

DUSTIN YOUNSE

DESIGN SYSTEMS AREN'T HARD



THAT[®]

CONFERENCE



THANK YOU, THAT CONFERENCE PARTNERS!





THAT[®]

CONFERENCE

SEE YOU NEXT YEAR! JANUARY 2023

CALL FOR SPEAKERS STARTS JUNE 1, 2022



ABOUT ME

@milsyobtaf from the internet

I've worked on large websites since 2008

I've worked with "design systems" since we called them "swatches" or "style tiles"

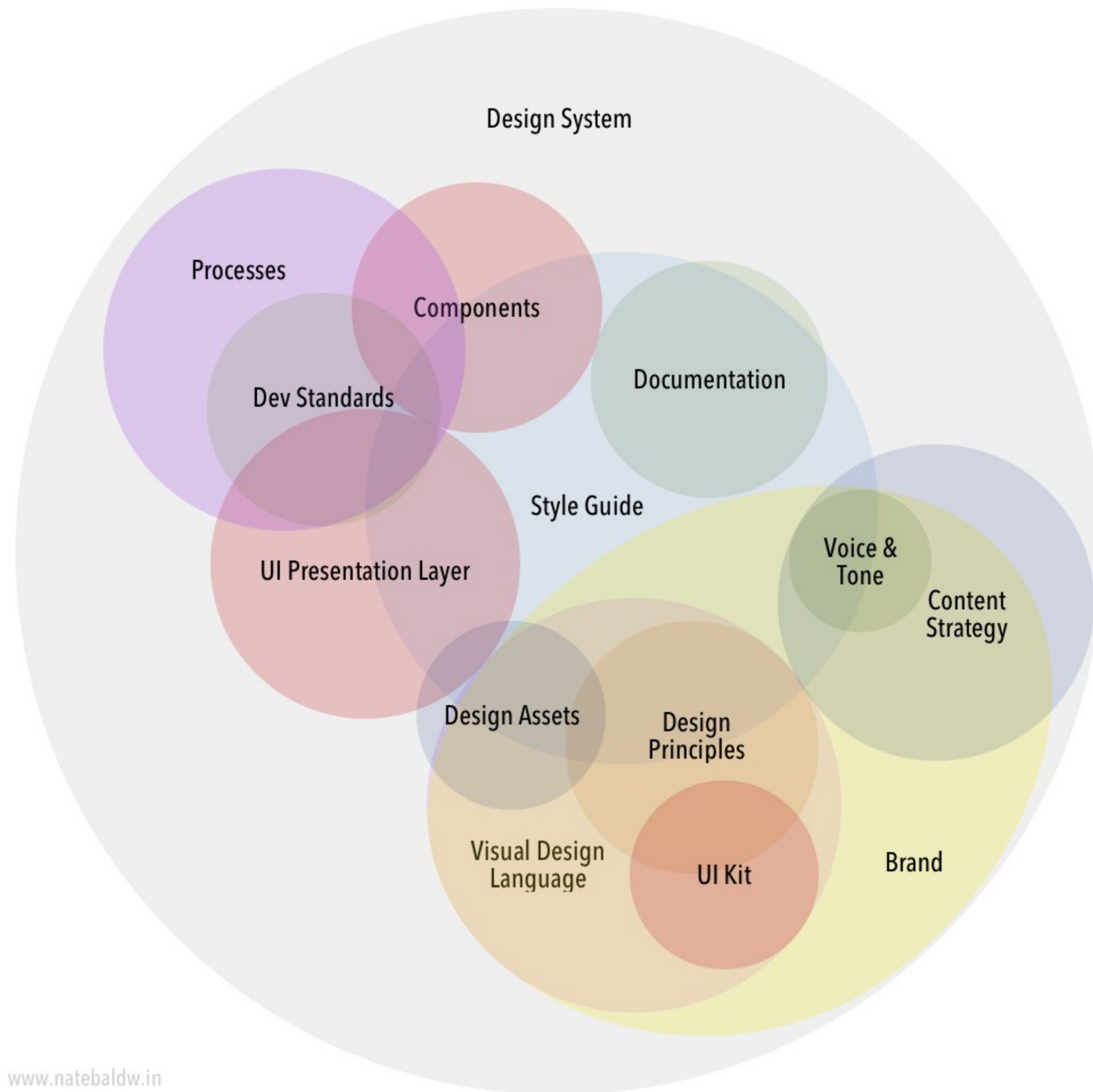
Currently working in Design Engineering at Indeed, a job that comes with the best laptop sticker

DESIGN SYSTEMS AREN'T HARD

But they are complex.
And also hard.

WHAT IS A DESIGN SYSTEM?

If you ask ten different people who work on design systems, you'll get ten different answers.



**Organizations which design systems ...
are constrained to produce designs
which are copies of the
communication structures of
these organizations."**

CONWAY'S LAW

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HAL

Let's Create

Products & Solutions



Consulting & Services



Learn & Support



Explore more



**MARKETING
DEPARTMENT**

**PRODUCT
TEAMS**

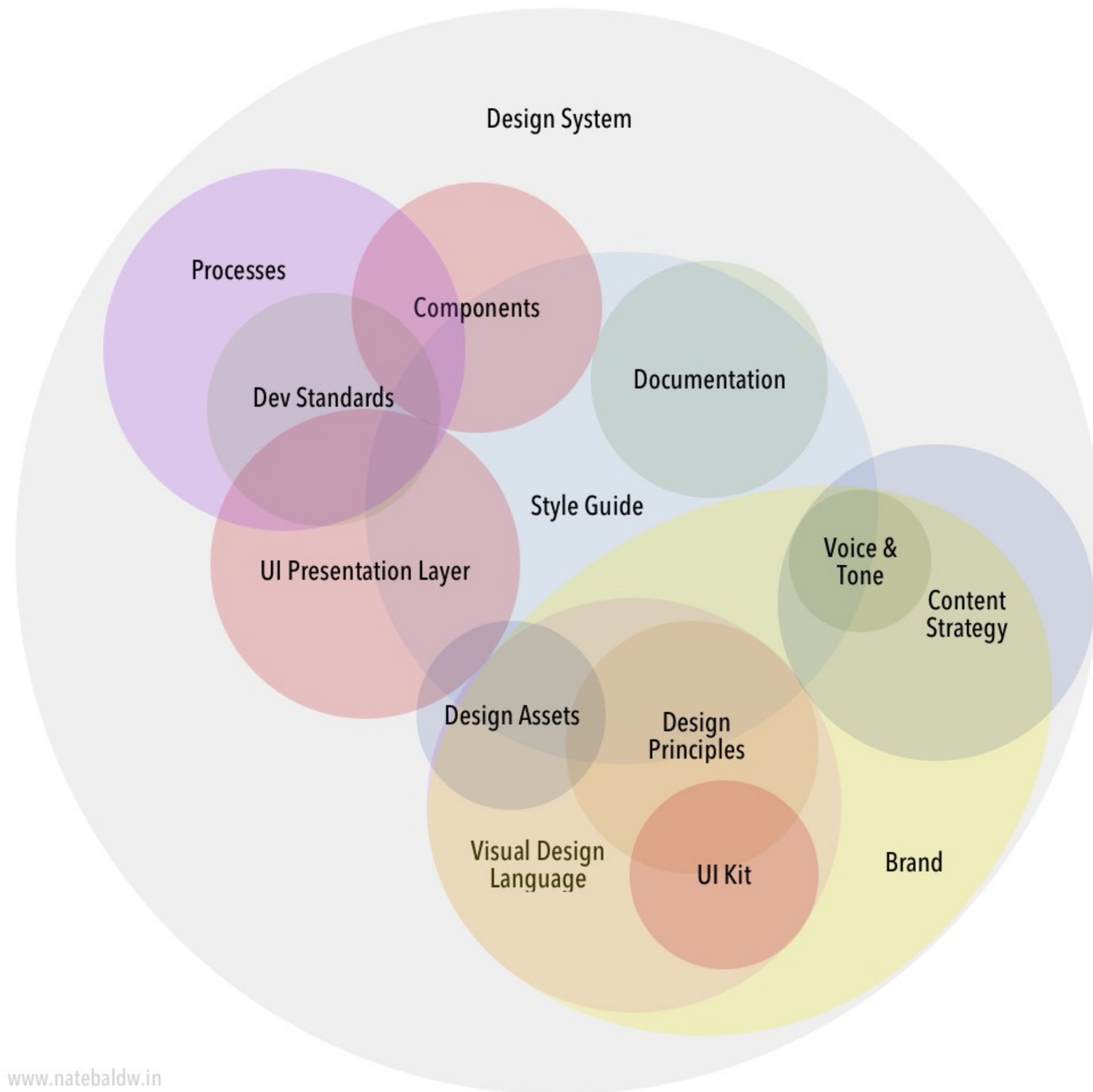
**PROFESSIONAL
SERVICES**

**TECH CONTENT
WRITING**

**RESEARCH,
CORPORATE COMMS**

Your website is a *manifestation*
of your organization's *problems*

“UNCLE” DAVE RUPERT’S LAW



WHAT *ISN'T* A DESIGN SYSTEM?

A FIGMA LIBRARY

WHAT *ISN'T* A DESIGN SYSTEM?

A REACT COMPONENT LIBRARY

WHAT *ISN'T* A DESIGN SYSTEM?

AN EXTERNAL WEBSITE PROMOTING YOUR DESIGN SYSTEM

THESE ARE ARTIFACTS - NOT THE SYSTEM

SO... WHAT *IS* A DESIGN SYSTEM?

**AN AGREEMENT ON HOW
DIGITAL PRODUCTS ARE MADE**

DESIGN SYSTEM AGREEMENTS

User Interface Design: *how a digital experience looks*

Interaction Design: *how a digital experience feels*

Content Strategy: *how a digital experience sounds*

Documentation: *how a digital experience is crafted*



DESIGN SYSTEMS TAKE TIME

Brand Button

BUTTON

Button Primary

Button

Create store



DESIGN SYSTEMS TAKE TIME AND THEY TAKE MONEY

WHY BOTHER WITH A DESIGN SYSTEM?

DESIGN SYSTEMS ARE ALL ABOUT SCALE

Interface Design *at scale*

Interaction Building *at scale*

Content Creation *at scale*

DESIGN SYSTEMS ARE ALL ABOUT SCALE

When everyone on your team knows *how* a thing should be built, they can just *build it*.

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#1 Support Request: How do I do X?

DESIGN SYSTEMS ARE ALL ABOUT SCALE

When everyone on your team knows *how* a thing should be built, they can just *build it*.

#1 Support Request: How do I do X?

#2 Support Request: Why do I do X?

DESIGN SYSTEMS HELP *EVERYONE*

ACCESSIBILITY AT SCALE

Buttons that work as buttons

ACCESSIBILITY AT SCALE

Buttons that work as buttons

Links that work as links

ACCESSIBILITY AT SCALE

Buttons that work as buttons

Links that work as links

Animations that respect *prefers-reduced-motion*

ACCESSIBILITY AT SCALE

Buttons that work as buttons

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INCLUSION AT SCALE

ACCESSIBILITY AT SCALE

Buttons that work as buttons

Links that work as links

Animations that respect *prefers-reduced-motion*

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Form fields that accept accented characters

ACCESSIBILITY AT SCALE

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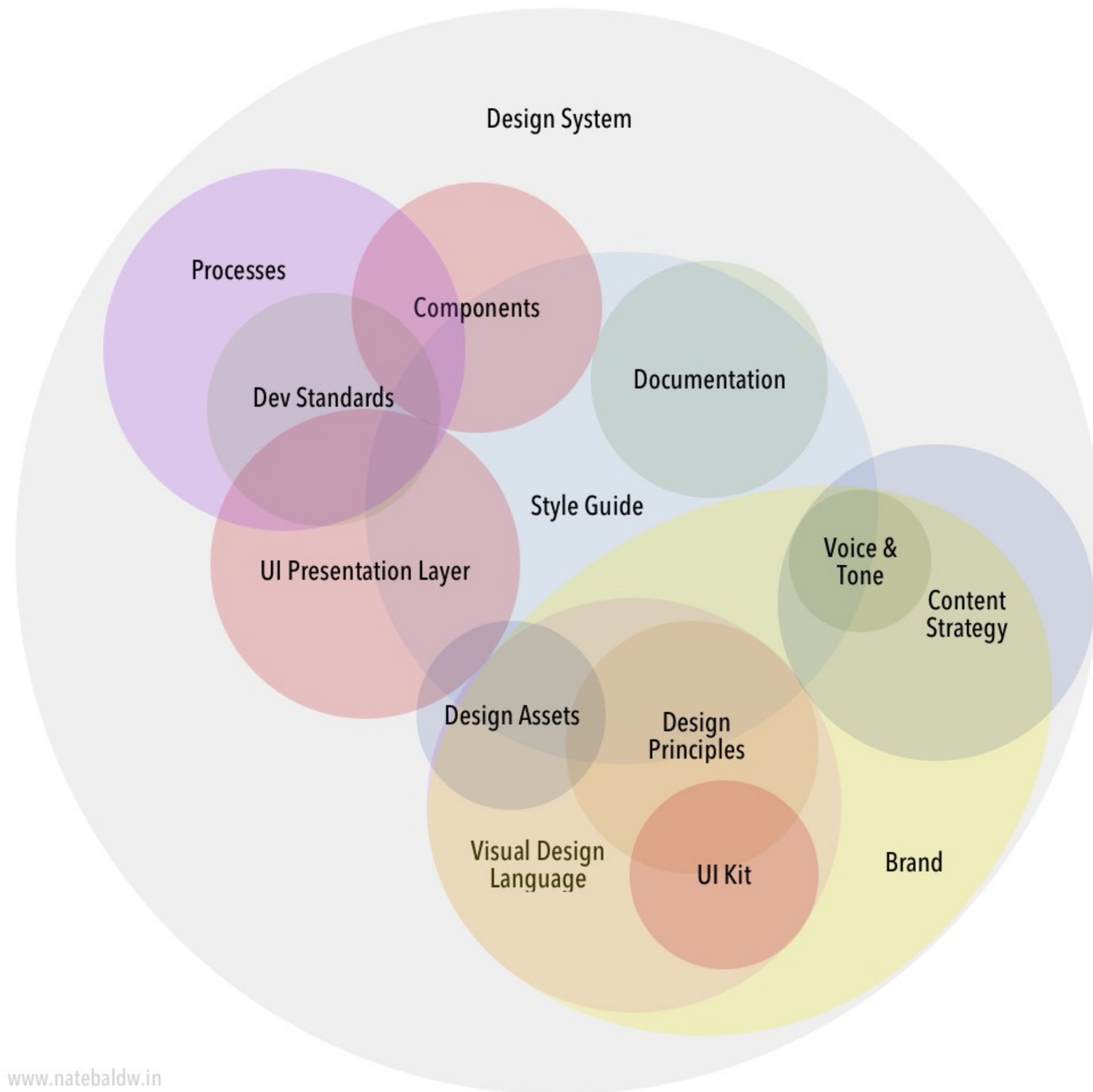
INCLUSION AT SCALE

Form fields that accept accented characters

Right-to-left text presentation that just works

**A DESIGN SYSTEM IS A *SERVICE*
NOT A *PRODUCT***

**YOU NEED TO *ANSWER QUESTIONS*,
NOT WRITE CODE,
NOT PUSH PIXELS**



**IF YOU ONLY HAVE THE TIME OR THE MONEY FOR
*ONE ARTIFACT***

WRITE DOCUMENTATION

DESIGN SYSTEMS *ARE HARD*

DESIGN SYSTEMS *ARE HARD*
AND THAT'S *THE WORK*

RESOURCES

- Conway's Law / Uncle Dave's Law
- Anatomy of a Design System
- How the Right Design System Streamlines a Large Organization's Digital Development
- Design Systems Slack
- Design Systems Podcast
- Design System Checklist