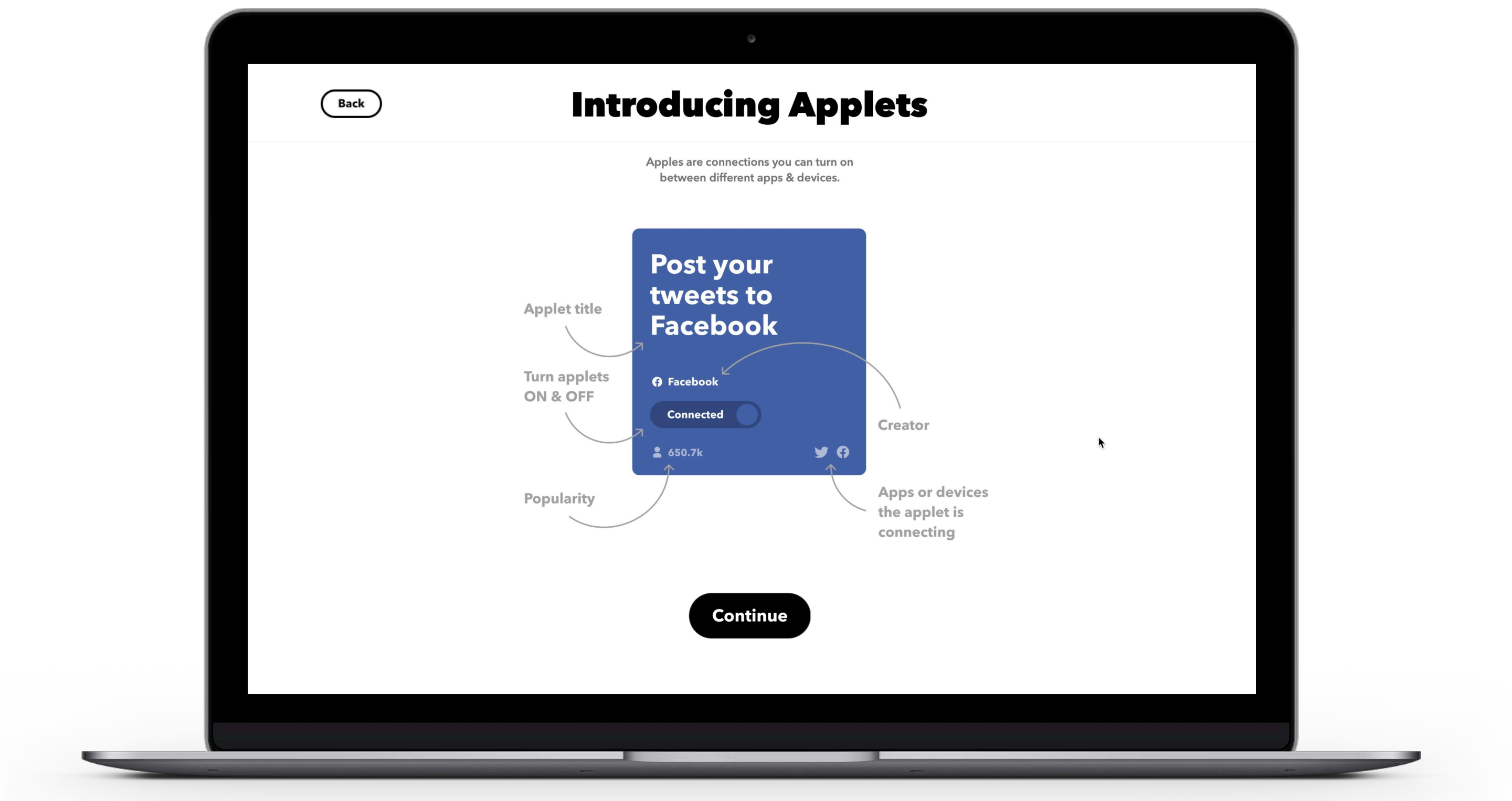


THE PROBLEM

IFTTT's simple no-code interface AND the easiest way to automate your favorite apps and devices. But inside our workflow things were not that automated and we often found ourselves digging old files searching for styles, components, colors, fonts and other brand and UI assets in order to make the visual experience more consistent.

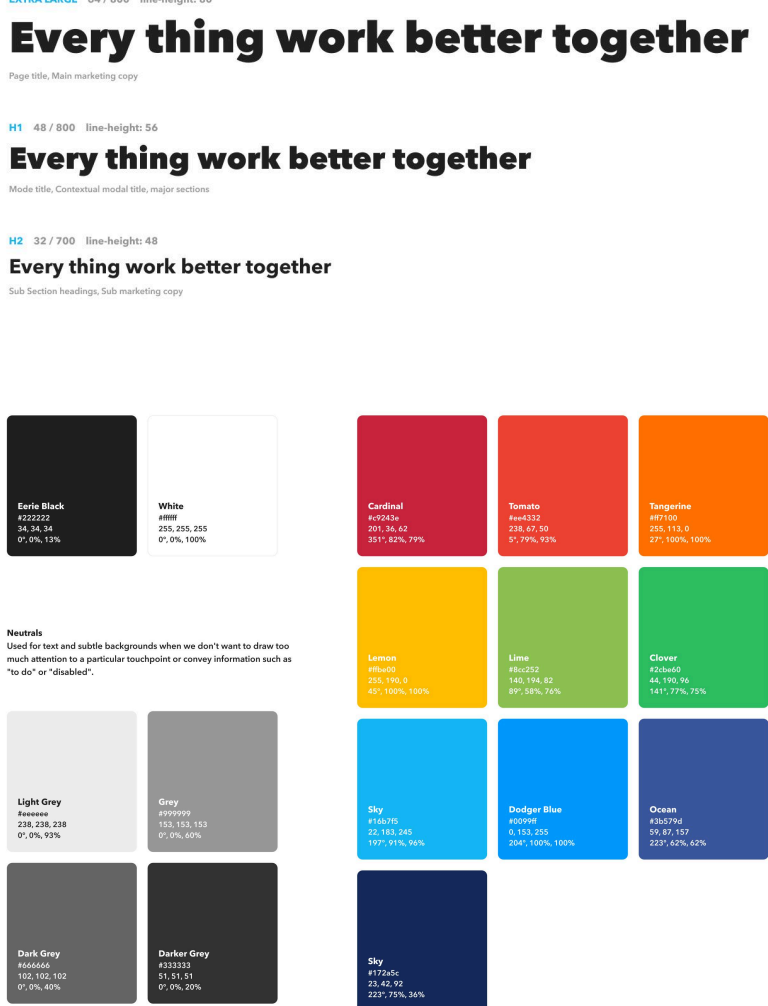
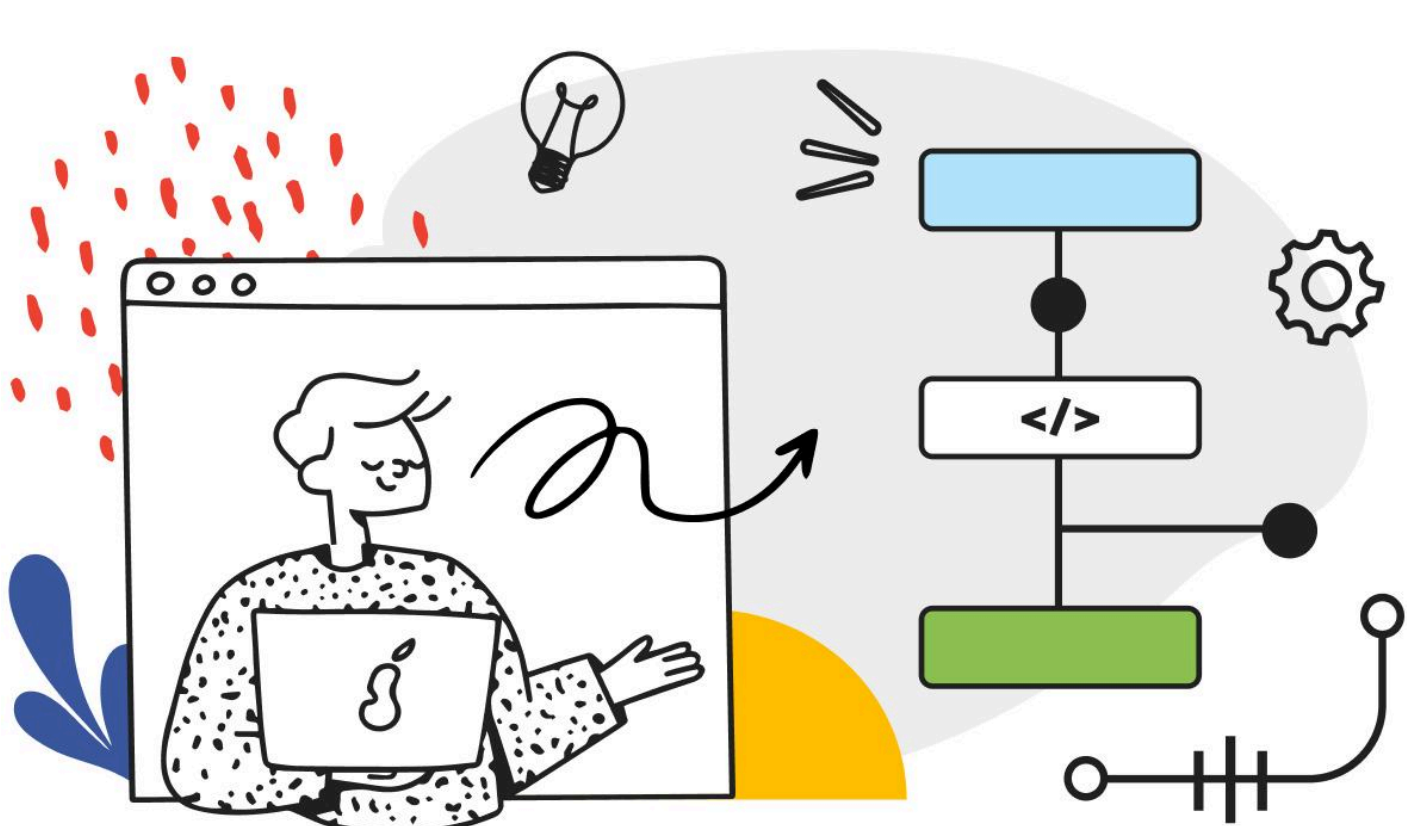
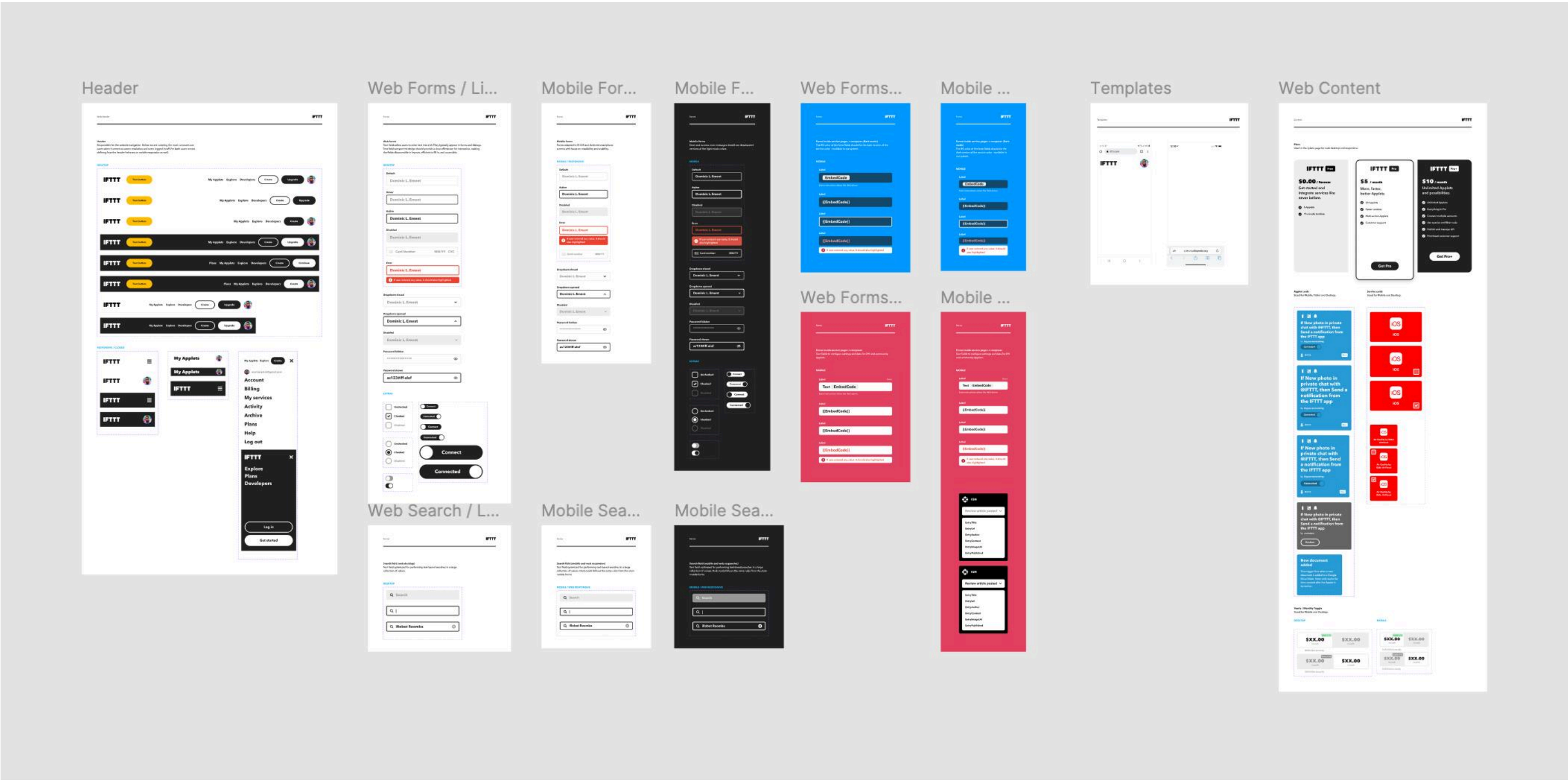


THE SOLUTION

We took some steps backs and create a design system from scratch. We did in parallel wit the everyday work in order to not impact our weekly deliveries and meetings. By choosing Figma's library as the host of the main component library, we not only could hit the ground running and start building / standardizing whole but we did this in a way doesn't introduce new documentation for developers and other teams.

DELIVERABLE

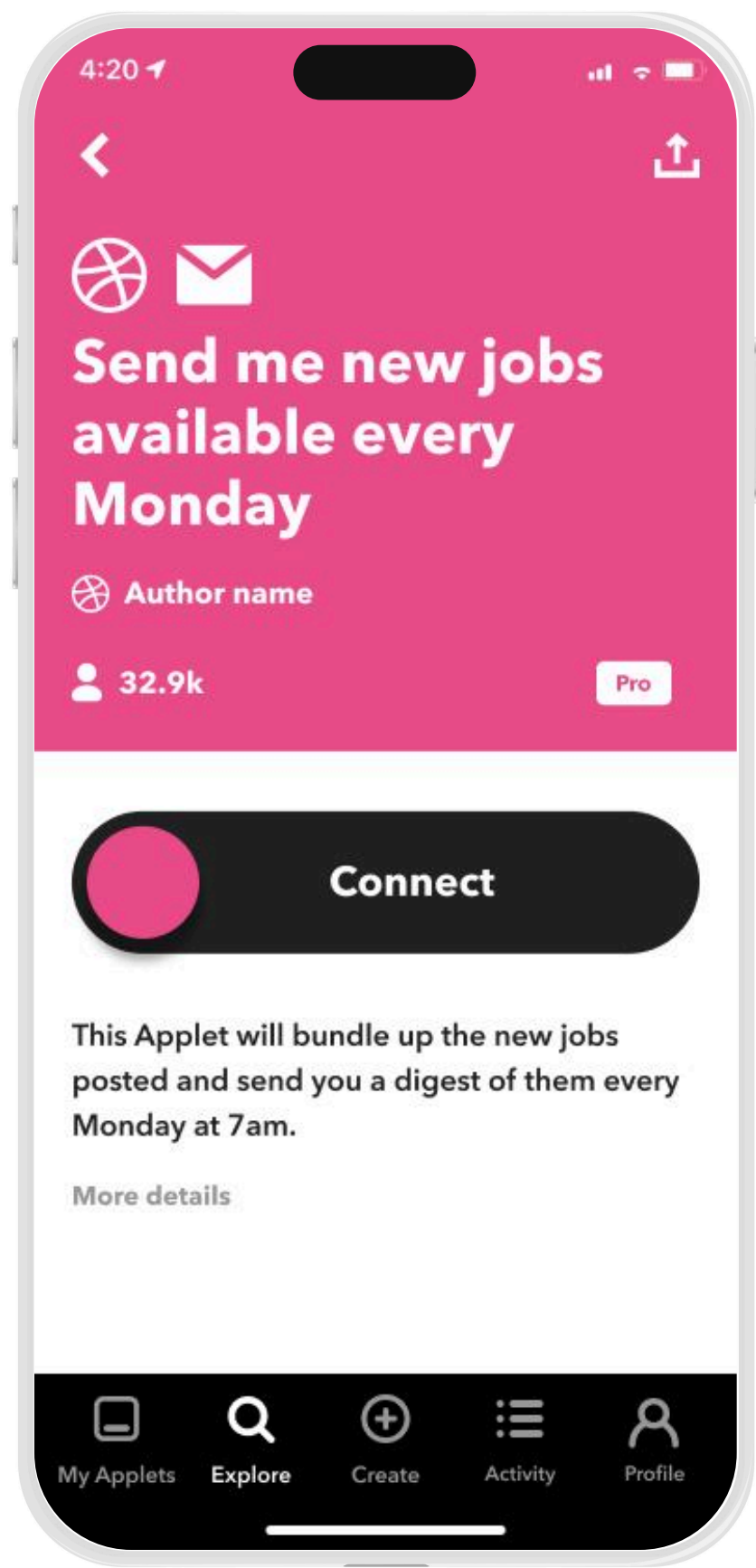
From the smallest button or sub-title to email templates and illustration, we crafted a reliable main source of truth for any kind of digital asset necessary, covering not only UI pieces but branding and marketing as well. All variations needed for a consistent interface was included: iOS, Android, Web alongside with viewport and light / dark mode variations.



Rodrigo is a very talented and passionate designer. His ability to communicate and collaborate enabled him to juggle design projects of all types and sizes across multiple product, marketing and branding initiatives. Most impressively, he was able to pull back from these short term demands to advocate for and implement the general design guidelines that we've used at IFTTT. The positive impact these guidelines continue to have on our development process and user experience are incredible.



Linden Tibbets  
CEO at IFTTT



OUTCOMES

By documenting the product visuals in a design system format we made everyone's work fast and helped to spread the word about what design really is in a company like IFTTT.

1/3

FASTER ITERATIONS ON ALL UI WORK

50 %

DROP IN THE NUMBER OF JIRA TICKETS RELATED TO DESIGN