

# A year ago I inherited a design system... this is what I learned along the way

Alyssa Celentano



T R A N S F O R M

2 0 2 0 V I S T A U X S U M M I T

# I'm Alyssa

Design Lead on the UX Team at  
Integral Ad Science since January 2019

BFA in Communication Design and  
Anthropology



# The UX Team

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**UX Group**



**Visual Design Group**



UX Leads



UX Designers



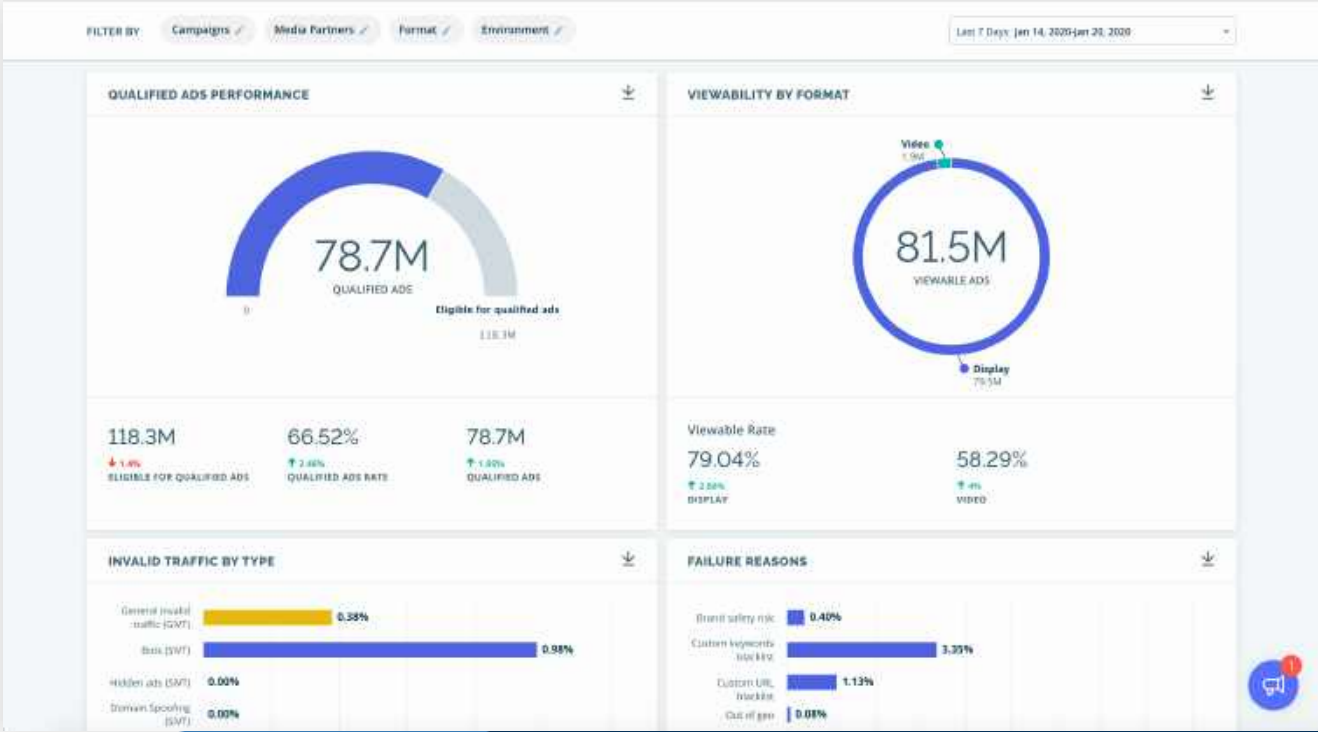
Visual Product Designer



Front-End UI Developer



# The UX Team manages our design system



**“Design systems  
make everyone’s  
lives easier.”**

—Someone famous, probably

“**A design system is about people:** how they interact, how they understand one another, and how they work together **to achieve a common goal.** It’s challenged and shaped and broken by people. And, when you think about it, all those other things—components, resources, guidance, and support—boil down to just two essential categories: **People and tools.**”

—Daniel Eden, Design Lead at Facebook

# Agenda

**1.**

**Inheriting the  
design system**

**2.**

**Understanding  
the design  
system's users**

**3.**

**Incremental  
improvements  
create large-scale  
progress**

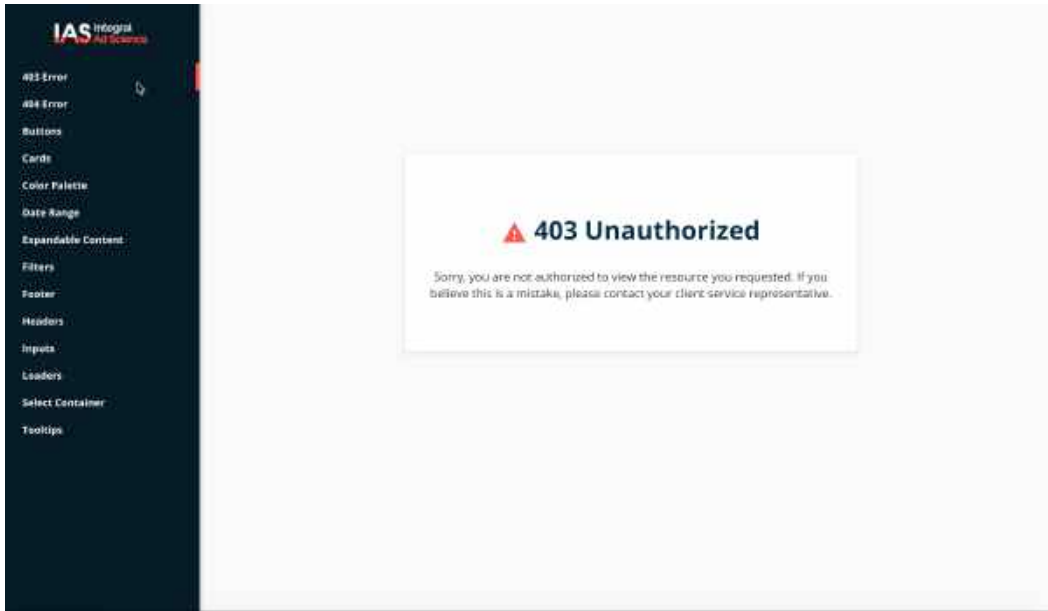
**4.**

**What I learned  
along the way**



1.

# Inheriting the design system



**I inherited a system of established components used by designers and developers.**

There was buy-in, but it was also very new.

## Views

### CARDS (SLATS)



### CARDS CSS

- Choice Stream: [checked] Release Tag
  - Choice Stream: [checked] Release Tag
  - Choice Stream: [checked] Release Tag
  - Owner IQ: [checked] Release Tag
  - Owner IQ: [checked] Release Tag
- Choice Stream CSS:
- Card: [checked]
  - Background: #FFFFFF
  - Header: Top Panel Gray-12; border-radius: 5px;
  - Choice Stream: [checked]
  - font-family: Univers Sans Regular;
  - font-size: 12px;
  - color: Gray-100;
  - font-weight: 100;
  - font-style: italic;
  - Arrow Icon: [checked]
  - Background: Gray-20;
  - Label (release tag): [checked]
  - font-family: Univers Sans Regular;
  - font-size: 12px;
  - color: Gray-80;
  - font-weight: 100;
  - font-style: italic;
  - Header (release tag): [checked]
  - Background: #FFFFFF;
  - background-image: linear-gradient(to right, #ccc 49.5%, #ccc 49.5% 49.5%, #ccc 49.5% 50.5%, #ccc 50.5% 50.5%, #ccc 50.5% 51%, #ccc 51% 51%);
  - border: 1px solid Gray-12; border-radius: 5px;
  - Body Text (release tag): [checked]
  - font-family: Univers Sans Regular;
  - font-size: 12px;
  - color: Gray-80;
  - font-weight: 100;
  - Label (release tag) (Tag): [checked]
  - font-family: Univers Sans Regular;
  - font-size: 12px;
  - color: Gray-20;
  - font-weight: 100;
  - font-style: italic;
  - Circle: [checked]
  - Background: Gray-8;
  - Link to Card: [checked]
  - Background: Gray-20;
  - User Label: [checked]
  - font-family: Univers Sans Regular;
  - font-size: 12px;
  - color: #FF7F7F;
  - font-weight: 100;
  - font-style: italic;

Before “Sandbox” there was a very manual hand-off process between design and dev.

**What impact could I have  
on something that was  
already established and  
had already come such a  
long way?**

# I looked at what we **already had**

**Pattern  
Library**



We had a pattern library in Sketch

**Working  
Components**



We had working components and live code

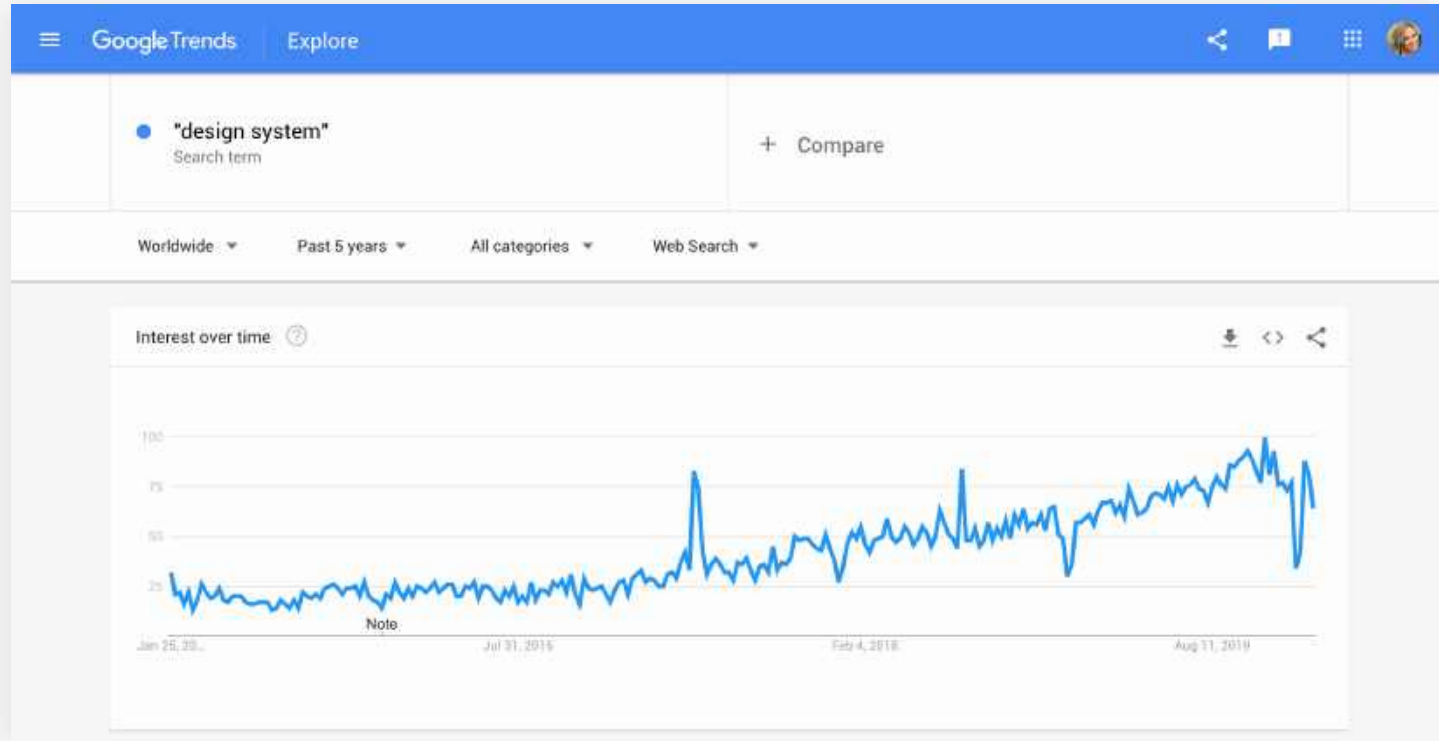
**?????**



What's next?

**2015-2018**

# Design systems are trending



**How can I make this tool better?**

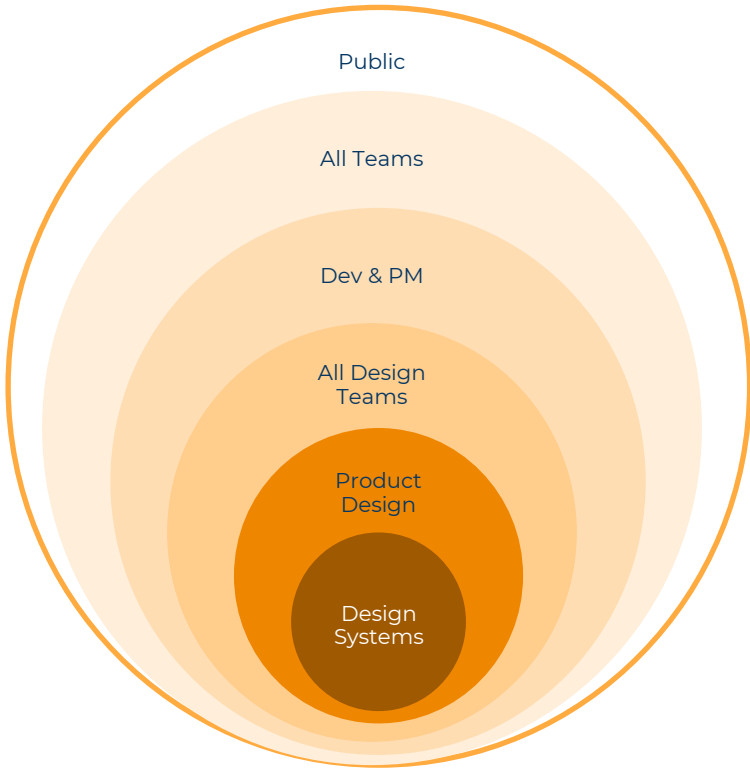
**How can I use this to advocate  
for design at IAS?**

# My Goal

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Promote awareness about the existing design system and make it something that is useful and accessible for the entire company.





“A design system has to take into consideration **broader aspects of a company's operations** [...] When these broader aspects are not considered, companies end up with design libraries that are abandoned within a few months—which is why **designers need to start thinking about design systems as a living organism that connects the whole organization.**”

—Fabricio Teixeira and Caio Braga, UX Collective

Source: <https://www.fastcompany.com/90425923/how-brands-can-survive-the-fourth-industrial-revolution>

Source: <https://www.designsystems.com/design-systems-are-everybodys-business/>

## Material System

Introduction

Material studies

## Material Foundation

Foundation overview

Environment

Layout

Navigation

Color

Typography

Sound

Iconography

Shape

Motion

# Design

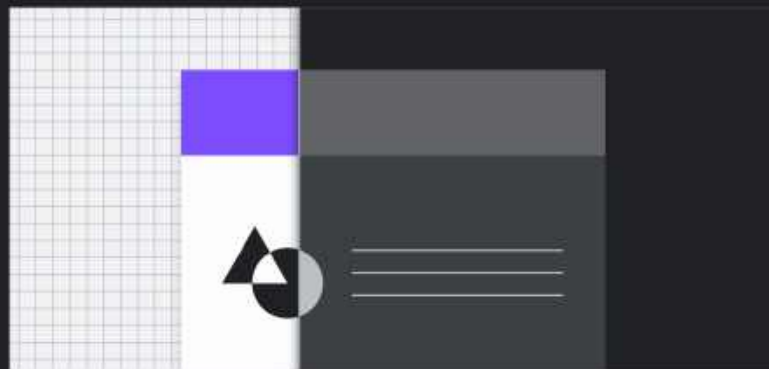
Create intuitive and beautiful products with Material Design

POPULAR

[Material Theming](#)

[Iconography](#)

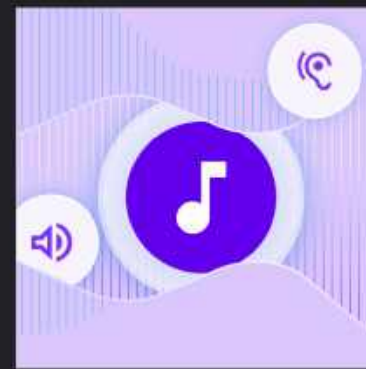
[Text fields](#)



FOUNDATION

## Material dark theme

Learn how to design a dark theme version of your Material UI



GUIDELINES

## Sound guidelines

Use sound to communicate information in

Carbon Design System

- Get started
- Tutorial
- Guidelines
- Components
- Patterns
- Experimental
- Data visualization
- Resources
- How to contribute
- Updates
- Help

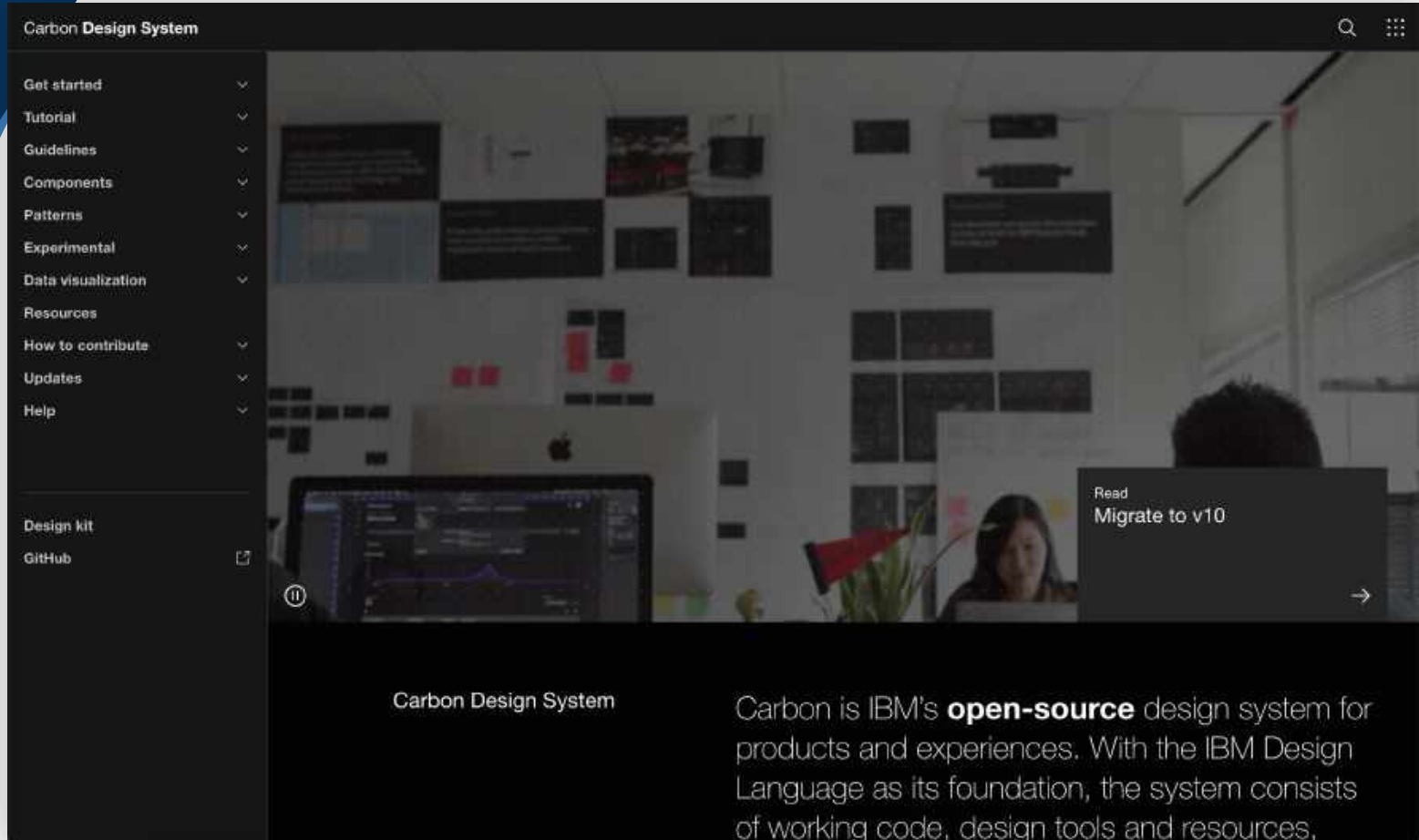
Design kit

GitHub

Read  
Migrate to v10

Carbon Design System

Carbon is IBM's **open-source** design system for products and experiences. With the IBM Design Language as its foundation, the system consists of working code, design tools and resources,

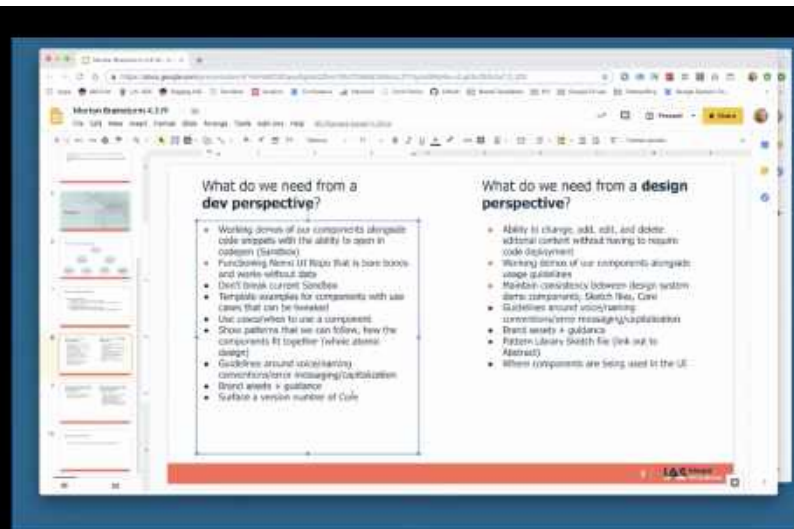
The image is a screenshot of the Carbon Design System website. On the left, there is a dark navigation sidebar with a list of menu items: 'Get started', 'Tutorial', 'Guidelines', 'Components', 'Patterns', 'Experimental', 'Data visualization', 'Resources', 'How to contribute', 'Updates', and 'Help'. Below this list are 'Design kit' and 'GitHub' links. The main content area features a video player showing a person in a meeting room with a wall of sticky notes. A play button is visible in the bottom left of the video. A dark overlay box in the bottom right of the video contains the text 'Read Migrate to v10' and a right-pointing arrow. Below the video, there is a dark banner with the text 'Carbon Design System' on the left and a paragraph of text on the right: 'Carbon is IBM's open-source design system for products and experiences. With the IBM Design Language as its foundation, the system consists of working code, design tools and resources,'.

**2.**

**Understanding the  
design system's  
users**

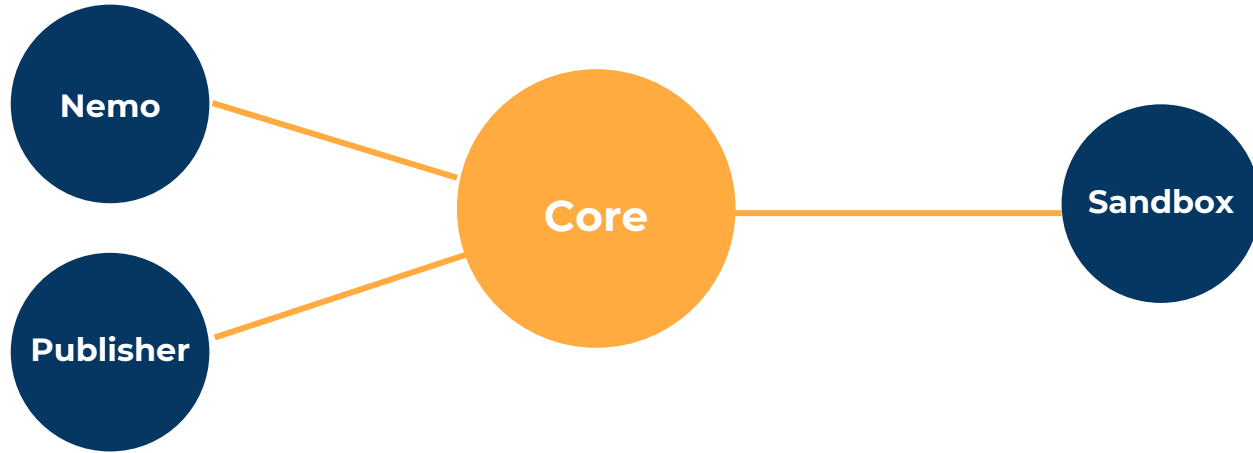
# I needed to make everyone feel heard

Why “mess with a good thing”?



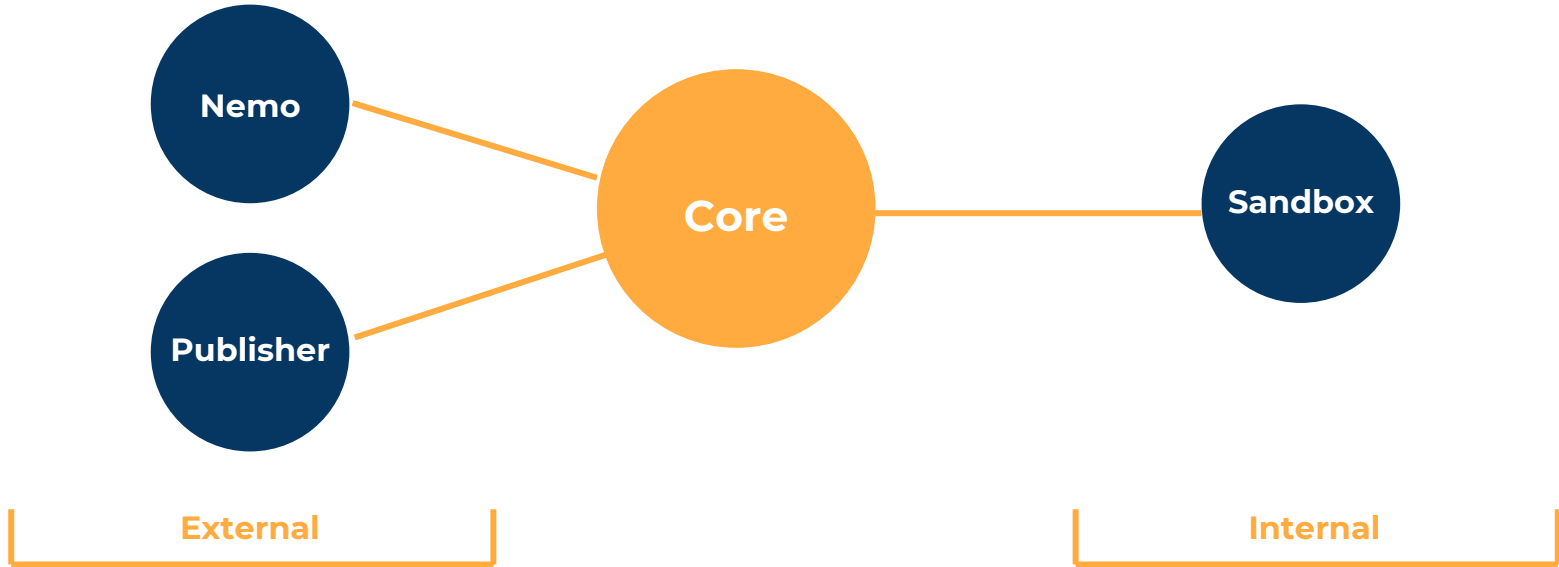
# We identified **existing bottlenecks**

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# We identified **existing bottlenecks**

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# We needed to start speaking the developers' language

## #ux-dev


@bbdx created this channel on May 7th, 2019. This is the very beginning of the #ux-dev channel.  
Description: Small help channel for UX to develop all the codes ([edit](#))

+ Add an app   Add people to this channel

May 7th, 2019

 **Bill Badeaux** 12:19 PM  
joined #ux-dev.

 **Bill Badeaux** 12:19 PM  
set the channel description: Small help channel for UX to develop all the codes

 **Alyssa Celentano** 12:19 PM  
was added to #ux-dev by Bill Badeaux, along with 6 others.

 **Bill Badeaux** 12:19 PM  
[@here](#) Congrats UX! You're on your way to becoming engineers 🥳



**Alyssa Celentano** 12:49 PM

you've taught us so well





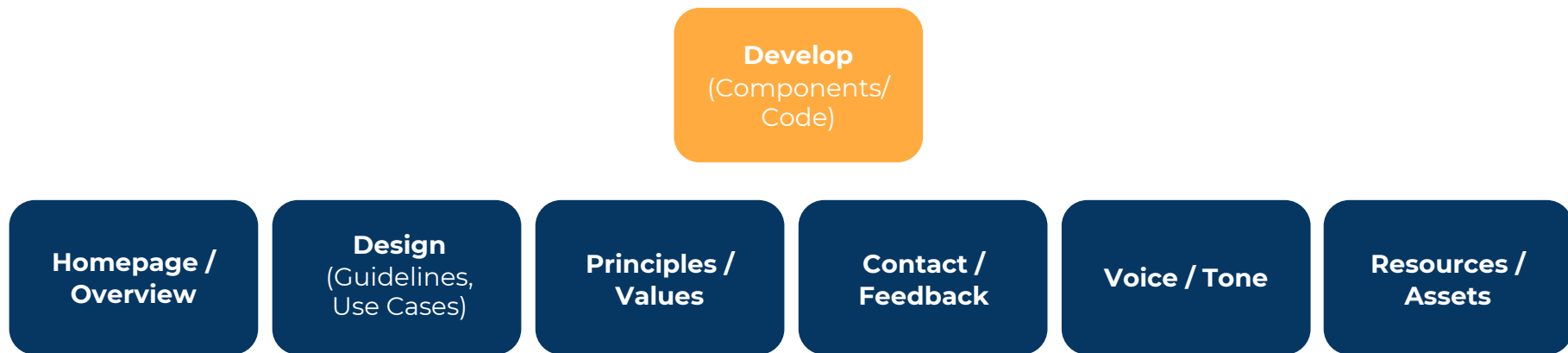


**Designers and developers  
should work *together*.**

**3.**

**Incremental  
improvements create  
large-scale progress**

# I needed to show everyone I had a plan



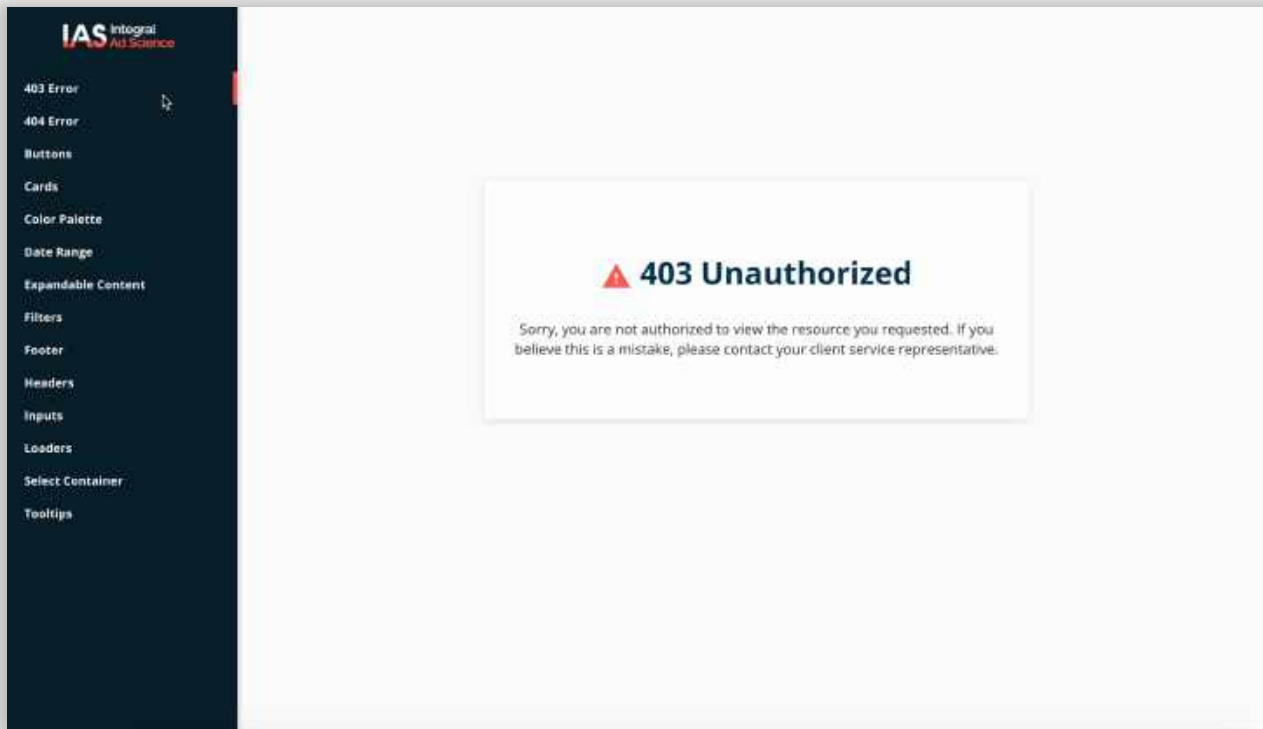
Exists in the design system



Areas we can expand into

# We made a **homepage** for the design system

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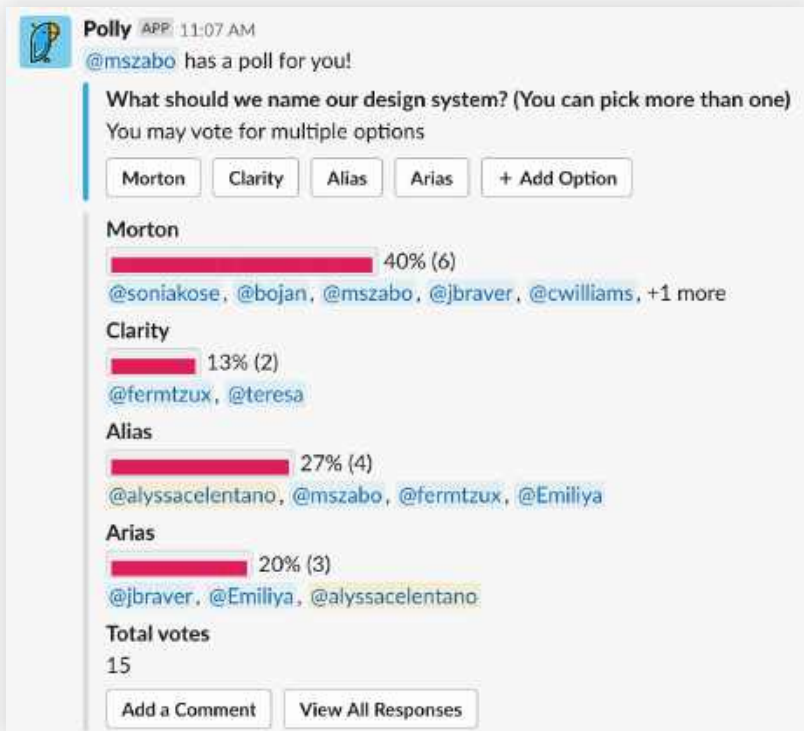
# We started using Abstract to share, sync, and version the pattern library Sketch file

What's New?

FILE	CHANGES
Latest version → July 31, 2019	— Added warnings for feedback modal components — Added warning new feedback buttons from new modal components
June 28, 2019	— All components now updated to state, and all symbols/components are organized
June 6, 2019	— Added card background symbols, added all other card symbols
May 30, 2019	— Added email buttons to pattern library — Added pagination — Added success, warning, and error colors — Updated break points styling
May 24th	— Added Colors to pattern library
IAS_Patterns_20190725.sketch	— Cleaned filter chip symbols & added dropdown filter chip
IAS_Patterns_20190804.sketch	— updated checkboxes to reflect Material styles
IAS_Patterns_20190728.sketch	— Aligned new structure to Sketchbook — Added Accordion component — Added Action Library Popup — Added Multi Select Form — Broken out additional buttons to match Sanitize
IAS_Patterns_20180724.sketch	— Cleaned up symbols and removed redundancies
IAS_Patterns_20180716.sketch	— Added EMPTY STATES page with examples of Empty states in cards and tables
IAS_Patterns_20180713.sketch	— Added typographic rules & symbols — Updated templates with new type symbols
IAS_Patterns_20180709.sketch	— Mockups and icon symbols — Rules for strong Shadows

The screenshot shows the Abstract Designer Pattern Library interface. The left sidebar contains navigation options: Overview, Master, Collections, Activity, Branches (selected), and Members. The main area displays the 'new checkbox dropdown component' branch. A list of design tokens is shown, including 'WHAT'S NEW?', 'DESIGN TOKENS', 'INPUT FIELDS', 'BUTTONS', 'DATA GRIDS', 'USER NOTIFICATIONS', 'NAVIGATION', 'DATA VISUALIZATION', 'CONTAINERS', 'HEADERS', 'TEMPLATES', and 'Symbols'. The 'Symbols' section is expanded, showing a list of symbols with their respective icons and names. Two preview cards are visible at the bottom, each showing a design element with a 'SELECT SYMBOL' button.

# We gave the design system a name



**Polly** APP · 11:07 AM  
@mszabo has a poll for you!

What should we name our design system? (You can pick more than one)  
You may vote for multiple options

Morton   Clarity   Alias   Arias   + Add Option

**Morton**  
40% (6)  
@soniakose, @bojan, @mszabo, @jbraver, @cwilliams, +1 more

**Clarity**  
13% (2)  
@fermtzux, @teresa

**Alias**  
27% (4)  
@alyssacelentano, @mszabo, @fermtzux, @Emiliya

**Arias**  
20% (3)  
@jbraver, @Emiliya, @alyssacelentano

**Total votes**  
15

Add a Comment   View All Responses

Option	Percentage	Count
Morton	40%	6
Clarity	13%	2
Alias	27%	4
Arias	20%	3
<b>Total</b>		<b>15</b>







# We gave Morton a tagline

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Morton helps show the way

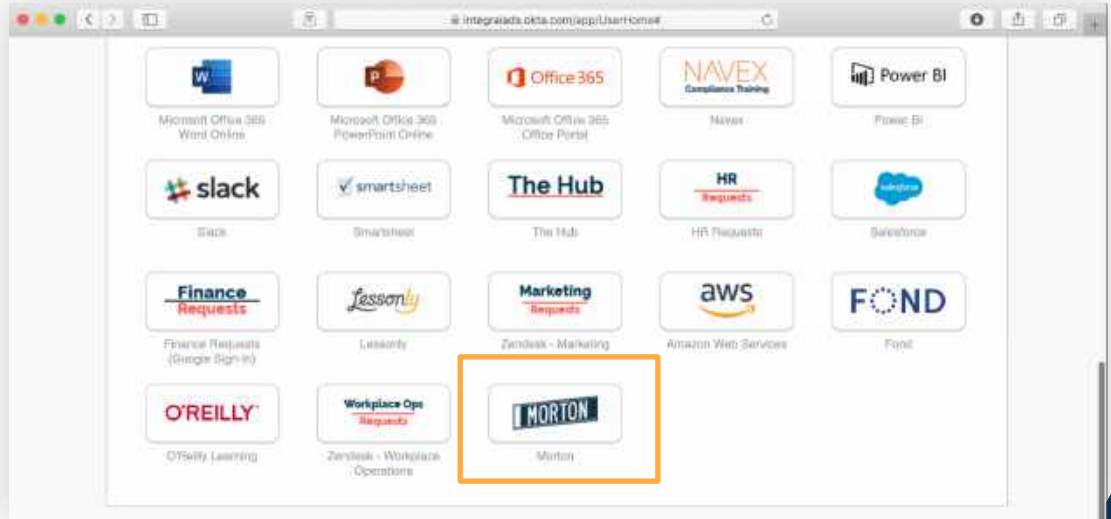
# We raised awareness

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# We created a memorable domain name

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# So easy, an SVP can do it!

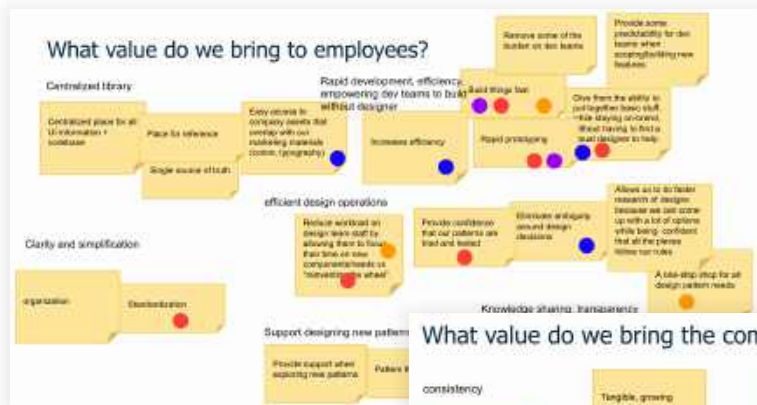


**Robert Molchon** 1:03 PM

Hey all, happy to say I just used Morton to get the right colors for my chart that is going in the board deck! Made life very easy for me. 🌟



# We established guiding principles



**Morton is the centralized design system** established by Integral Ad Science that ensures a consistent user experience across all of IAS's platforms.

*You won't get lost.*

**Morton is a clear set of components and simple guidelines** that enables rapid development and efficient design operations.

*Avoid traffic jams.*

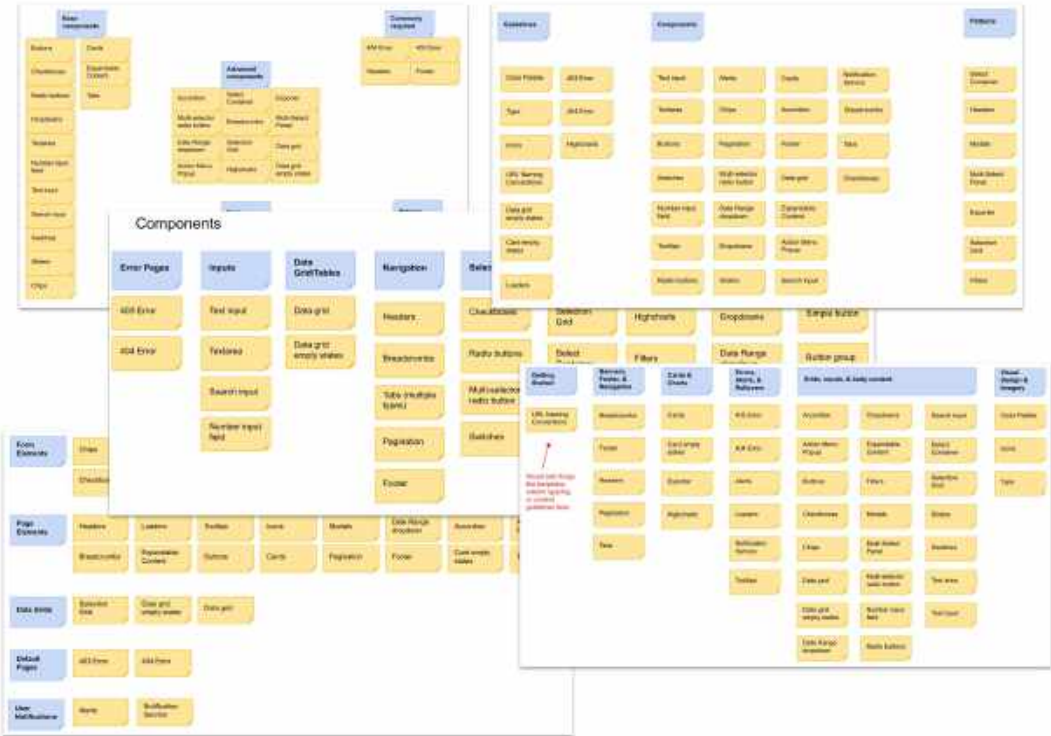
**Morton reduces bottlenecks** by empowering anyone to rapidly prototype or build directly without support from other teams.

**Morton is accessible to all.** This transparency promotes knowledge sharing and supports the design of new patterns.

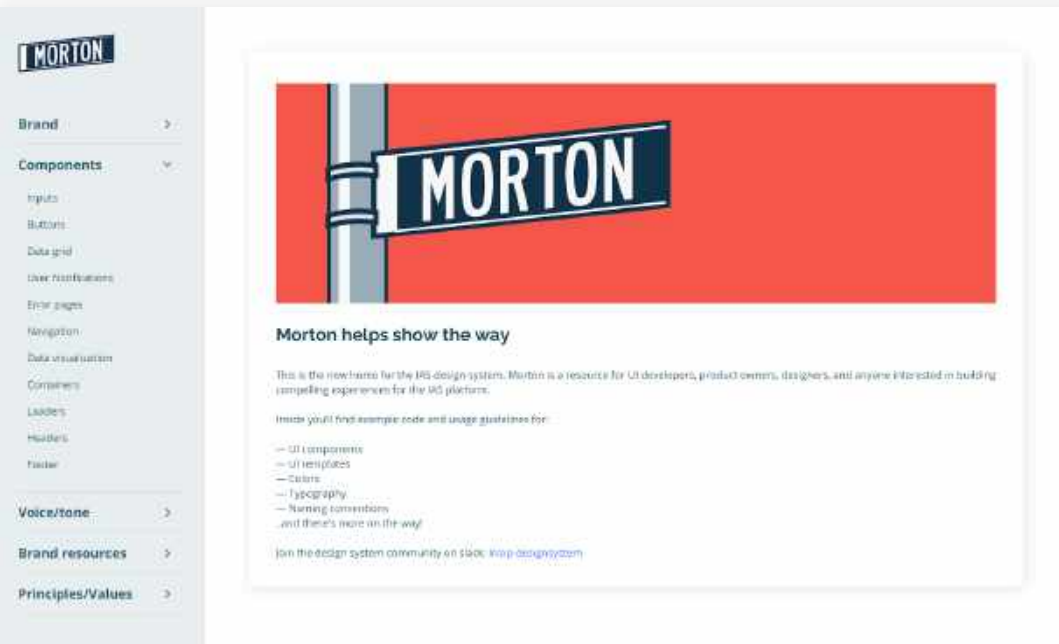
**Morton is resilient and ever-evolving:** it continuously grows through constant feedback and maintenance.

**Morton shows you the way.** Like a street sign in a bustling city, Morton navigates you so that you can reach your destination.

# We reorganized the content structure



# Which then informed a navigation redesign



**Develop**  
(Components/  
Code)

**Homepage /  
Overview**

**Design**  
(Guidelines,  
Use Cases)

**Principles /  
Values**

**Voice / Tone**

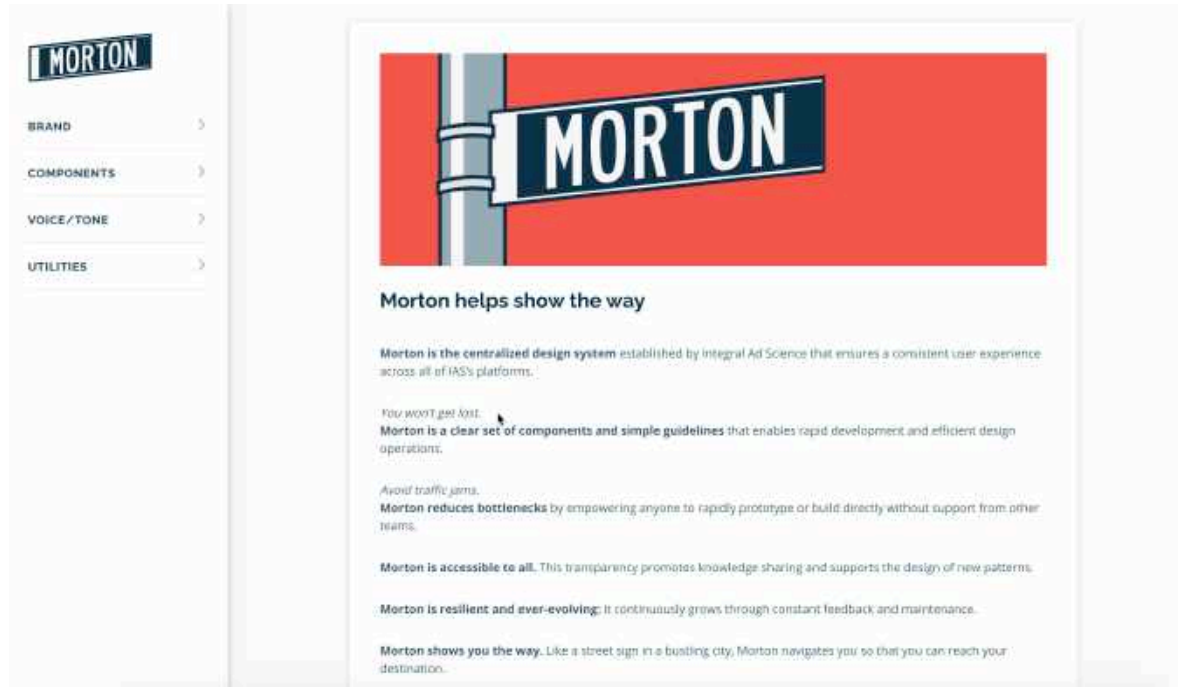
**Resources /  
Assets**

**Contact /  
Feedback**



# And then we did a **small redesign** to top it off

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# We also expanded our design system and created new patterns and components

Report Contents

Performance Report - Sheet 1 ⋮ Add Sheet +

Report Type  
Please select one report type.

Performance Report  
US measured data

YouTube Report  
Partner specific measured data only

Lorem Ipsum  
Totam rem aperiam amet

Lorem Ipsum 2  
Totam rem aperiam amet

Report Contents

Performance Report - Sheet 1 ⋮ Performance Report - Sheet 2 ⋮ Add Sheet +

Report Type  
Please select one report type.

Performance Report  
US measured data

YouTube Report  
Partner specific measured data only

Lorem Ipsum  
Totam rem aperiam amet

Lorem Ipsum 2  
Totam rem aperiam amet

✓ SUCCESS

You are about to map the following publishers to **Oath Media Partner**:

1. Adl
2. Zee Weyyzi

CANCEL DOWNLOAD

⚠ WARNING

You are about to map the following publishers to **Oath Media Partner**:

1. Adl
2. Zee Weyyak

CANCEL DOWNLOAD

❗ ERROR

You are about to map the following publishers to **Oath Media Partner**:

1. Adl
2. Zee Weyyak

CANCEL DOWNLOAD

“We have a marketing dashboard that we want to align with the design elements [of the UI].”



**Alyssa Celentano** 3:52 PM

hey guys! so turns out we DO have some highcharts documentation in our design system:  
<https://morton.integralads.com/highcharts> -- that should hopefully be helpful for the basics



screenshot-nemostage-integralplatform-2019-03-21-15\_50\_03.png ▶

and you can find some color variants in here also: <https://morton.integralads.com/colorPalette>



**Ben Barnard** 3:54 PM

this is awesome - thanks!



**John Nguyen** 3:56 PM

Awesome!!



**Nick Arehart** 3:56 PM

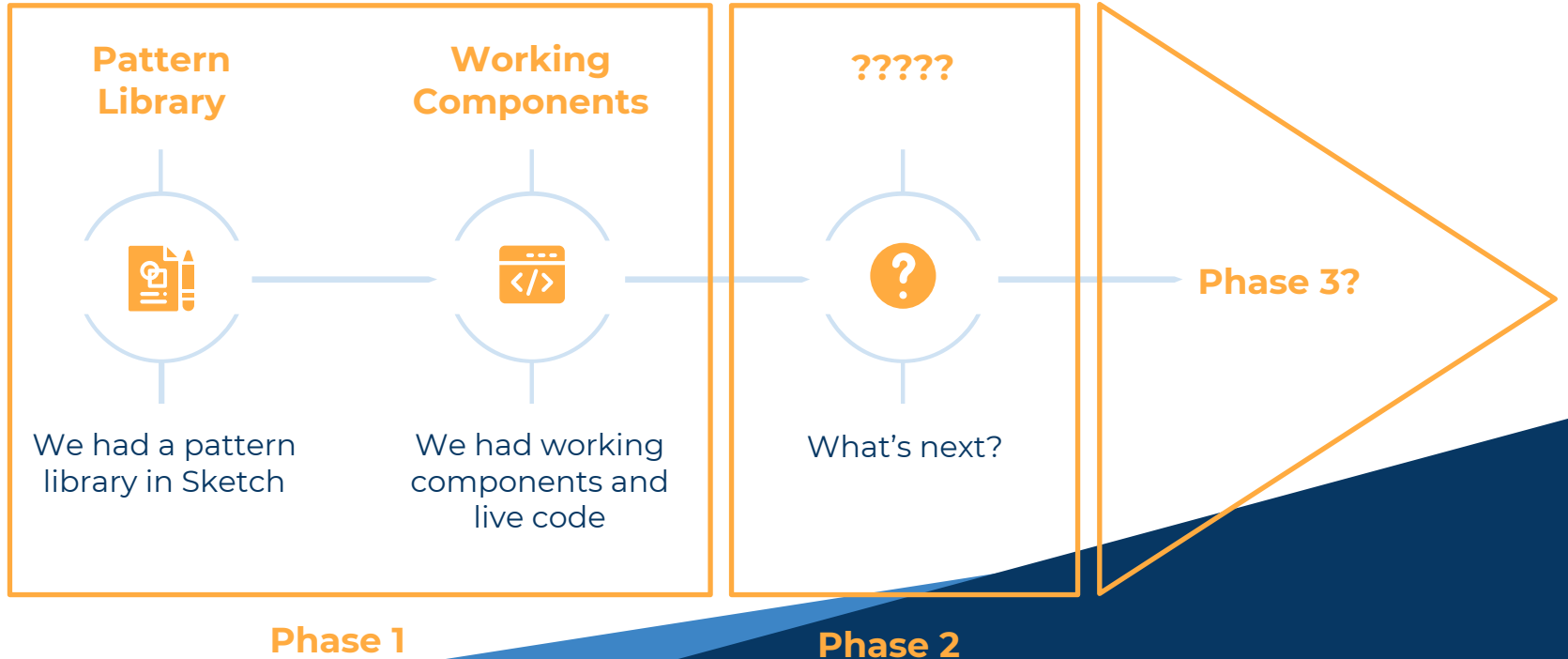
Perfect! Thank you Alyssa 😊

4.

**What I learned along  
the way...**

**What impact could I have  
on something that was  
already established and  
had already come such a  
long way?**

# My impact is Phase 2. Everything that came before me was Phase 1.

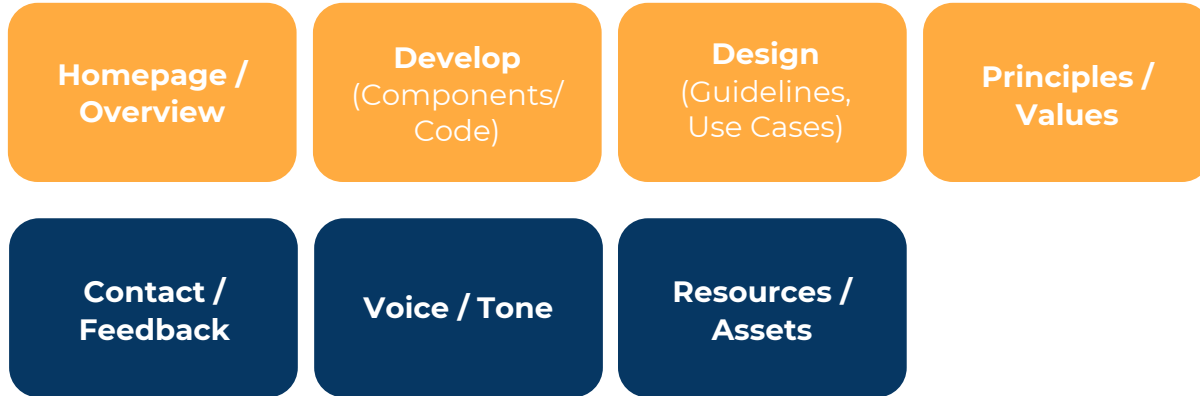


**How can I make this tool better?**

**How can I use this to advocate  
for design at IAS?**

# Incremental changes make long-term impacts

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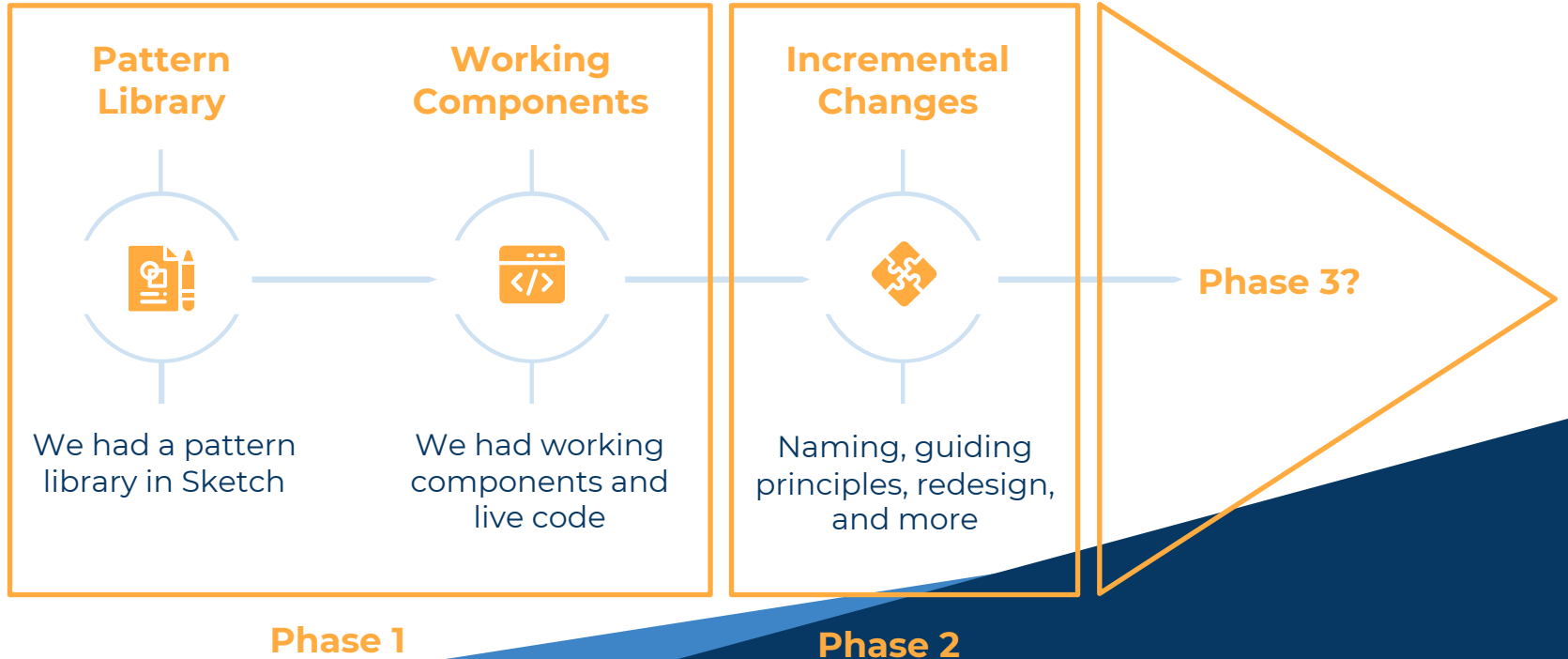


 Exists in the design system

 Areas we can expand into



# Phase 2 = incremental changes



**Reserve capacity  
for design system  
work each quarter.**

# What is Phase 3?

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# We're tracking Morton usage

Pages

Manage in Classic Designer Manage Pages In-App

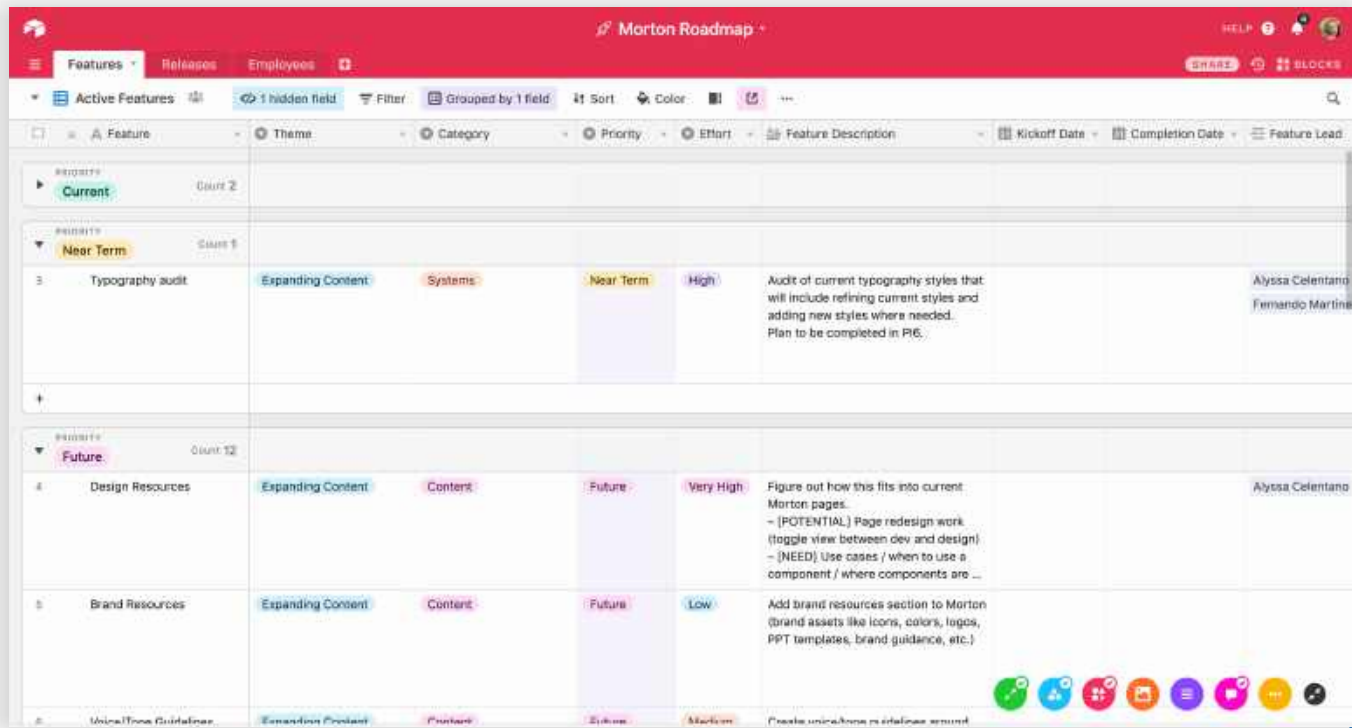
Your Pages Untagged URLs

Filters: Everyone Last 30 Days (Dec 22, 2019 - Jan 20, 2020) All Accounts Search

Morton Clear

Group	Name	Number of Visitors	Number of Accounts	Number of Page Views	Avg Time Per Day
Morton	Morton - Date Range	6	0	7	60s
Morton	Morton - Action Menu Popup	14	0	16	1m 24s
Morton	Morton - Expandable Content	6	0	7	60s
Morton	Morton - Multi-Select Panel	5	0	8	1m 17s
Morton	Morton - Exporter	5	0	5	1m 48s
Morton	Morton - Selection Grid	4	0	7	2m 30s
Morton	Morton - Filters	0	0	0	0
Morton	Morton - Highcharts	2	0	2	60s
Morton	Morton - Color Palettes	0	0	0	0
Morton	Morton - Homepage	73	0	149	1m 56s
Morton	Morton - URL Naming Conventions	0	0	0	0

# We created a roadmap



# My challenge for you:

## Define your Phase 1

Everything that came before this moment is Phase 1. Accept that and look forward.

## Take the time to get to know your users

Speak their language. Let everyone's needs feel heard.

## Come up with action items

**Remember:**  
Incremental changes can have great long-term impacts.

## Continue to advocate for design within your company

Your design system is a powerful tool to promote a company-wide design mentality.

# Thank you!

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[linkedin.com/alyssa-celentano](https://www.linkedin.com/in/alyssa-celentano)