

Global Media Company Implements Design System for Improved Speed-to-Market

Streamlined design process boosts coordination, alignment, cross-functionality, and testing within internal teams

DESIGN SYSTEMS

MEDIA & ENTERTAINMENT

USER EXPERIENCE

INTRODUCTION

A global media company needed a centralized design system to create consistency across products and brands. After working with Level to [increase ad revenue](#), the client turned to the tech consultancy once again to help their teams benefit from shared components and reusable assets across multiple consumer experiences. Having design elements kept in one centralized place would help from a brand consistency perspective and when new designers and developers joined internal teams.

CHALLENGE

Web page layouts and designs were different across their many brands. It was important to create a consistent design experience, but this had to be done without affecting click-through rate (CTR), engagement, brand value, or visibility.

Not having a core design system caused:

- Incongruous user experience
- Slow production (design elements were created from scratch)
- Inconsistencies sharing assets internally (the editorial team had full asset control)
- Internal teams inability to drag and drop or manipulate layouts efficiently

APPROACH

Level’s mission was to help construct this centralized hub, which involved various auditing and cataloging of design components. It was important to figure out where these components “lived” across all products. Level’s approach involved:

- Mapping out who controlled assets across all internal teams
- Pairing each designer with a developer and QA (to create, test, and rebuild design components)
- Internal teams adding components to centralized design system
- Creating a new homepage navigation bar for a more consistent UX and better brand consistency



Consistency in design has a huge impact on UX. This audit allowed the client to analyze all design elements across their brands to ensure a consistent experience for all of their media outlets and emphasized the value of a design system for their employees.

Christoph Khouri, Senior Director, Level



RESULTS

With the completion of this project, the global media giant finally had a centralized design structure library. This included a streamlined design process, which created more coordination, alignment, cross-functionality, and consistency across internal teams.

TEAM SIZE



TIMELINE



This new centralized hub transformed the client by:



Increasing morale in internal teams (excited about change)



Generating faster testing and speed-to-market



Implementing click and drag features for easier layout and web page components

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