DESIGN PORTFOLIO

MARWA GORVAN

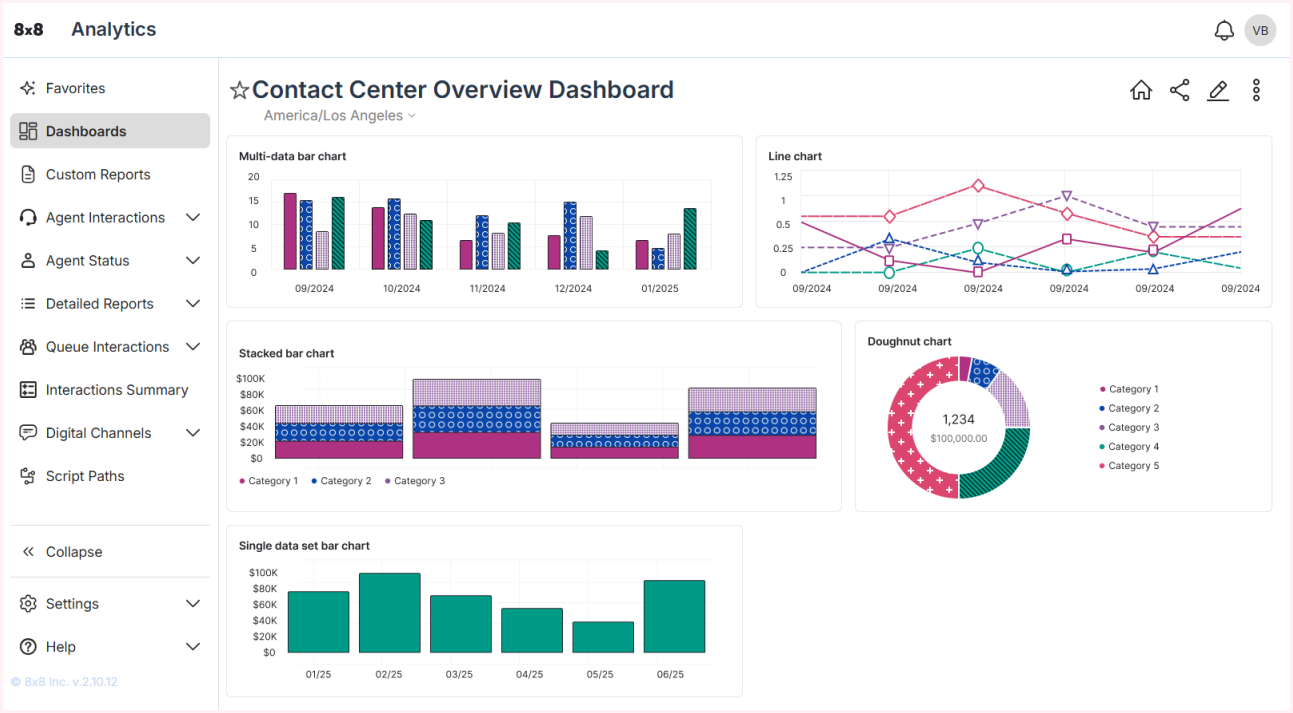
Design projects

Accessible data visualisations: Data for low-vision users

Role	Lead designer
Team	1 product manager + 2 developers
Duration	Three weeks
Tools	Figma, VS Code, GitHub
Skills	Accessibility, Design systems

Overview

8x8 Contact Centre did not provide sufficient contrast for users with low vision, as the existing data visualisation colour system alone did not meet all the requirements. The requirements for SC 1.4.1 - Use of Color (A) were yet to be met.



Challenges

- 8x8 Contact Centre needed to meet accessibility requirements by ensuring that its data visualisations were usable by low-vision users. This effort was part of a broader accessibility compliance initiative.
- Working in an effective way for both designers and engineers.
- Creating reusable guidelines and tokens to be embedded in all 8x8 products.

Process

This need was based on the fact that not everyone sees colour the same way, so the goal was to create an accessible alternative that met WCAG contrast standards while maintaining the visual consistency of the product and design system.

- I researched leading data visualisation providers such as Highcharts to understand common accessibility solutions for low-vision users.
- From there, I established a set of accessible patterns aligned with the existing colours and visual style. I defined clear contrast and usage rules to ensure legibility across chart types.
- Collaborated with engineers to translate the patterns into design tokens for implementation.

Outcome

- New design changes meant that all accessibility requirements for data visualisations were met.
- The new accessible patterns with associated colours and tokens.
- Reusable guidelines and documentation for engineers and designers.

RAG time: Improvements to the colours data visualisations

Role	Lead designer
Team	1 designer + 1 developer
Duration	Two weeks
Tools	Figma, VS Code, GitHub, Jira
Skills	Accessibility, Design systems

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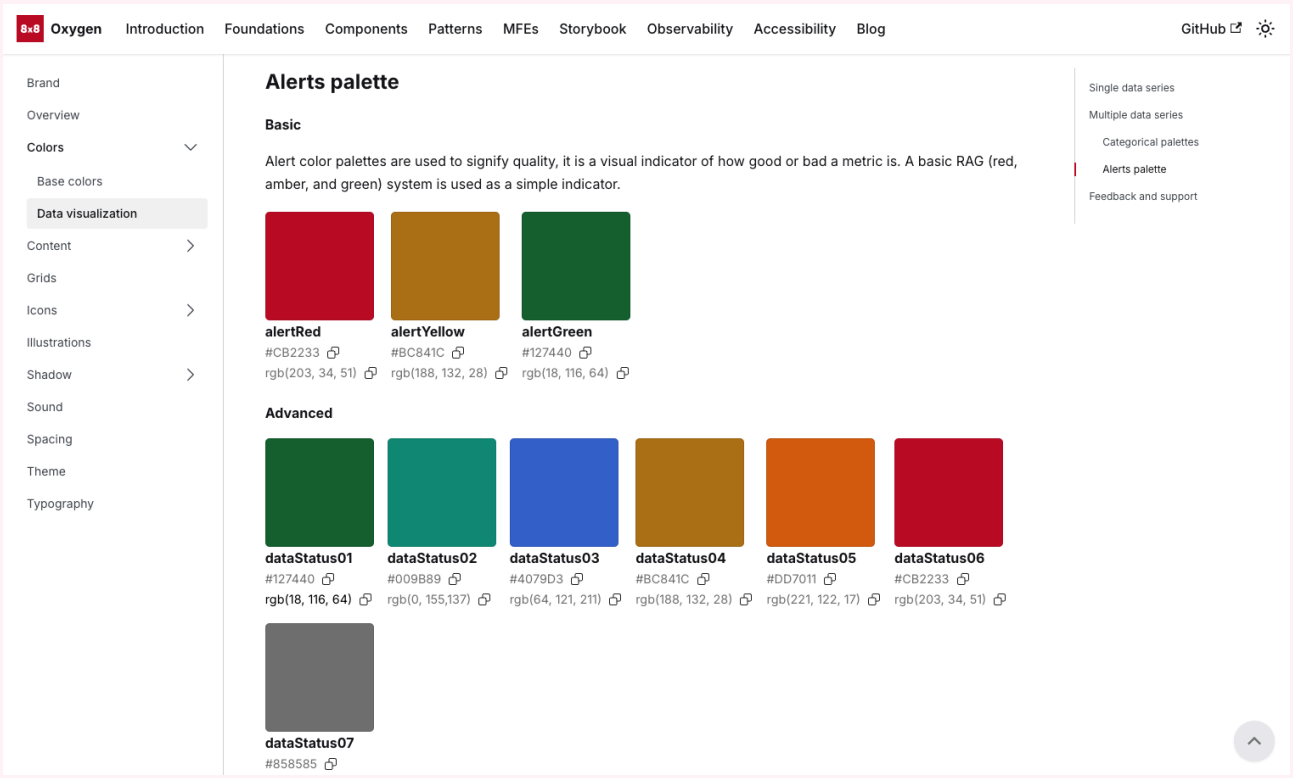
Overview

I led a project to improve the existing RAG colour system. The original palette included only three colours (red, amber, and green), which limited the designers' ability to represent nuanced states in Admin dashboards and data-heavy interfaces. The additional colours needed to meaningfully improve usability and visual clarity.

The goal was to extend the RAG palette while maintaining accessibility, brand alignment, and consistency between design and engineering.

I managed the visual design, managed system integration, updated the design system documentation, and coordinated between design and engineering teams to ensure consistency and adoption.



Process

Research and analysis

I reviewed how RAG colours were currently used across data visualisations and identified where additional differentiation was needed for intermediate states.

Colour expansion

The new colours were derived from the existing design system colour library to maintain visual harmony. Each colour was tested for accessibility compliance and designed for both light and dark mode interfaces.

Token creation

Working with engineers, I defined custom design tokens to ensure parity between design and code. A shared naming convention was maintained to streamline collaboration and implementation.

Collaboration and feedback

I collaborated closely with the requesting designer and engineers to validate colour choices, naming, and integration. This ensured a smooth transition to the updated palette.

Outcomes

Expanded palette

Four new status colours allowing for richer data state representation.

Accessibility

All colours verified for contrast and legibility in both light and dark modes.

Design system integration

New colour tokens added to the design and engineering libraries.

Adoption

Successfully implemented in the Admin product, with status badges updated to align with the changes.

Oxygen Quest: How I doubled contribution to the design system

Role	Lead designer
Team	4 design system designers
Tools	Figma, Jira, Google Sheets
Skills	Project management, Design systems

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Overview

The goal of this project was to increase the contribution to the Oxygen Design System.

Challenges

Oxygen is made up of four core designers who develop the design system; additionally Oxygen uses a contribution model for more support. This is problematic as the lack of dedicated resources and pressure on the Oxygen Design System means that progress is slow.

Process

Based off feedback from designers and observations there were some assumption that could be made regarding the Oxygen contribution process:

Challenges	Solution

Designers don’t want or can’t attend additional meetings.	- Sprint meetings are not mandatory to contribute. - Contact via asynchronous means encouraged. - Designers can pick up a ticket any time you want, it is not limited to sprint starts and ends.
Designers don’t know or want to use Jira.	- Pre-groomed and sized tickets. Put on the Oxygen Quest Board.
Designers are concerned about time sensitivity of tickets.	- None of the quests have a strict time constraint, designers may need to stop and start a ticket.
Designers are concerned about not knowing enough about Oxygen.	- All the quest tickets have been selected to be manageable. - Assign a SME to quests. - Open communication with designers if they need support.

The backlog was groomed and reviewed for tickets that were manageable and not time-sensitive. The selected tickets were t-shirt sized and given points; bonus points were given for documentation tickets and there were points available for raising bugs and improvements. This was inline with our existing contribution guideline, however the gamification of the process added an element of fun.

To make the idea of contributing work to the Oxygen Design System I gamified the process by introducing points, a leader board, and prizes. The tickets were also rebranded to be ‘Quests’, and the selected tickets had an additional tag on Jira to help with filtering.

An example of a leaderboard from the Oxygen Quest.

Outcomes

This initiative was presented and tested over **six months** (Q1 Y25 - Q2 Y25). Messages and leaderboards were shared at regular intervals, typically every two weeks. Additionally there was regular communication and support for those who were contributing. The results showed that I was able to double the contribution within a month of starting the Oxygen Quest. The gamification of contributing to Oxygen helped further improve the design system's team presence and over time more people were coming to us for help. Contributors were recognised in team meetings and there were rewards available for the winner and runners up. The successful outcome means that the Oxygen Quest will continue.

Design governance process: Adding order to a chaotic design system

Role	Lead designer
Team	4 design system designers + 1 lead developer
Tools	FigJam, VS Code, GitHub, Jira
Skills	Project management, Design systems

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Overview

The goal of this project was to create a design governance process for Oxygen to:

- Increase use of the Oxygen Design System (ODS).
- Streamline the process of working on and using Oxygen
- Provide easy access information on how to work with Oxygen .

The ODS was something properly used by a few designers and had little buy-in from management and designers; many designers were not considering the wider context of their design decisions. This went against the goal of the ODS and resulted in fragmented designs with a lack of consistency and wildly varying design patterns.

Challenges

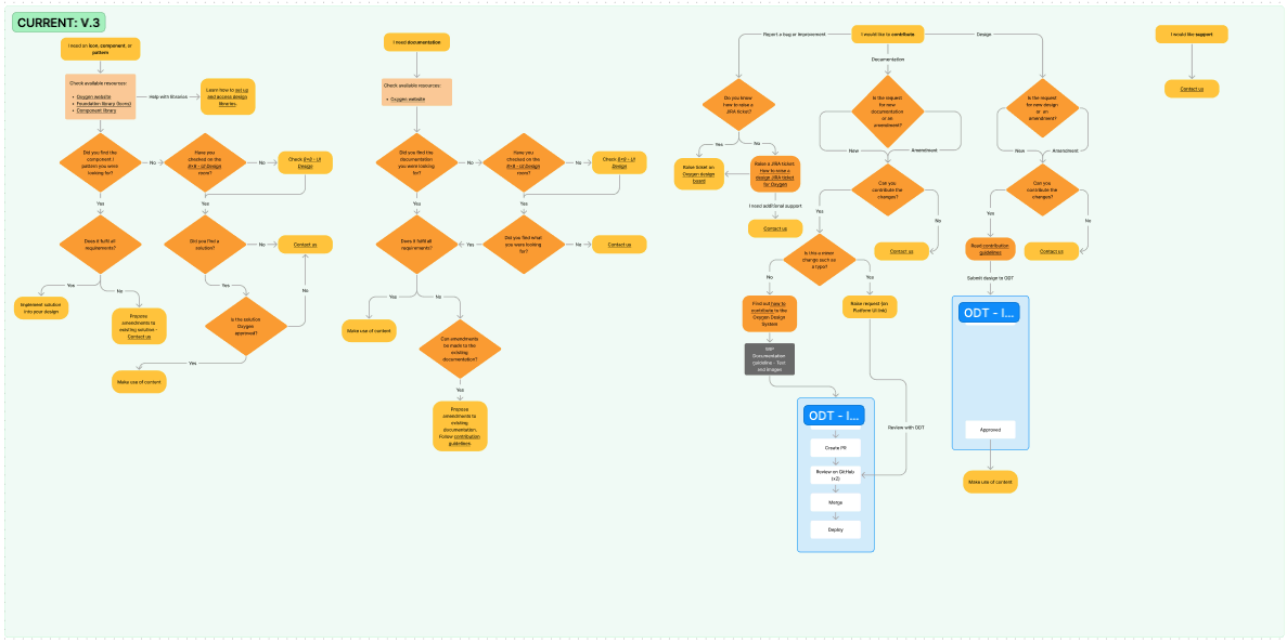
The problem could be broken down to the general points below:

- I don’t have time to add more work to my project.
- I don’t know how to use the design system.
- I don’t know where to get information about the design system.
- There is not enough in the design system for me to use it.

Process

The first step to creating a design governance flow for Oxygen was to collaborate with my colleagues from the design system team and record the processes that we had. This meant that the knowledge we had can be documented and reviewed; once we were happy with it we published it on the Oxygen site and shared it with the rest of the design org to keep them updated.

The improvement in communication was important in increasing the adoption; this was done by creating templates for regular messages as well as a regular schedule. Updates and announcements were also made on Product and Design meetings.



Governance process flow on Figjam.

Outcomes

The issues associated with design governance require a long term plan, and with the problems mentioned above an approach that didn't rely solely on the governance flow would help build up the trust needed across teams to execute the design governance. Below are some of the ways I tackled the adoption issues.

Challenges	Solution	Actions
I don’t have time to add more work to my project.	Streamline the process of working on and using ODS.	- Governance flow - Increased and regular communication - Oxygen Quest
I don’t know how to use the design system.	Make ODS more accessible to the organisation and company.	- Documentation refactor - Publish Oxygen website - Outreach plan (OOP) - Increased and regular communication
I don’t know where to get information about the design system.	Provide easy access information on how to work with Oxygen.	- Documentation refactor - Publish Oxygen website - Outreach plan (OOP) - Increased and regular communication
There is not enough in the design system for me to use it.	Understand what users want and need.	- Outreach plan (OOP) - Roadmap for Oxygen design system - Oxygen Quest

Read the Documentation: A complete refactor of the the Oxygen documentation

Overview

As well as developing the general governance I lead the initiative to refactor and develop the documentation library for the Oxygen.

Many designers did not know how to make use of the design system effectively or even where to get the information they needed from. The component documentation that already existed was very limited and offered little guidance.

My objective with the documentation refactor initiative was to make as much information available as possible, this would help with the knowledge gaps and transfer the tacit knowledge we had as individuals to a shareable medium.

Process

Research

I looked at the existing documentation as well as other design systems and listed what the common themes were. I also looked at what I wanted with the new documentation and how other design systems achieved this.

Template

I created a template to base the new documentation structure on; this was based on the common themes found in popular design systems and the content of the existing documentation.

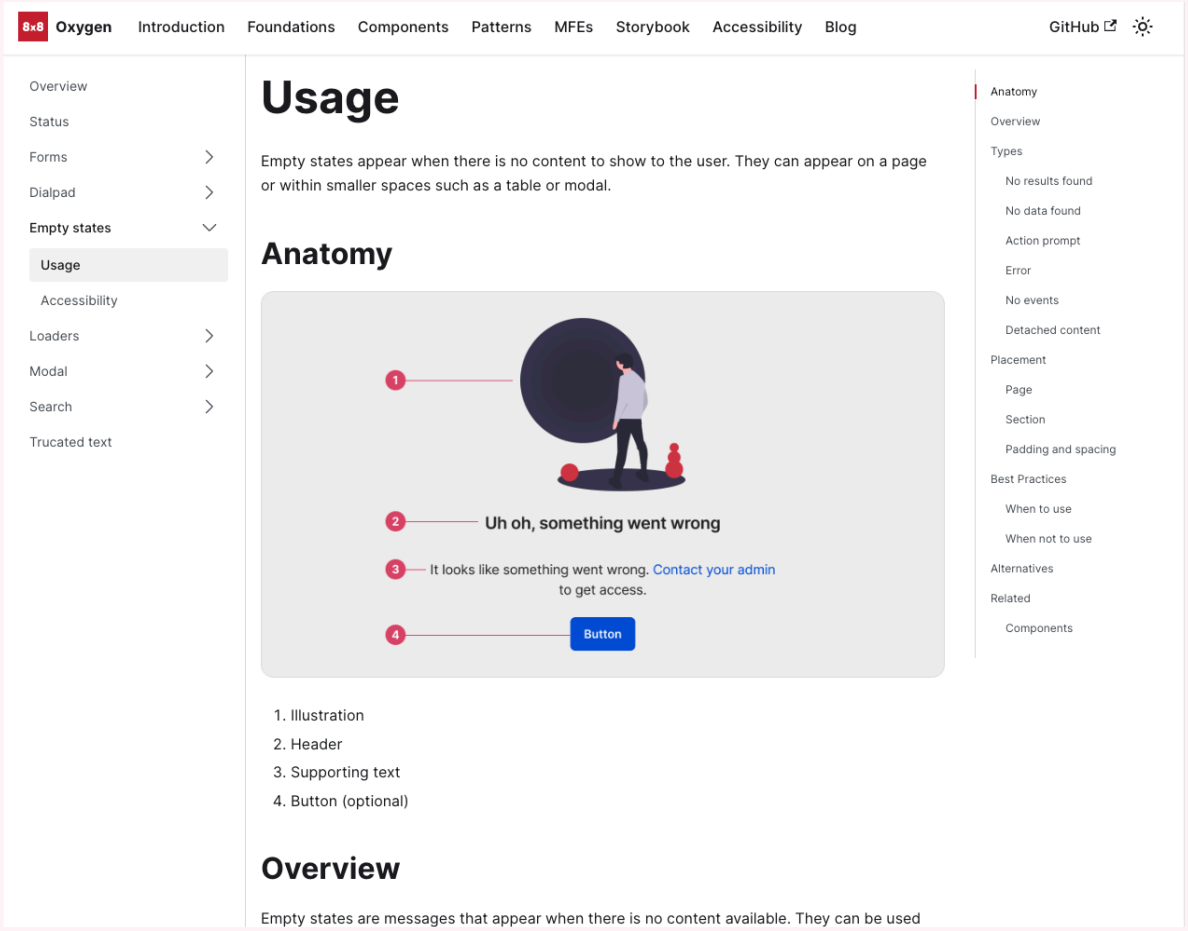
Testing

The first test of this documentation was done by myself, I wrote the documentation for progress bars and spinners. From this I was able to make any changes to the template before sharing with other designers.

Feedback and updates

Once released, contributing designers who picked up documentation were instructed to use the new template. This way I was able to gather feedback on how the template could be improved; this is an ongoing process.

Outcomes



An example of live documentation on the Oxygen site.

The documentation refactor initiative is a key part of the design governance for Oxygen. The standardisation of the documentation not only made the refactor and creation of new documentation easier but also created a predictable pattern for designers and engineers.

Data visualisation: Creating the Oxygen colour palette

Role	Lead designer
Team	4 design system designers 1 lead developer

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Overview

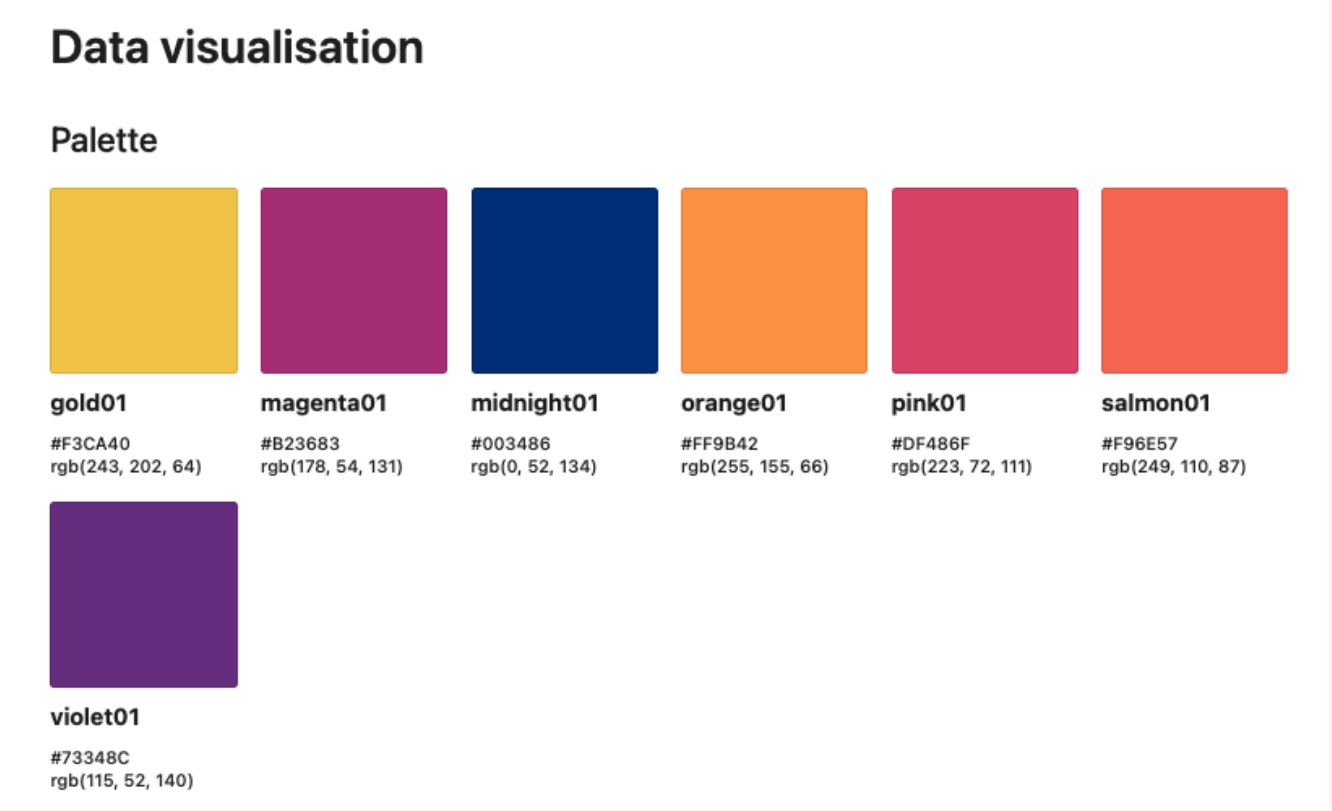
The Oxygen Design System was lacking an official data visualisation colour palette. The old colour palette was limited and untested, as well as that the developers were often left with the decision on which colours to use as there was little to no guidance on the design side. This lead to to:

- Inconsistencies in data visualisation colours across the 8x8 product suite.
- There was a lack of unified feel among the different third parties used for data visualisations.
- No accessibility standards established due to the individuals not taking it into consideration and the original colour palette not being tested for AA accessibility.
- Light and dark mode were not taken into account when the first colour palette was created.
- The original colour palette provided a minimal selection to choose from.

Research

There were a couple of colour palettes in the Oxygen library, the most recent one which didn’t have any data visualisation. The second was a limited colour palette from the Oxygen archives, these colours were very limited and some did not pass the AA standards needed.

I also looked at data visualisations colour palettes on other design systems, these included Carbon, Polaris, and Atlassian.



The old colour palette - This was the base inspiration for the new colour palette.

Accessibility

To make sure that the colours were accessible I checked the contrast ratio against the WCAG AA standard. The goal was to provide the best contrast possible with the colours whilst not relying entirely on it as other distinguishable features were needed to enhance the data visualisation.

Process

I used a colour contrast checker to see which of the originally proposed data visualisation colours passed on the white for graphical elements. The colours that passed were used as the base of the new data visualisation colours.

Challenges

Accessibility

I needed to make the data visualisation colour palette accessible so that it passes the AA WCAG standard. I was able to achieve this by testing the colour contrast on the surface colours, additionally I created a light and dark version.

Yellow

Yellow is a colour that causes accessibility issues, so to get the correct colour contrast I chose a darker yellow. This proved to be quite divisive as the “mustard” was not as appealing to look at as the original yellow. Ultimately, accessibility was more important than personal taste.

Collaboration

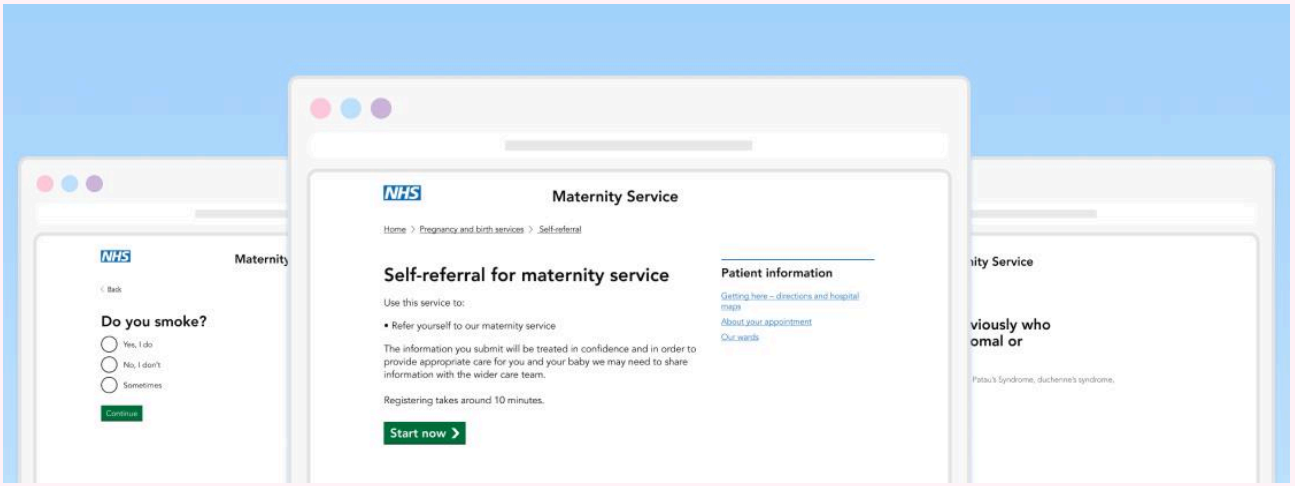
This project required collaboration with other designers as well as engineers, this meant that I was able to get feedback and improve the colour palette as I went along. Working with engineers helped me understand what they were looking for but also with the logistical tasks such as using the correct token structure and implementing the colours on the development side so that other engineers could use it.

Outcomes

The outcome was a cohesive and well thought out data visualisation colour palette that was implemented in development and design. The prescribed colour order offers consistency throughout any future designs and the addition of a neutral colour completes the palette. The colours were accompanied by supporting documentation that guides the designers and developer on how to use the colour palette.

The full range of colours created for the Oxygen data visualisation colour palette.

Labour of love: Unifying the maternity self registration form



Overview

My goal with this project was to create an online maternity self-referral service using the Government Digital Service system.

Typically the current solution is to go to your local hospital district's website and self-refer by copying and pasting a list of questions and emailing the responses to the hospital. After that you would get a call from the midwife to go over all the information you had previously submitted as well as some additional, more personal, questions. After that, you receive your appointments with the hospital and the midwives. This process is receptive and outdated, as well as that there are several pain points for the midwives and the expectant mothers.

Tools

- Figma
- Google Sheets

Problems

Pain points for the midwives:

- Lack of standard information
- Manual input into hospital system
- Some questions are not asked in the form but are asked in a follow up consultation

Pain points for the expectant mother:

- A long list can seem daunting
- Unnecessary questions seen
- Information is not always displayed in a clear way
- Question can be repeatedly asked by midwives due to undocumented information
- Some more serious medical conditions are just added to the bottom of the page; these can be easily missed

Process

1. **Data organisation** I got a copy of the current self-referral form from a few hospital authorities and made a list on a spreadsheet.
2. **Form structure** I reorganised the list into groups and broke up the form to one question per page, adding check and save points, confirmation page.
3. **Rewriting the questions** I rewrote the questions to be consistent and understandable. Some questions were shortened and others were expanded to provide additional context.
4. **Designing form in Figma** Once I had a structure I liked in my spreadsheet I started designing the pages in Figma, here I found that I was making further changes to improve the design and experience of the form.

Design Decisions

Government Digital Service

As the solution would ideally be integrated as part of the NHS system I opted for using the Government Digital Service. The benefits to using the GDS is that it is an established system within the UK that has considered accessibility from the beginning.

UX Writing

Part of the problem with the current process was the lack of question standardisation. As part of the design process I rewrote the questions to be standard unbiased format. In addition I removed any free form fields wherever possible with standard responses to help solidify this.

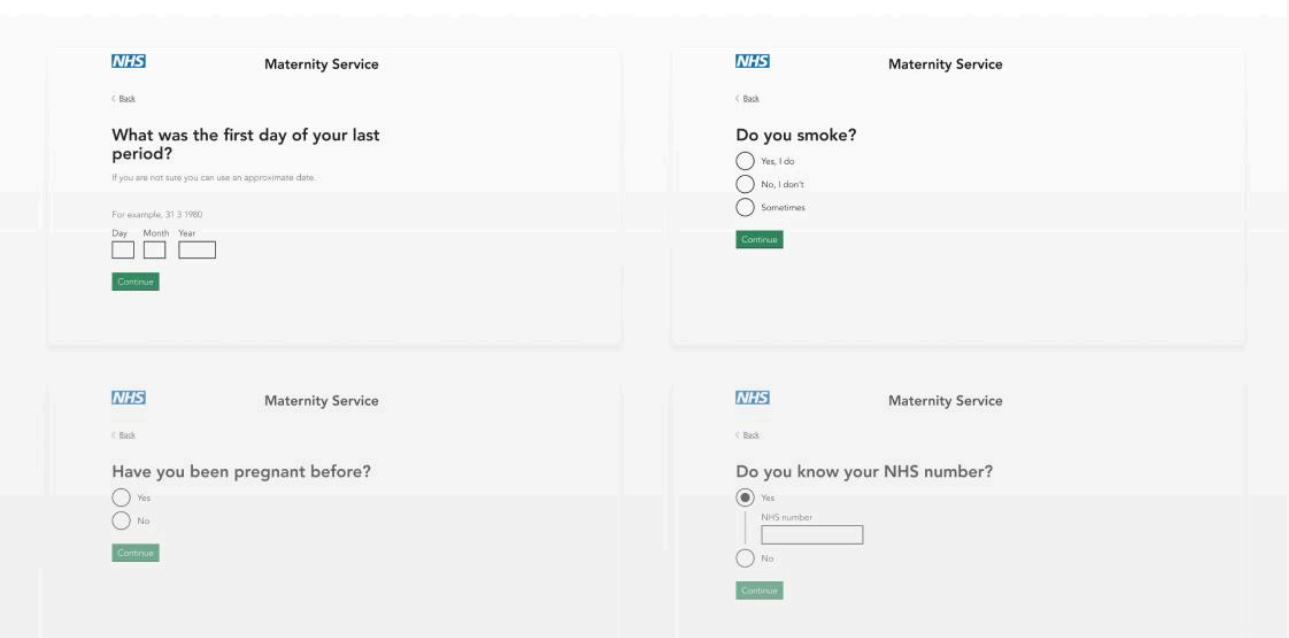
Accessibility

Accessibility was important in the project as I wanted this design to cater to as many mothers as possible. To make sure I achieved this I used the Government Digital Service standards and made sure the UX writing was clear and didn’t use medical jargon

unnecessarily. I made sure the colour contrast was fit for current standards, as well as that I separated the form into one question per page to reduce information overload.

Challenges

- Organising and splitting the information into understandable sections
- Showing and hiding the appropriate information at the right time
- Asking sensitive questions at the the appropriate time
- Getting accurate information when there are a lot of questions

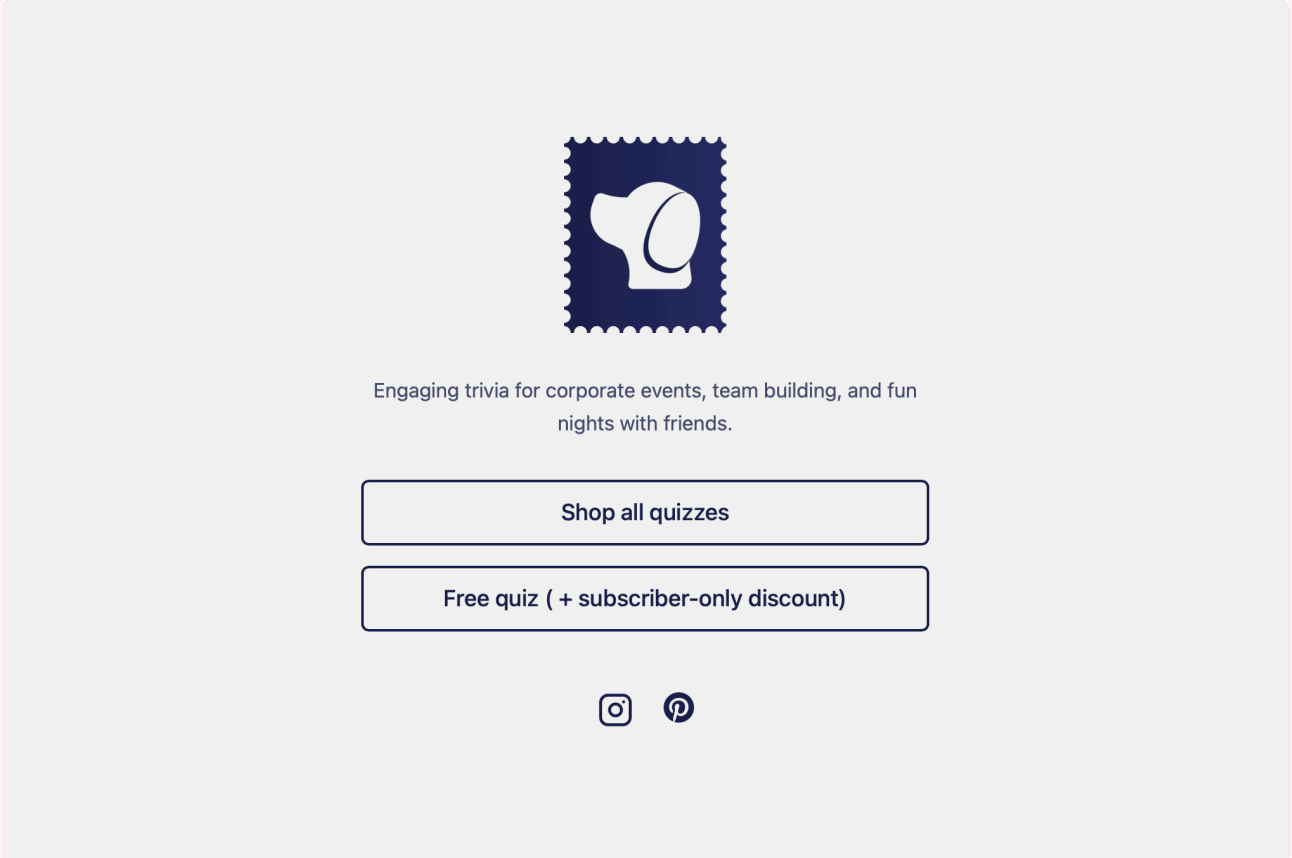


Outcomes

The outcome was an entire design flow with questions being grouped into appropriate sections. The questions and copy was re-written to ask questions in a non-bias way, some questions needed medical jargon, however most did not. The questions would be asked as and when it is needed, the dynamic form meant that the expectant mother would only see the questions she needed to answer. Summary pages were provided at the end of each section to allow the expectant mother to review her answers and edit them if necessary. The application process also had a start and end page to provide more context and information for the expectant mother.

Link in bio: Driving traffic to TriviaPostman

Role	Principle designer
Year	2026
Tools	Lovable, Chat GPT
Skills	Content design, Web design, AI



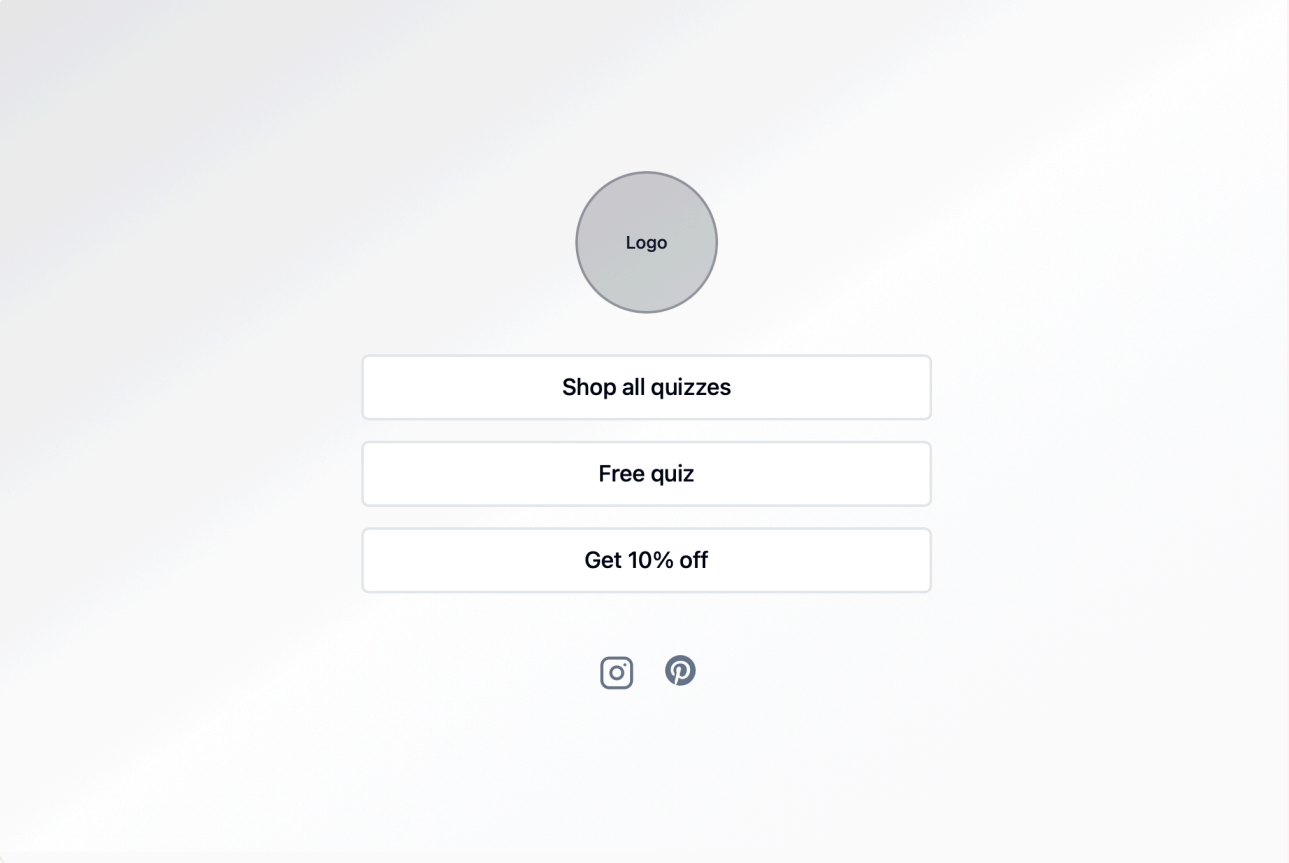
Overview

TriviaPostman needed a way to drive traffic to its online shop and promote content from social media platforms. The objective was to create a simple and effective experience that could act as a central destination for users arriving from social channels, whilst remaining consistent with the brand's visual identity.

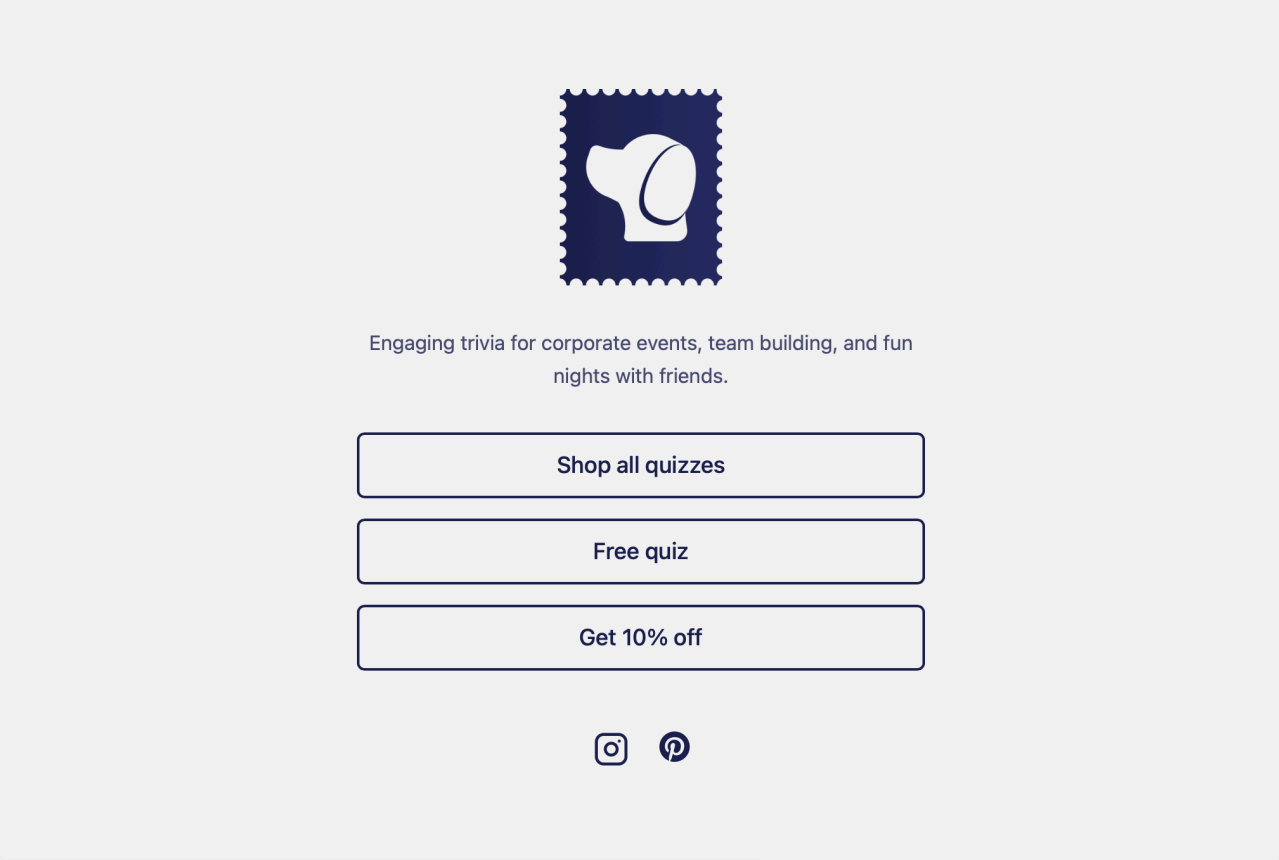
My role

I was responsible for the entire project end-to-end, including UX and UI design, content, and iteration using AI-assisted tools. This included defining the layout, refining content, aligning the design with existing branding, and ensuring the final page was responsive and ready for launch.

Process



I used Lovable to generate an initial page layout as a starting point. From there, I refined the design through targeted prompting, adjusting content hierarchy, colours, and layout to better reflect TriviaPostman’s brand and goals.



One of the primary design decisions was to keep the page as a single, static experience. This allowed for:

- Faster load times
- Reduced complexity
- Easy to maintain solution that could quickly be updated
- On-brand colour choices

Outcome

The final outcome was a responsive website that aligned with TriviaPostman's branding and provided a destination for social media traffic. The page now serves as a lightweight promotional hub, helping drive interest and traffic from social platforms to the shop.

Reflection

This project allowed me to explore Lovable as a new design tool while reinforcing the importance of designer-led decisions when working with AI. While the tool provided a fast starting point, the final result was shaped by deliberate prompt refinement, content decisions, and UX judgement.

Testimonials

“*I think Marwa is doing a great job, getting involved in our processes and always finding the best solutions to solve problems and ease our work. Team player with great initiative.*”
Daniel Ciritel, Product Designer at 8x8 - 2024

“*Marwa's dedication and the quality of work have been outstanding. From the innovative solutions she brought to the table to the consistent reliability in every task, she truly made a remarkable impact.*”
Gilda Farcas, Product Designer at 8x8 - 2024

“*Marwa is truly dedicated to understanding user needs. She’s always open minded and keen to discuss and find the most adequate solution for the user. On top of it she knows how to operate in the IT environment and understands tech limitations. We work closely on building the Design System. Pssst she has a great sense of humour and fits perfectly in IT structures :)*”
Bartek Bielawa, Engineering Manager at 8x8 2023

“*Having worked with Marwa since I started at 8x8, she has always comes across as an extremely knowledgeable UX professional. Marwa was instrumental in getting me acquainted with the company processes and design systems, where she continues to contribute with her wealth of knowledge along with providing governance to ensure all teams are aligned to the same strategic outcome. Marwa has always been there to support and provide constructive feedback, good and bad and I have always valued her suggestions and ideas for best UX practices that are certainly reflected in my work within the company.*”
Dave Lloyd, Product Designer at 8x8 - 2023

The end

I’m so glad you made it to the end. If you’d like to know more or would like to connect here is where you can find me:

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