McKay Design System

Case study by Ethan Hawkes



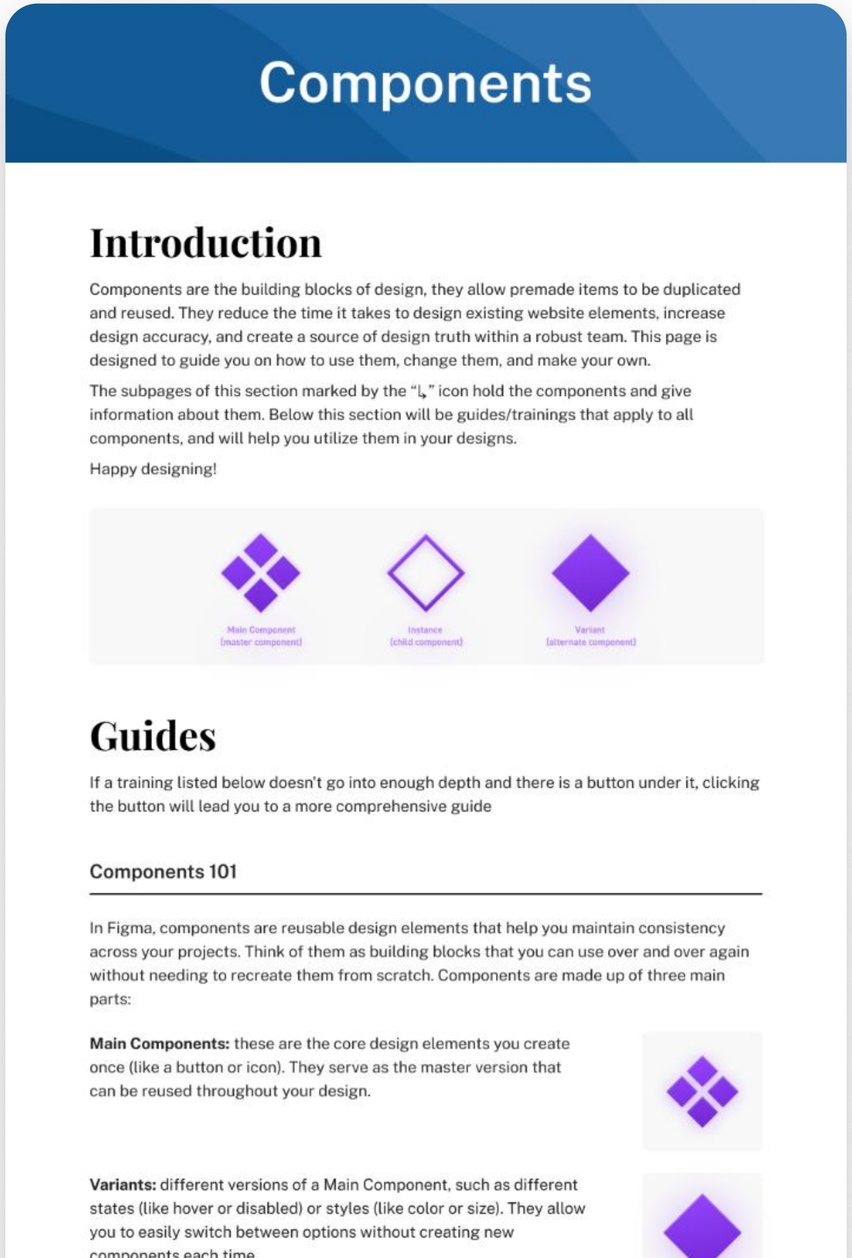
Welcome

MSE
Design System

V2.0 CURRENT

Hello

This is the MSE Design System, this file is built to assist the UX design process by providing a consistent source of truth, and unifying / streamlining our practices. This system is here for your benefit, and helps eliminate repetitive tasks so that you can instead focus on items of high impact. This system will also help you create better portfolio pieces as the work you do will be more cohesive, efficient, and impactful. In order to help you do these things this



30 Second Brief

Pitched and led creation of design system to speed up site wide redesign in a team of three. Within 3 weeks created tokens, components and text styles to assist faster design and dev work.

My role

Led architecture of design system, and did component creation & documentation.

Scope

Created & documented 99 tokens, 26 text styles, and 18 components.

Impact

Resulted in a **56% reduction** in design team turnaround time, and a **40% reduction** in design bugs. **Still used today.**

Problem & Task

A site wide redesign was being stalled by one-off designs and pages. I pitched a design system to make the page more modular and speed up designs.

Building system tokens, styles, and components

- 99 tokens for color, radius, and line weight
- 26 text styles for headings, body, and labels
- 18 high use components

We documented most tokens, and components

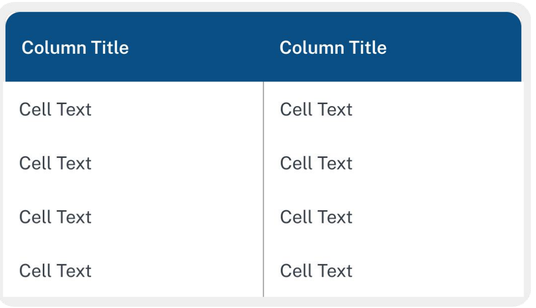
Text styles

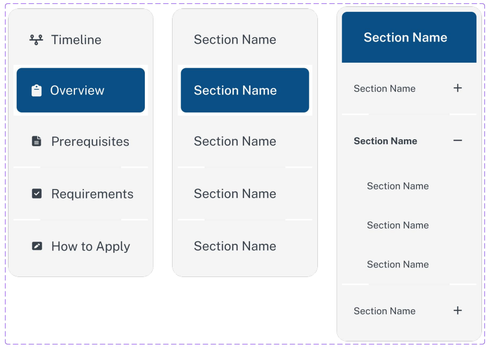
- Display
- Header
- Body
- Button
- Caption

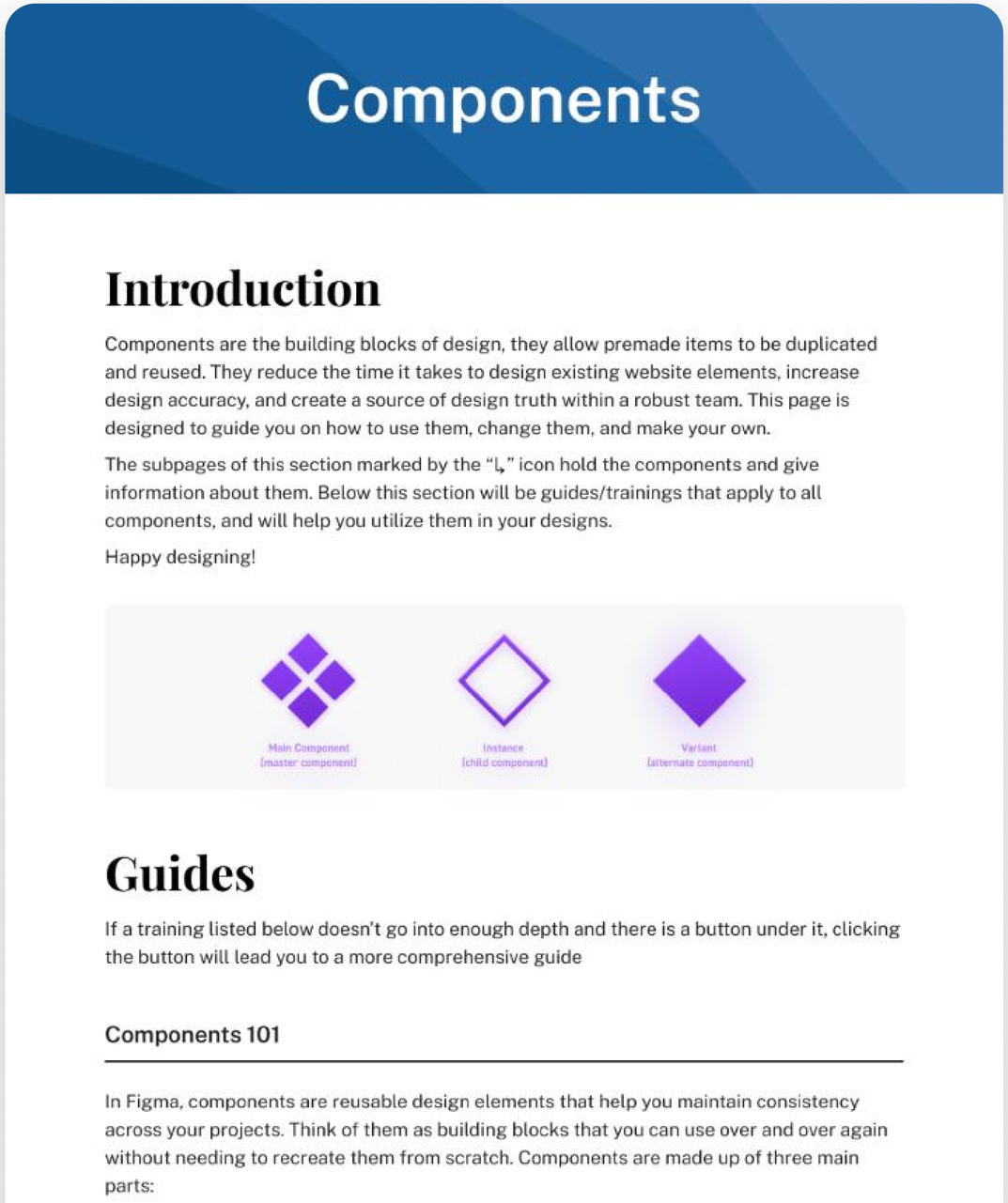
Primitives and semantics

- gray-200
- gray-500
- Blue-200
- gray-500
- Plum-300
- copy
- surface
- corner-radius

Components







Built for the next student designer and developer

Our team built onboarding and instructional guides into the design system to:

1. Onboard new hires by explaining team processes and how to use the system.
2. Give current designers a reference for using components, handing off designs to developers, and updating the system.

What I'd do next time

This was my first foray into design systems, and it taught me many valuable lessons:

1. **Start with high value items.** Don't design everything, build an MVP.
2. **Don't reinvent the wheel.** Collaborate with engineering and their current system.
3. **Plan for future growth.** Leave room in token hierarchy for future additions.

View recent projects to see how I applied these lessons and my updated work.



Thank You

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