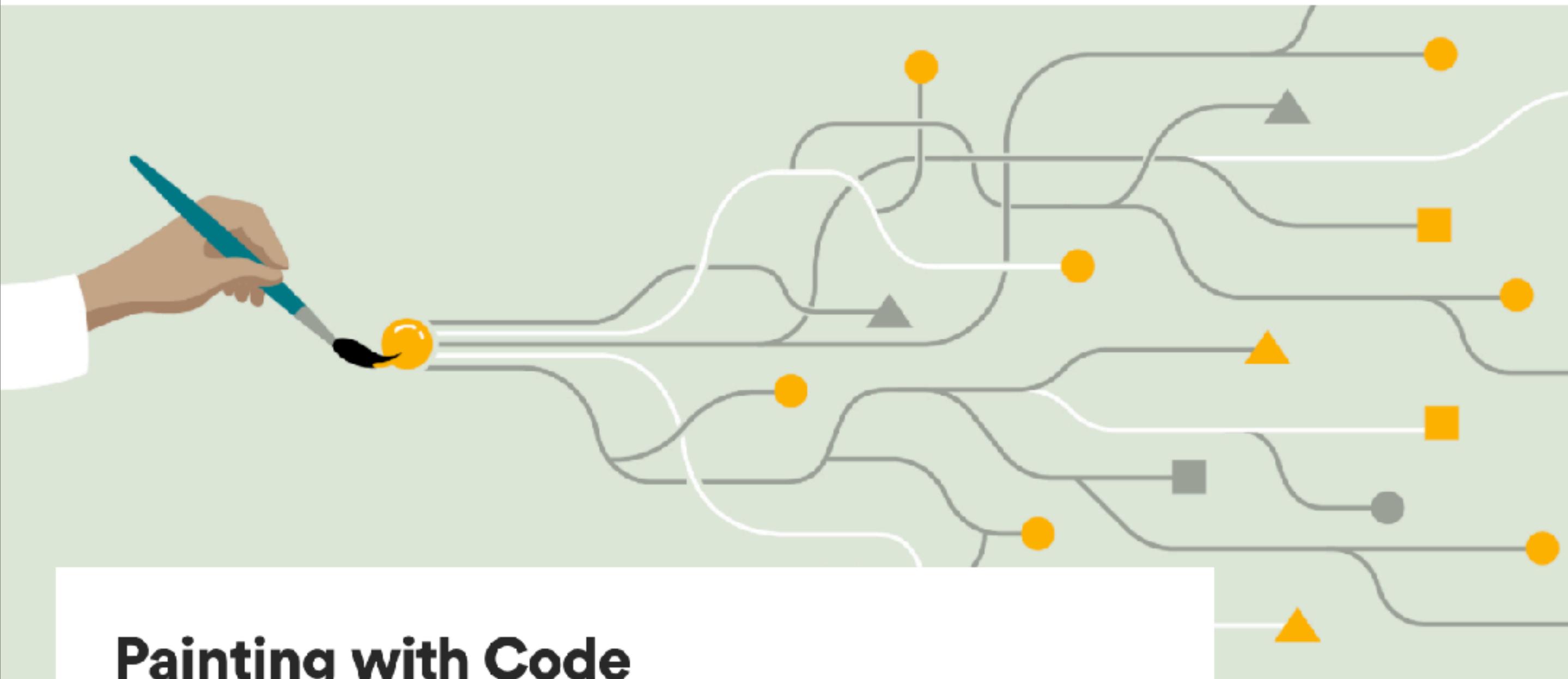


Learning from Airbnb's React-Sketchapp: Thoughts on Advancing Yahoo Design Culture

Lauren Tsung, Senior UX Designer

One day you will
do my bidding.





Painting with Code

Introducing our new open source library
React Sketch.app.

Behind the Scenes — Jon Gold

Today, we're excited to share a tool we built to help bridge the gap between designers and engineers working on design systems at scale. [React-sketchapp](#) is an open-source library that allows you to write React components that render to Sketch documents.

Pages + | 100 200 300 400 500 600 700 800 | C | Position X Y | Size Width Height | Transform Rotate Flip | Artboard | Preset | Opacity | Blending Normal | Fills | Borders | Shadows | Inner Shadows | Gaussian Blur ▾

Page 1

Page 2

Page 2

Artboard

Wrapper

ListView

Super Dup...

Text

721...

Aa 7...

Text

Sup...

Aa S...

Bord...

ShapeG...

In-N-Out B...

Text

798...

Aa 7...

Text

In-N...

Aa In...

Bord...

100 200 300 400 500 600 700 800

Hyde St.
PRESIDIO
Presidio of San Francisco
SEA CLIFF
RICHMOND DISTRICT
Golden Gate Park
California Academy of Sciences
OUTER SUNSET
Map data ©2017 Google

EMBARCADERO
UNION DISTRICT
Union Square
SOUTH OF MARKET
T&T Park
MISSION DISTRICT
DOGPATCH

San Francisco

Map data ©2017 Google

In-N-Out Burger
333 Jefferson St

Burger King
819 Van Ness Avenue

In-N-Out Burger
260 Washington St

Burger King
35 Powell St

In-N-Out Burger
11 Rollins Rd

Super Duper Burger

The interface shows a list of pages on the left, a toolbar at the top, and a central workspace with a map and a list of burger restaurants. The right side features a control panel with various styling options.

Untitled 2 — Edited

You are 1 update behind

Pages + | 100 200 300 400 500 600 700 800 900 1,000 1,100 1,200 1,300 | G | Position X Y | Size Width Height | Transform Rotate Flip | Opacity | Blending Normal | Fills | Borders | Shadows | Inner Shadows | Gaussian Blur

Page 1

Page 2

Page 3

Page 3

View

View

View

View

Pear a11y

View

T...

A

Aa

S...

Text

#...

Aa #

Text

P...

Aa P

View

S...

Pear

Text

This is an example react-sketchapp document, showing how to render a styleguide from a data representation of your design system.

Type Styles 80 / 80

Headline

36 / 48 Title 1

24 / 36 Title 2

20 / 24 Title 3

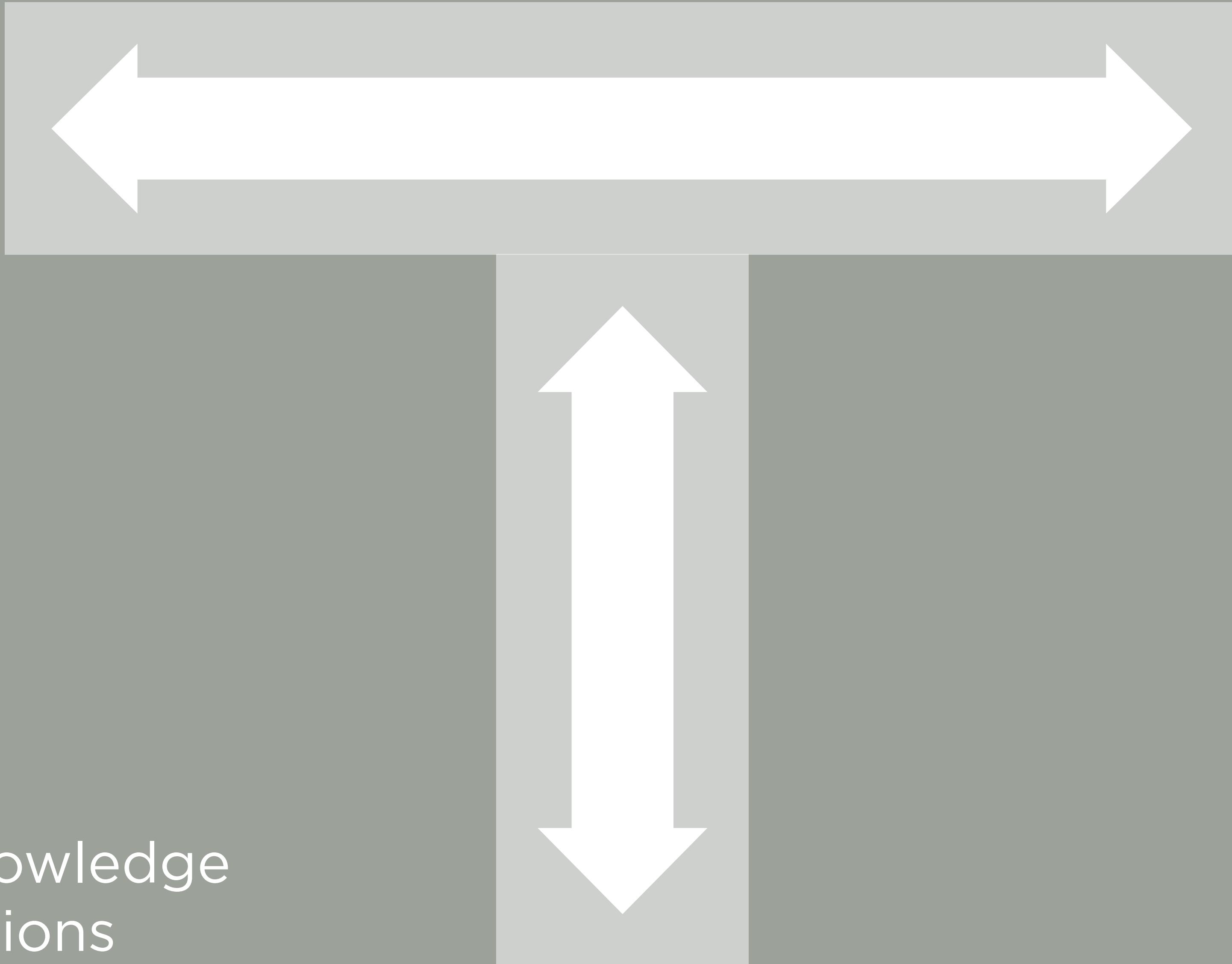
16 / 24 Body

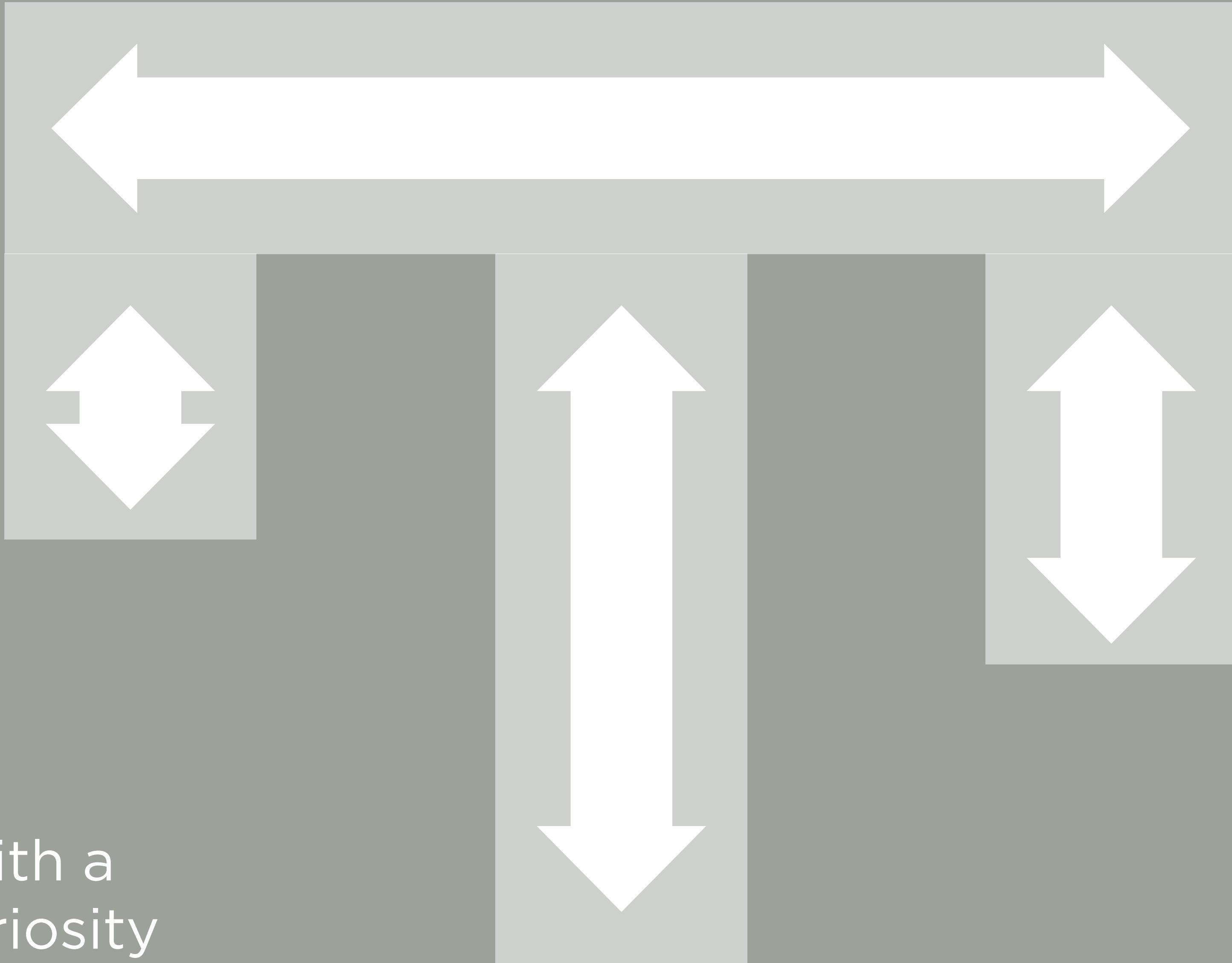
Color Palette

	Haus	Night	Sur	Sur a11y
#F3F4F4	#333 AAA	#96DBE4	#24828F AA	

This is a 🎈 not a 💊

Today
Applying knowledge
across situations





Trend
Designers with a
technical curiosity



Heading

Sub-Headline

Adipiscing elit. Sed neque nisl, blandit vel ipsum eu, imperdiet blandit lectus. Morbi tristique urna ut volutpat ornare. Curabitur semper vitae urna ac tempus. Duis vehicula elit nulla, eleifend egestas nisl vehicula nec. Nullam varius est dui, nec accumsan lectus posuere ut. Nullam viverra purus laoreet euismod tempor.

Adipiscing elit. Sed neque nisl, blandit vel ipsum eu, imperdiet blandit lectus. Morbi tristique urna ut volutpat ornare. Curabitur semper vitae urna ac tempus. Duis vehicula elit nulla, eleifend.

Adipiscing elit. Sed neque nisl, blandit vel ipsum eu, imperdiet blandit lectus. Morbi tristique urna ut volutpat ornare* Curabitur semper vitae urna ac tempus.

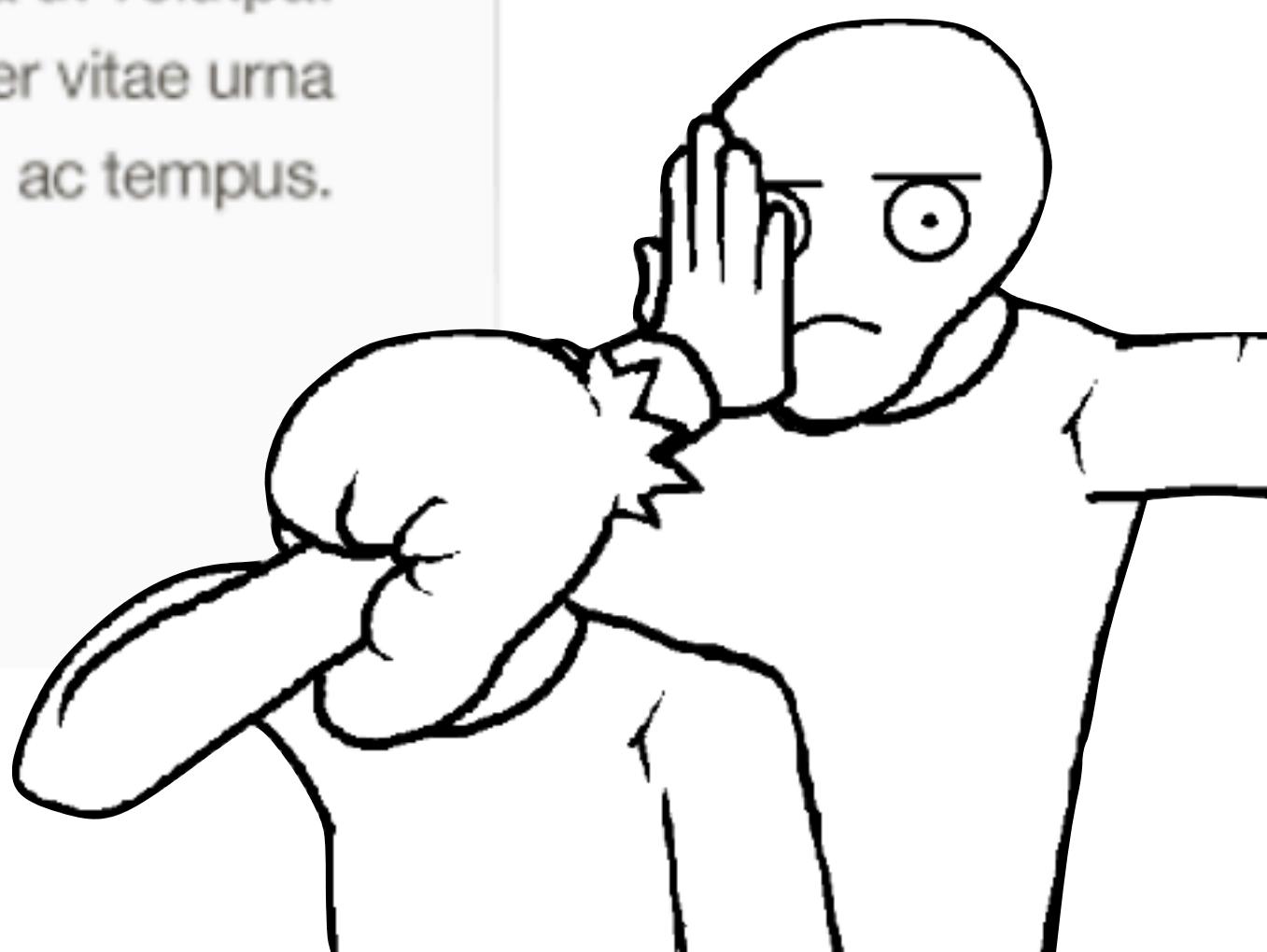


**ornare imperdiet blandit lectus.
Morbi tristique*

Continue

Adipiscing elit. Sed neque nisl, blandit vel ipsum eu, imperdiet blandit lectus.

Morbi tristique urna ut volutpat ornare. Curabitur semper vitae urna ac tempus.



The image shows the Zeplin interface, a tool for creating design reviews. On the left, there's a screenshot of an iPad in landscape mode displaying the Hacker News mobile application. The main content of the screenshot is a news item about Twilio opening trading at \$23.99 per share. On the right side of the Zeplin interface, there's a detailed view of the same news item, including its title, source, and comments count. Below this, there's a calendar view for Wednesday, February 18, 2015, showing a 'Design Meeting' scheduled from 12 PM to 1 PM. A color palette on the right lists various colors used in the design, such as dark purple, bright turquoise, lemon green, purple, radikal pink, silver gray, and white, each with its corresponding hex code and RGB values.

iPad Landscape

Hacker News

Twilio opens trading at \$23.99 per share

doppp

116 comments

Why we challenge Microsoft's bat...
sooner

Hacker News
new | comments | show | ask | jobs | submit login

1.▲ Twilio opens trading at \$23.99 per share
(techcrunch.com)
224 points by doppp 3 hours ago | 116 comments

1.0 Dashboard Guideline

Calendar

Wednesday
February 18, 2015

DAY WEEK MONTH

11 AM

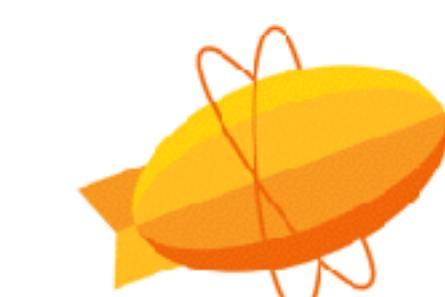
12 PM Design Meeting
Hangouts

1 PM Lunch Break

Colors

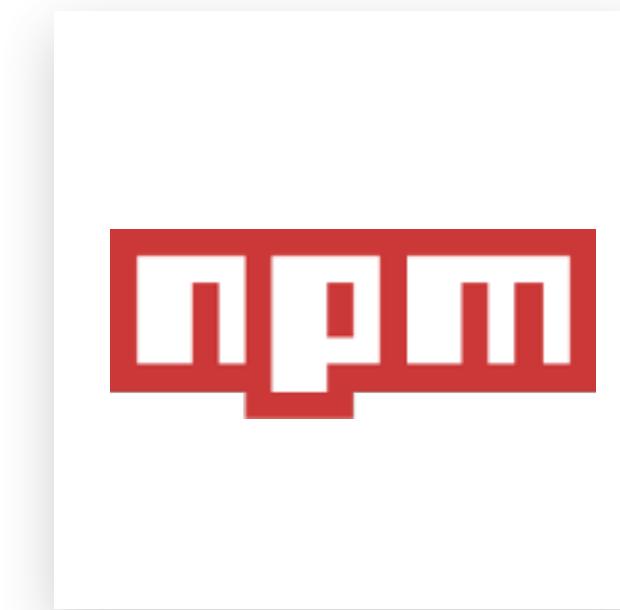
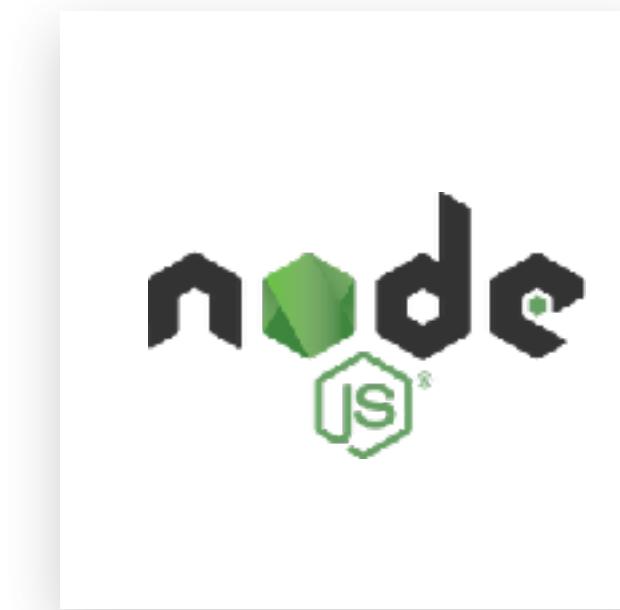
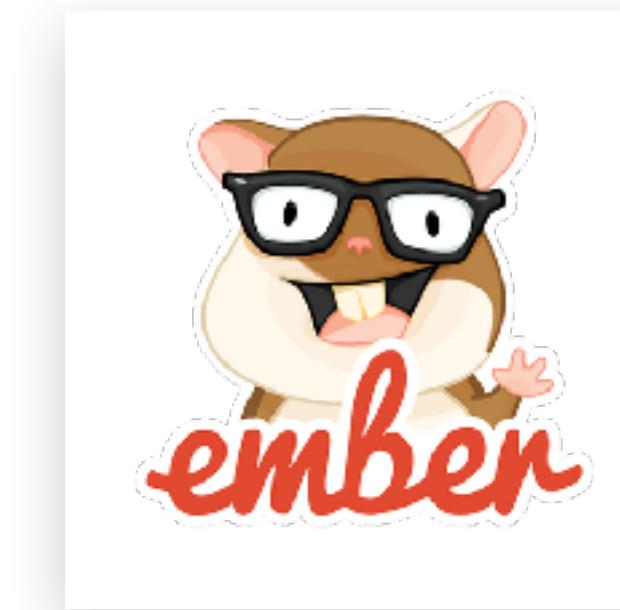
- #darkPurple
rgb 75, 64, 151
- #brightTurquoise
rgb 80, 210, 194
- #lemonGreen
rgb 235, 255, 198
- #purple
rgb 186, 119, 255
- #radikalPink
rgb 255, 51, 192
- #silverGray
rgba 188, 181, 185, %30
- #white
rgb 255, 255, 255

Assets



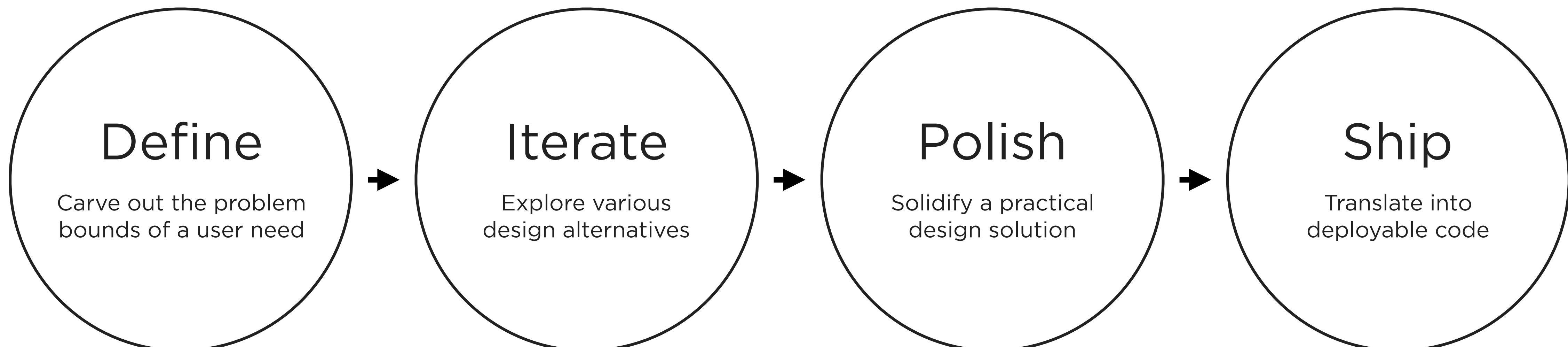
ZEPLIN

A Brief History in Tech



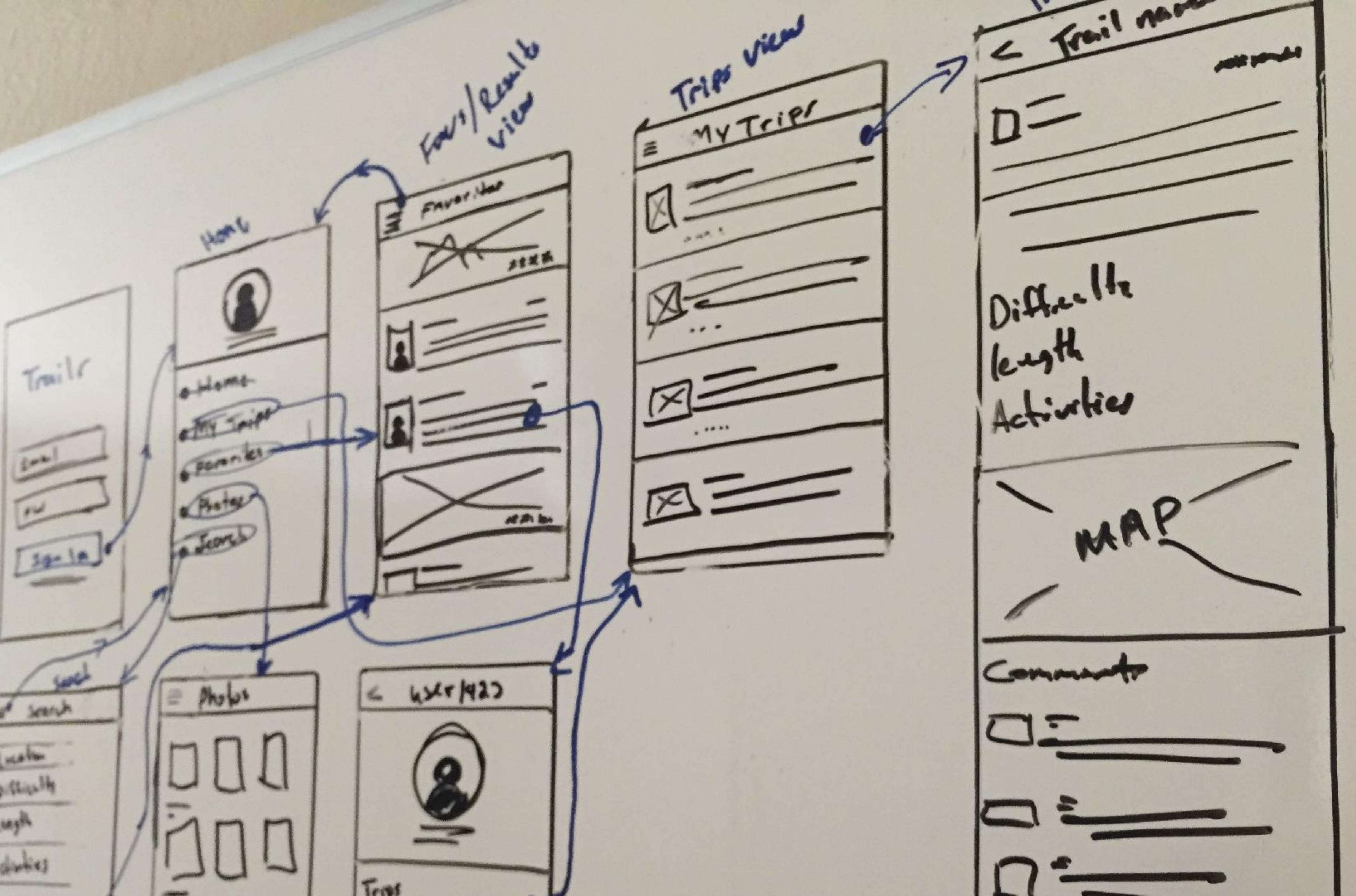


A Workflow Today



CRAFT: Provides real data

ZEPLIN: Streamlines design spec handoff



Shots.sketch

Page 1

followingshots

Scissors Edit Transform Rotate Flatten Mask Scale Union Subtract Intersect Difference Make Grid Rotate Copies Forward Backward Mirror

shot photo copy 3

bg

Shot Cell 4

Shot Cell 3

Shot Cell 2

@ListCell Shot Cell Example

background

ShotDetail

@TabBar Navigation

Animated

Animated

Debut

Debut

Popular

Popular

Following Active

Following

#barTintColor Bar

@NavBar ShotsNav

Back

Back Arrow

Shots

Fixie to.

Carl Salazar

Hella narwhal.

Tousled.

Janice Gomez

Fixie tote bag.

Keytar.

Brittany Phillips

Tousled food.

Hella na.

Harry Scott

Retro occupy or.

Synth po.

Olivia Jacobs

Keytar McSweeney.

Following

Popular

Debut

Animated

Back

Shot

A view from the

Sarah Rios

200 Views 32 Comm

Comments

Eugene Green

In hac habitasse platea dictumst fermentum quam volutpat aliquam

Following

Popular

Export

1x None PNG

Size Suffix Format

Export shot photo copy 3

Position X 34 Y 1017

Size Width 146 Height 146

Transform Rotate 0° Flip

Radius 0

No Shared Style

Opacity 100%

Blending Normal

Fills Fill Normal 100% Opacity

Borders Color Inside Position Thickness 1

Shadows

Inner Shadows

Gaussian Blur

Export

Size Suffix Format

Export shot photo copy 3

F Yahoo Design Language | FUJI

ydesignproto.corp.gq1.yahoo.com/fuji/app/color.html

Apps Apple Yahoo! Yahoo! Mail Google Maps Remark YouTube codemade.io Projec... Bots Interface yo/aisx: A.I. Studio... Presto Platform Us... Presto Platform Bet...

FUJI **Color** Web

What's New

Principles

Aesthetic ▾

	Red 1A	Red 1B	Red 2A	Red 2B
R	240	220	255	255
G	22	20	77	51
B	47	45	82	58

Mood

	C 0%	C 7%	C 0%	C 0%
M	100%	100%	84%	92%
Y	88%	92%	63%	77%
K	0%	1%	0%	0%

Gradients

	H 352°	H 351°	H 358°	H 357°
S	90%	90%	70%	80%
B	94%	86%	100%	100%

The Orb

	PMS	PMS	PMS	PMS
C	Red 032	1795	178	Red 032
U	Bright Red	Bright Red	Warm Red	805

Icons

Type

Components >

Interaction >

Accessibility

Downloads

Punch A #F80E5D

Punch B #E6004E

Punch C #C60646

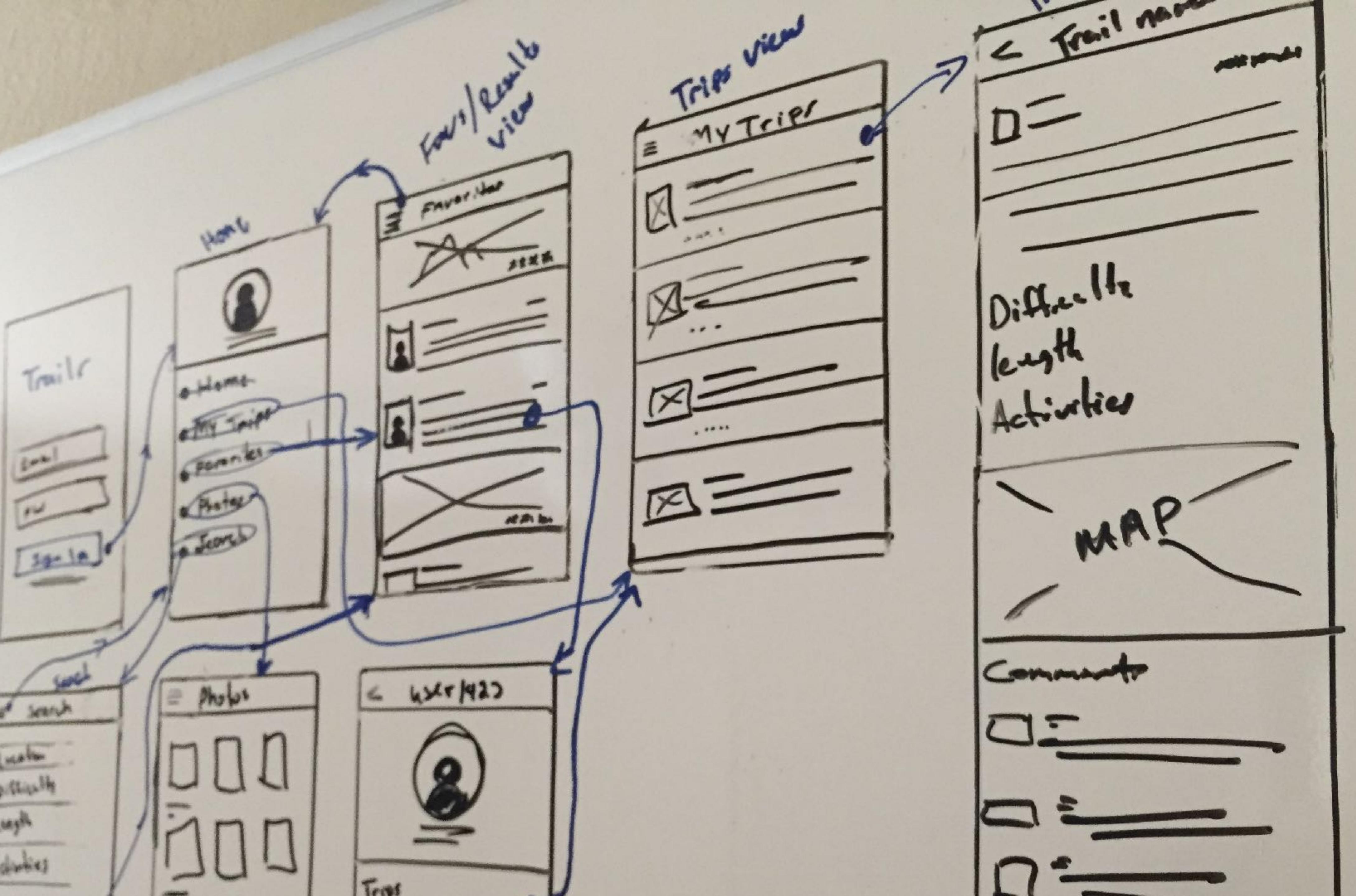
Ruby A #BE0067

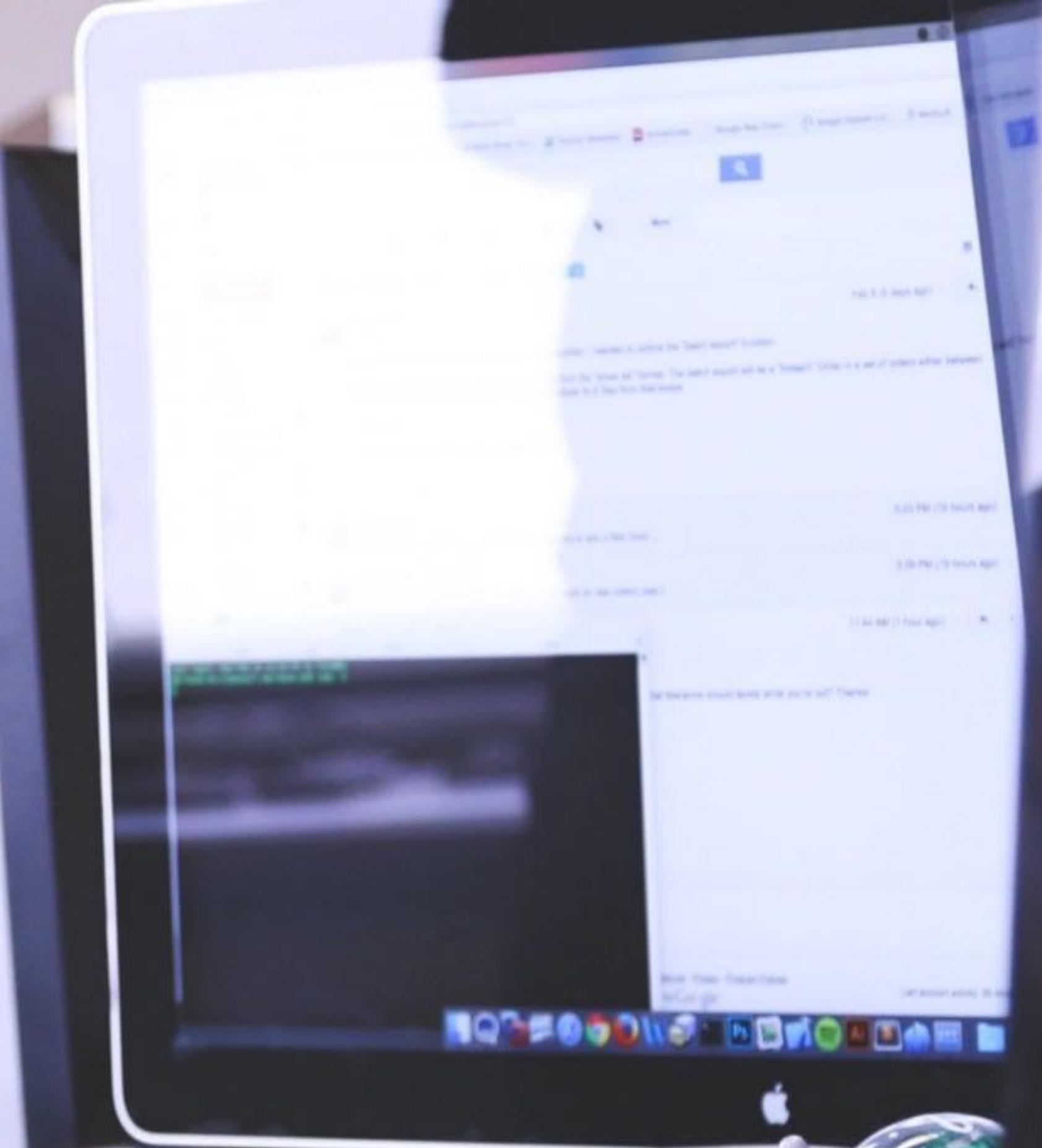
Get in touch



**Open
territory
later**







Untitled — Edited • You are 1 update behind

Insert Group Ungroup Create Symbol 59% Edit Transform Rotate Flatten Mask Scale Union Subtract Intersect Difference Forward Backward Mirror Cloud View Export

Pages + -100 0 100 200 300 400 500 600 700 800 900 1,000 1,100

Page 1

Position X Y

Size Width Height

Transform Rotate Flip

Opacity

Blending Normal

Fills

Borders

Shadows

Inner Shadows

Gaussian Blur

Cherry Blossoms

The cherry blossoms are meaningful to the Japanese. The reason being that they have a very finite window for full blooming.

Purchase Tickets

www.cherryblossomfestival.com

Ice Caves

Ice caves are very mystical. Over many centures waters are frozen and there are icicles that hang from the roof of the cave.

Aa

Image Sh... Shape...

View View View View Text Sub Aa

View View View Text Ic Aa

Filter

Ruler

Page 1

View

View

View

View

Text

Sub

Aa

Image

Sh...

Shape...

View

View

View

Text

Ic

Aa

The image shows a dual-screen setup. On the left, the Sketch application is open, displaying a wireframe of a mobile application interface. The interface includes sections for 'Ice Caves' and 'Sunset Bridge', each with a title, a large image, and a 'Purchase Tickets' button. On the right, the Atom IDE is open, showing the file `designSystem.js`. This file defines a color palette, font sizes, and spacing constants, and also contains code for font families and weights.

`designSystem.js` content:

```
1 export const colors = {  
2   White: '#FFF',  
3   Haus: '#F3F4F4',  
4   Night: '#676',  
5   Sur: '#96DBE4',  
6   'Sur a11y': '#24828F',  
7   Peach: '#EFADA0',  
8   'Peach a11y': '#E37059',  
9   Pear: '#93DAAB',  
10  'Pear a11y': '#2E854B',  
11  Blue: '#3399FF',  
12  Shadow: '#EAEAEA'  
13};  
14  
15 const typeSizes = [80, 48, 36, 24, 20, 16];  
16  
17 export const spacing = 20;  
18 export const mini_spacing = 12;  
19  
20  
21 const fontFamilies = {  
22   display: 'Helvetica Neue',  
23   body: 'Helvetica Neue',  
24 };  
25  
26 const fontWeights = {  
27   regular: 'regular',  
28   bold: 'bold',  
29 };  
30  
31 export const fonts = {
```

The Sketch interface shows three cards on the canvas:

- Japanese:** Text: "Japanese. The reason being that they have a very finite window for full blooming." with a "Purchase Tickets" button and link "www.cherryblossomfestival.com".
- Ice Caves:** Image of icebergs, Text: "Ice caves are very mystical. Over many centuries, waters are frozen and there are icicles that hang from the roof of the cave.", with a "Purchase Tickets" button and link "www.besticecaves.com".
- Sunset Bridge:** Image of a bridge at sunset, Text: "There is something magical about the sunset bridge, especially when the light is contrasting Orange mixed with purples.", with a "Purchase Tickets" button.

The sidebar on the left lists various components and assets.

The Atom code editor displays the `Card.js` file from the `example` directory:

```
designSystem.js | Card.js | MiniCard.js
27 color: colors['Night'],
28 padding: spacing,
29 lineHeight: fonts.Body.LineHeight
30 },
31 link: {
32   color: colors['Peach'],
33   padding: spacing
34 },
35 /**
36  * backgroundColor: colors['Peach'],
37  * borderColor: colors['Peach'],
38  * color: colors['White']
39 */
40 /**
41  * cta: {
42    borderRadius: 4,
43    borderWidth: 2,
44    marginLeft: spacing,
45    marginRight: spacing,
46    textAlign: 'center',
47    padding: 10,
48    fontSize: 16,
49    backgroundColor: colors['White'],
50    borderColor: colors['Blue'],
51    color: colors['Blue']
52  }
53 });
54
55 type CardP = {
56   user: User,
57 }
```

Insert Group Ungroup Create Symbol

Pages

Page 1

Page 1

View

- View
- View
- View
- Text
- Text
- Image
- Shape
- View
- View
- Text
- Icon

Aa

900 900 1,000 1,000 1,100 1,200 1,300 1,400 1,500 1,600 1,700 1,800 1,900

- 59% +

- +

Ice caves are very mystical. Over many centuries, waters are frozen and there are icicles that hang from the roof of the cave.

Purchase Tickets

www.besticecaves.com

Sunset Bridge

There is something magical about the sunset bridge, especially when the light is contrasting orange mixed with purples.

Purchase Tickets

www.californiabridges.com

Cherry Blossoms

Ice Caves

Card.js — ~/Documents/Projects/ReactSketch/Repo/home_examples/example

example

designSystem.js Card.js MiniCard.js

node_modules profile-cards.sketchplugin src

components

.DS_Store Card.js MiniCard.js Space.js

.DS_Store designSystem.js main.js manifest.json types.js

.flowconfig package.json README.md

color: colors['Night'],
padding: spacing,
lineHeight: fonts.Body.LineHeight
},
link: {
color: colors['Peach'],
padding: spacing
},
/*
backgroundColor: colors['Peach'],
borderColor: colors['Peach'],
color: colors['White']
*/
cta: {
borderRadius: 4,
borderWidth: 2,
marginLeft: spacing,
marginRight: spacing,
textAlign: 'center',
padding: 10,
fontSize: 16,
backgroundColor: colors['Peach'],
borderColor: colors['Peach'],
color: colors['White']
}
});
type CardP = {
user: User,
},

<https://ydesignproto.corp.yahoo.com/fuji/app/color.html>

FUJI

Color

What's New

Principles

Aesthetic

Mood

Color

Gradients

The Orb

Icons

Type

Components

Interaction

Accessibility

Downloads

Get in touch

Red 1A Red 1B Red 2A Red 2B

R: 240 G: 22 B: 47	R: 220 G: 20 B: 45	R: 255 G: 77 B: 82	R: 255 G: 51 B: 58
C: 0% M: 100% Y: 88% K: 0%	C: 7% M: 100% Y: 92% K: 1%	C: 0% M: 84% Y: 63% K: 0%	C: 0% M: 92% Y: 77% K: 0%
H: 352° S: 90% B: 94%	H: 351° S: 90% B: 86%	H: 358° S: 70% B: 100%	H: 357° S: 80% B: 100%
PMS C: Red 032 U: Bright Red	PMS C: 1795 U: Bright Red	PMS C: 178 U: Warm Red	PMS C: Red 032 U: 805

Punch A Punch B Punch C Ruby A

<https://git.corp.yahoo.com/ypt/fuji>

ypt / fuji

Code Issues Pull requests Projects Wiki Pulse Graphs

We are experiencing intermittent I/O issues on git.corp. Please visit this [JIVE post](#) for details.

382 commits 1 branch 77 releases 16 contributors

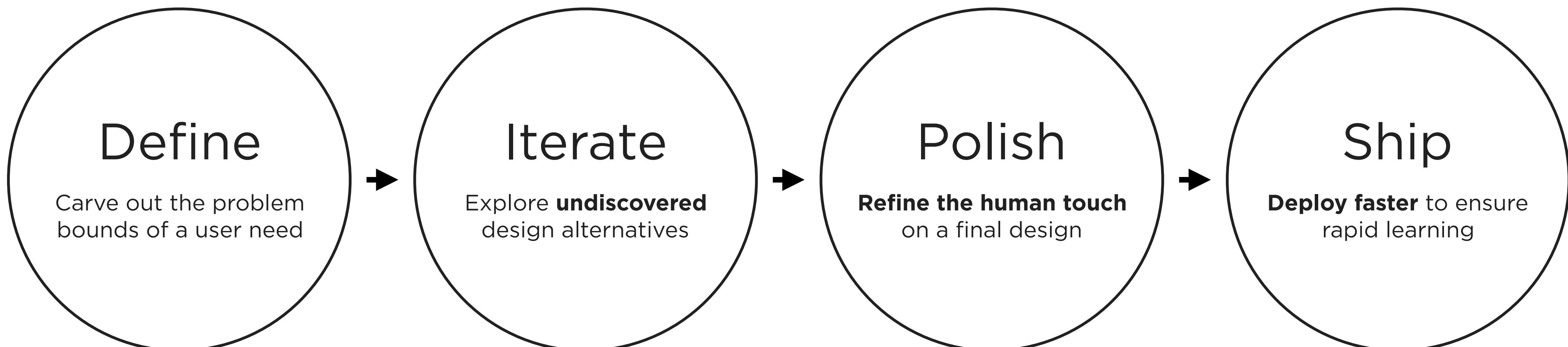
Branch: master New pull request Create new file Upload files Find file Clone or download

by-screwdriver Update version to 0.1.22 by screwdriver:37388:component:node6:107 Latest commit [@1000ae](#) 4 days ago

- css4 Revert "reverting from bad merge commit" 2 months ago
- dist Further cleanup of old stuff we no longer need in this repo. trying t... 2 months ago
- img Updated the "TAP_TO_TOP" icon 4 days ago
- jss Revert "reverting from bad merge commit" 2 months ago
- less Revert "reverting from bad merge commit" 2 months ago
- sandbox Revert "reverting from bad merge commit" 2 months ago
- src Cleaning up Fuji 7 months ago
- test Cleaning up Fuji 7 months ago
- tmp/tap_reports moving reports to tmp 2 years ago



The Scalable Workflow



REACT-SKETCHAPP: Provides real data and enforces consistent design language

Getting Comfy With Code

Pick up HTML and CSS. “Inspect” your favorite websites.

Getting Comfy With Code

Pick up HTML and CSS. “Inspect” your favorite websites.

Ask engineers about walking you through their workflow.

Getting Comfy With Code

Pick up HTML and CSS. “Inspect” your favorite websites.

Ask engineers about walking you through their workflow.

Pick up JavaScript. Or its cleaner version CoffeeScript.

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Believer. Product Designer and Prototyper @yahoo. Food Afficionado. Maker and experimenter.

May 31 · 5 min read

Thoughts on Advancing Design Culture through Technology

The screenshot shows a dual-pane interface. On the left, the Sketch application is open with two pages: 'Ice Caves' and 'Sunset Bridge'. The 'Ice Caves' page contains a text block about ice caves, a 'Purchase Tickets' button, and a link to www.besticecaves.com. The 'Sunset Bridge' page features a large image of a bridge at sunset, a text block about the sunset and bridge, another 'Purchase Tickets' button, and a link to www.californiabridges.com. On the right, a file browser shows a directory structure for a ReactSketch project, and a code editor displays the contents of `designSystem.js`.

```
designSystem.js — ~/Documents/Projects/ReactSketch/Repo/home_examples/example

example
  node_modules
  profile-cards.sketchplugin
  src
    components
      .DS_Store
      Card.js
      MiniCard.js
      Space.js
    .DS_Store
    designSystem.js
    main.js
    manifest.json
    types.js
    flowconfig
    package.json
    README.md

export const colors = {
  White: '#FFF',
  Haus: '#F3F4F4',
  Night: '#676',
  Sur: '#96DBE4',
  'Sur ally': '#24828F',
  Peach: '#EFADA0',
  'Peach ally': '#E37059',
  Pear: '#93DAAB',
  'Pear ally': '#2E854B',
  Blue: '#3399FF',
  Shadow: '#EAEAEA'
};

const typeSizes = [80, 48, 36, 24, 20, 16];

export const spacing = 20;
export const mini_spacing = 12;

const fontFamilies = {
  display: 'Helvetica Neue',
  body: 'Helvetica Neue',
};
```