

# Zeplin CSM Interview Presentation

## Prompt

The product team has grown rapidly over the past 2 years at Acme Corp, and lately they have noticed more design inconsistencies and missed product release timelines. They have heard other companies solve these challenges with a **Design System** and are looking to adopt this, but they need to convince their executives to commit time, resource and budget to make this into a true strategy.

Your task is to put together a presentation for these executives to educate them on what a Design System is, how it will benefit Acme Corp, and why they should make the investment in resources. Finally, you will briefly highlight and explain a capability in Zeplin that will enable their design system efforts (no demo required).

## Scope

- 15-20 min presentation followed by 30-45min Q&A and discussion.
- You will have 1 week to prepare but we only expect 4-5hrs of work.
- Presentation does not need to be longer than 4-5 slides.
- You can schedule 30min call with the hiring lead to ask questions about the prompt.

## Background

- Audience: CPO, Head of UX, VP of Engineering.
- Acme Corp is a top 5 global retailer with a significant e-commerce presence.
- Acme Corp has 200 product designers and 1000 front-end engineers.
- They have multiple product lines ranging from e-commerce mobile apps, websites, internal enterprise applications for physical stores and much more.
- The product teams are using Zeplin, but are only familiar with its basic features.
- The executives in attendance know their team is using Zeplin but have not used it themselves.