



CASE STUDY

# DIRECTV

eCommerce Merchandising  
Template Library

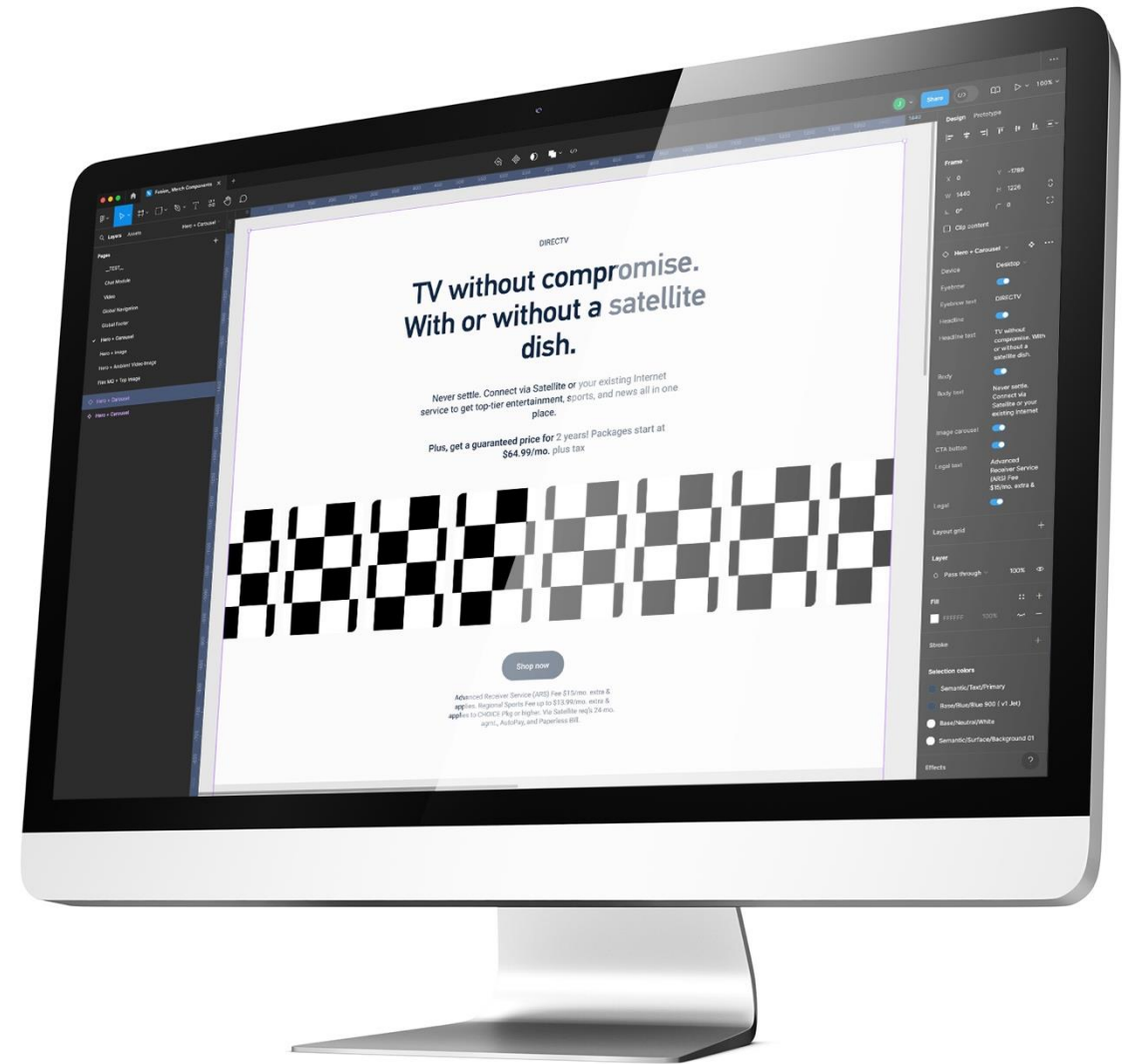
**Company:** DIRECTV

**URL:** <http://www.directv.com>

**Role:** Senior UX Designer

**Tools Used:** Photoshop, Figma, Adobe XD

**Skills Utilized:** UX/UI, visual design

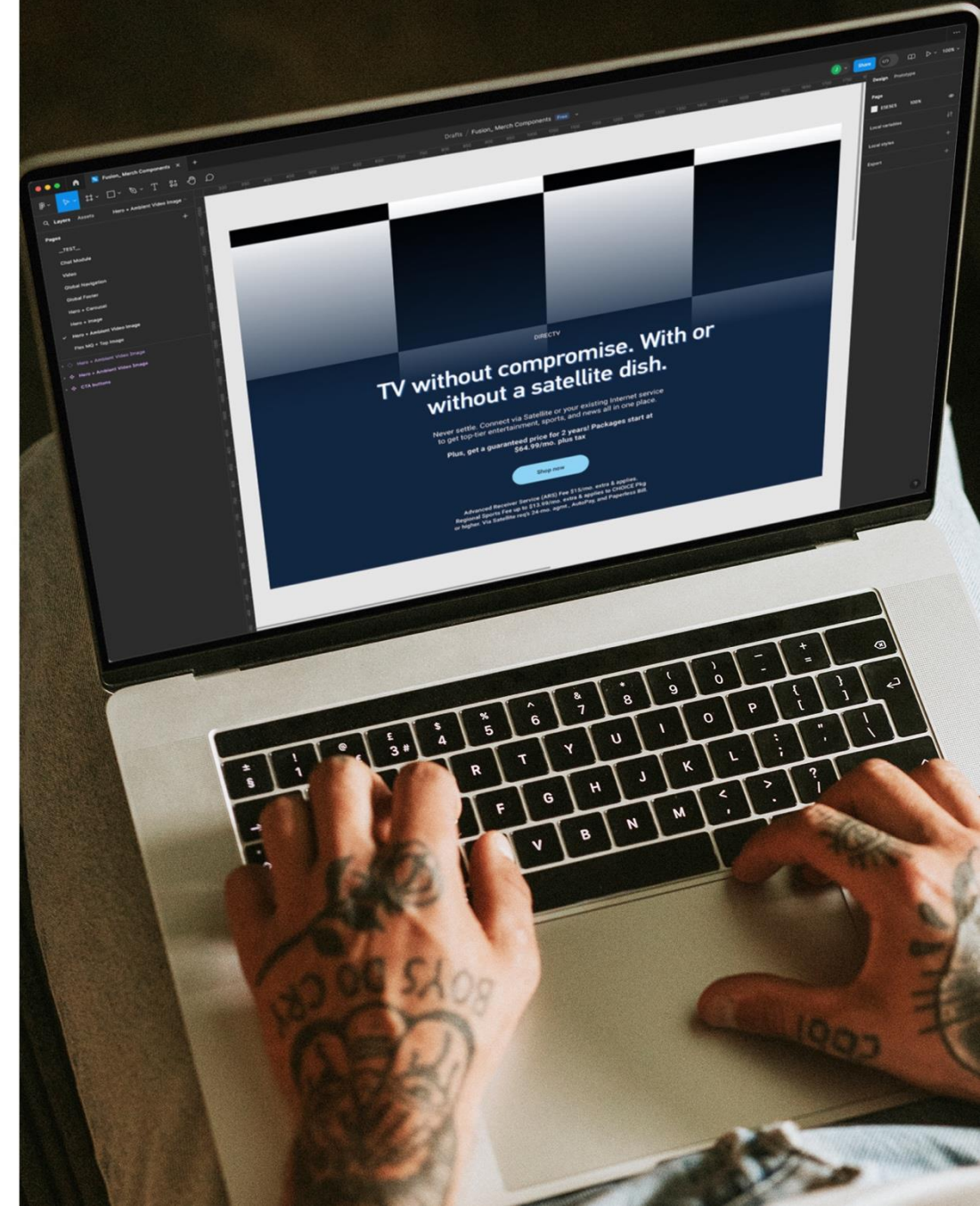


# OVERVIEW

## OVERVIEW

# THE OBJECTIVE

To create a robust, scalable, and user-friendly component library in Figma, based on existing design templates, that could be used across multiple platforms and screen sizes. The goal was to ensure responsiveness, consistency, and ease of use for both designers and developers.



# THE CHALLENGE

## THE CHALLENGE

# THE SITUATION

I was tasked with creating a Figma design system that could support the ongoing efforts of the DIRECTV eCommerce Merchandising team. I was provided with a set of Adobe XD templates that needed to be transformed into a comprehensive and organized Figma library of reusable components. Ultimately, this library would be used by various teams across the product lifecycle, from design to development.



THE CHALLENGE

# PAIN POINTS



## Consistency

The original templates were inconsistent in style and structure. There were variations in color usage, spacing, and typography that needed to be standardized.



## Responsiveness

The responsive elements of the previous templates were not maintained. I had to ensure the components would work seamlessly on different screen sizes, from mobile to tablet to desktop.



## Scalability

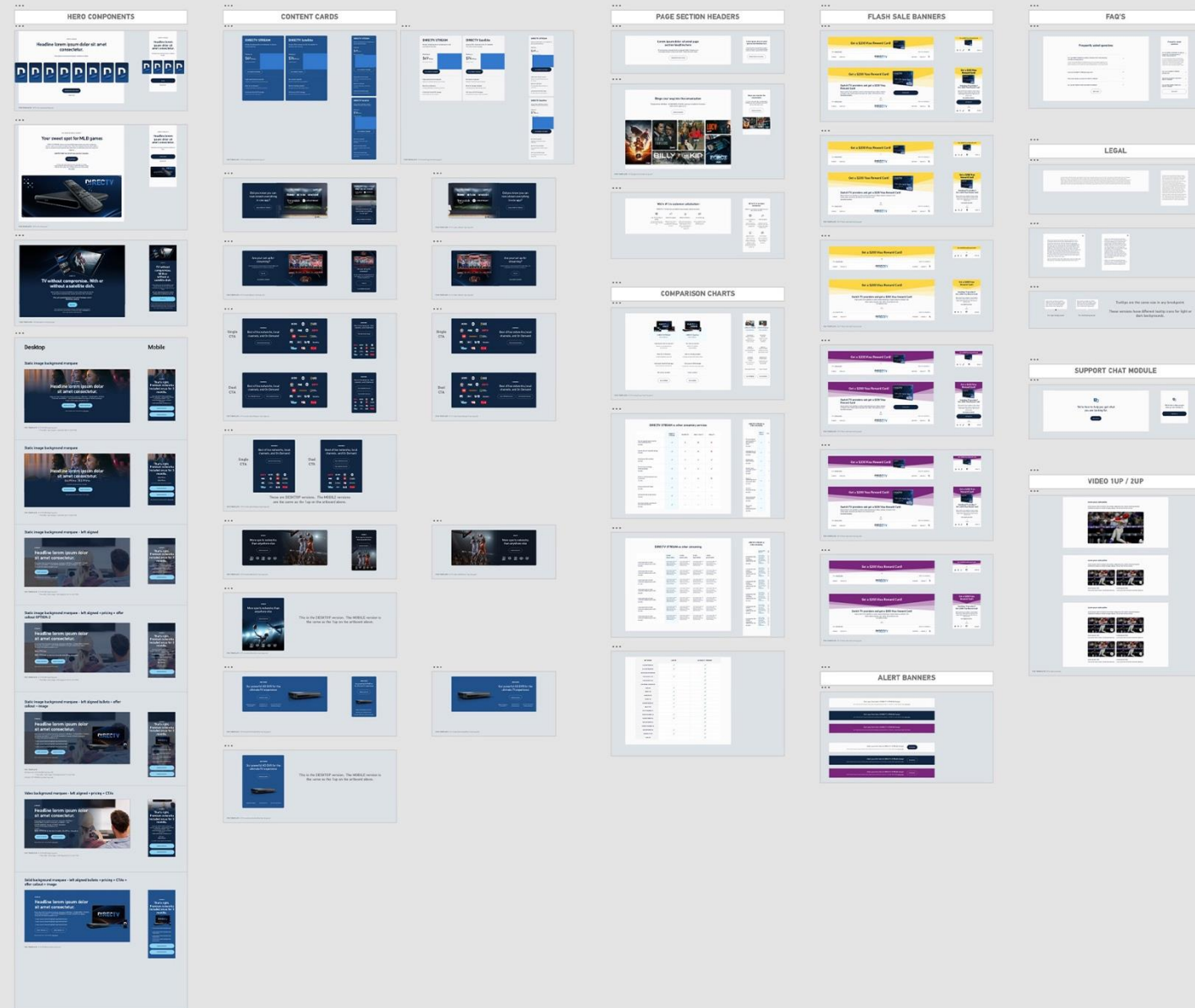
The library had to be future-proof, enabling easy updates and additions without requiring a major overhaul.



## Collaboration

Ensuring the library would be easy to use by a wide range of teams, including non-designers, required a focus on clear naming conventions, documentation, and user-friendly structuring.

THE PROCESS



# THE PROCESS

# AUDIT OF

# EXISTING

# TEMPLATES

I began by conducting a thorough audit of the provided templates, identifying inconsistencies and gaps in the design system. This helped in creating a roadmap for building the component library.



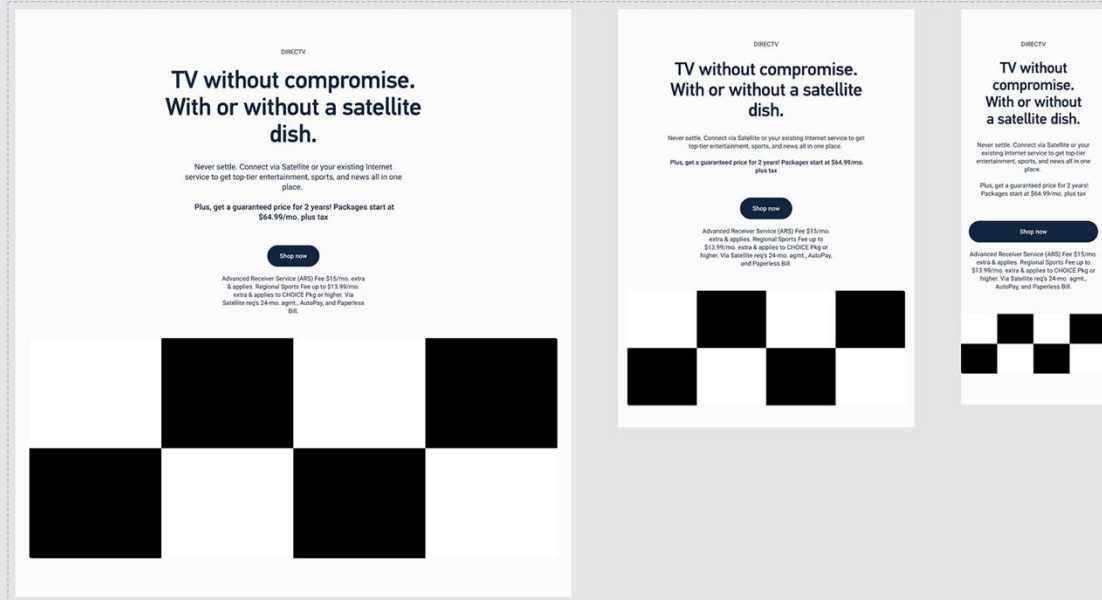
THE PROCESS

# COMPONENT CREATION

I broke down the templates into atomic components, such as buttons, input fields, and navigation bars, ensuring each component followed responsive design principles. I then used those atomic elements to build a library of full components, such as heroes, 1 up cards, 2up cards, and package tiles.



Hero + Image



## THE PROCESS

# RESPONSIVE CONSTRAINTS & VARIANTS

I utilized Figma's auto-layout, constraints, and variants features to ensure that components would adapt fluidly to different screen sizes.

Variants were created for different states (hover, active, disabled)

and screen sizes, ensuring the library could be reused efficiently.

# THE PROCESS CONSISTENT DESIGN ELEMENTS

I established a set of design elements (colors, typography, spacing, shadows) that were consistently applied across all components.

These elements allowed for easy updates across the system, improving scalability and maintainability.



	HEX	RGB	CMYK	PMS
OZONE logo color	# 337ace	51/122/206	90/45/0/0	285C
JET	# 102641	16/38/65	100/85/45/50	289C
LAPIS	# 21528c	33/82/140	100/70/20/5	7462C
TURQUOISE	# 1ebcf8	30/188/248	80/5/5/0	306C
POLAR	# 76d4f8	118/212/248	50/0/5/0	Blue 0821C
AMETHYST	# 7a267b*	122/38/123	70/100/10/5	2603C
BLACK	# 000000	0/0/0	0/0/0/100	Black
WHITE	# ffffff	255/255/255	0/0/0/0	White

### PF DIN Text Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

### PF DIN Text Pro Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

### PF DIN Text Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

### PF DIN Text Pro Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

### PF DIN Text Compressed Pro Regular (LEGAL TEXT USE ONLY)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

### Dark

Usage: Primary button on light backgrounds  
Text color: white  
Background color: jet

Roboto Medium 16

### Light

Usage: Primary button on dark backgrounds  
Text color: jet  
Background color: turquoise 100

Roboto Medium 16

### Inactive

Usage: Disabled button  
Text color: Gray 200  
Background color: Gray

Roboto Medium 16

### Outlined light

Usage: Secondary button on dark backgrounds  
Text color: white  
Stroke color: white

Roboto Medium 16

### Outlined dark

Usage: Secondary button on light backgrounds  
Text color: jet  
Stroke color: jet

Roboto Medium 16

## CTA buttons

	Dark	Light	Inactive	Outline light	Outline dark
Flexible Default					
Flexible Hover/ Clicked/Tapped					
Full-width (mobile only) Default					
Full-width (mobile only) Hover/ Clicked/Tapped					
Tertiary: Text Default	N/A	N/A	N/A		
Tertiary: Text Hover/Clicked/Tapped	N/A	N/A	N/A		
Tertiary: Icon Default	N/A	N/A	N/A		
Tertiary: Icon Hover/Clicked/Tapped	N/A	N/A	N/A		

## Styles

There are **five color variations** for the buttons: Dark, Light, Inactive, Outline light, Outline dark. **Dark and Light buttons** are used as primary CTAs. **Outlined buttons** are used as secondary CTAs. Be mindful of the contrast and choose the buttons depending on the context and business need.

<p><b>Dark</b></p> <p>Usage: Primary button on light backgrounds Text color: White Background color: Jet</p>
<p><b>Light</b></p> <p>Usage: Primary button on dark backgrounds Text color: Jet Background color: Turquoise 100</p>
<p><b>Inactive</b></p> <p>Usage: Disabled button Text color: Gray 200 Background color: Gray</p>

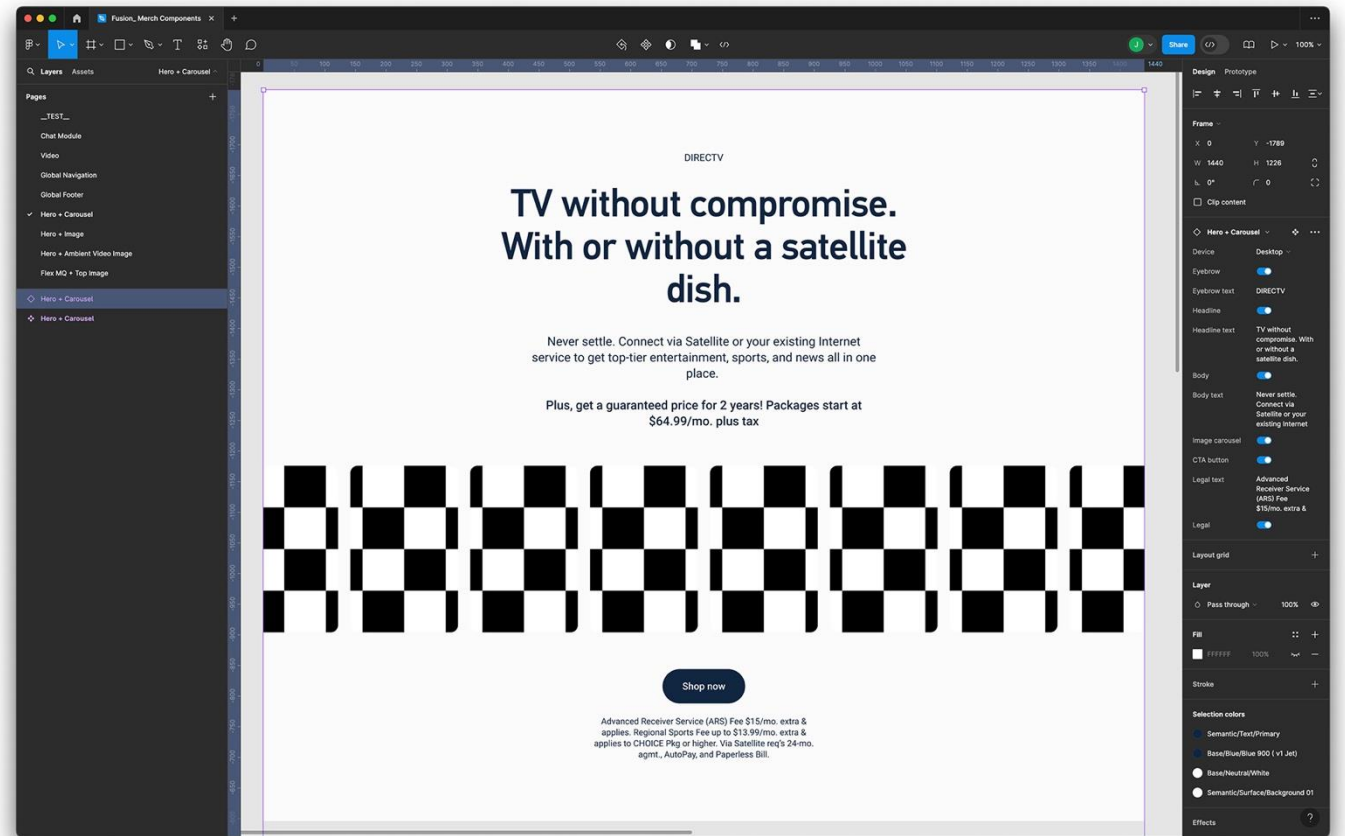
## THE PROCESS

# DOCUMENTATION & GUIDELINES

I created thorough documentation to accompany the Figma library, detailing the purpose and usage of each component. This included best practices for maintaining responsiveness, updating components, and integrating the design system with development workflows.

# THE PROCESS COLLAB & HANDOFF

I collaborated closely with the development team to ensure the components aligned with their technical requirements. This involved frequent design handoffs, review sessions, and the creation of a shared Figma workspace to streamline communication.



THE OUTCOME

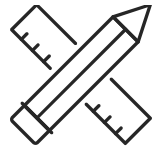
## THE OUTCOME

# KEY TAKEAWAYS



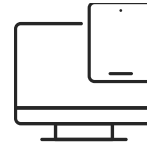
### Increased Efficiency

The Figma library allowed the design and development teams to work more efficiently, reducing design time by 30%. Reusable components meant less time spent recreating elements from scratch.



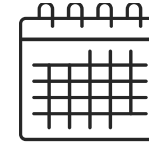
### Improved Consistency

The standardized components created a unified design language across the product, leading to a more cohesive user experience.



### Seamless Responsiveness

The library's responsive components functioned flawlessly across devices, ensuring a smooth user experience on mobile, tablet, and desktop screens.



### Scalability

The Figma library was built to allow easy updates and additions, making it a sustainable solution for the product's long-term evolution.

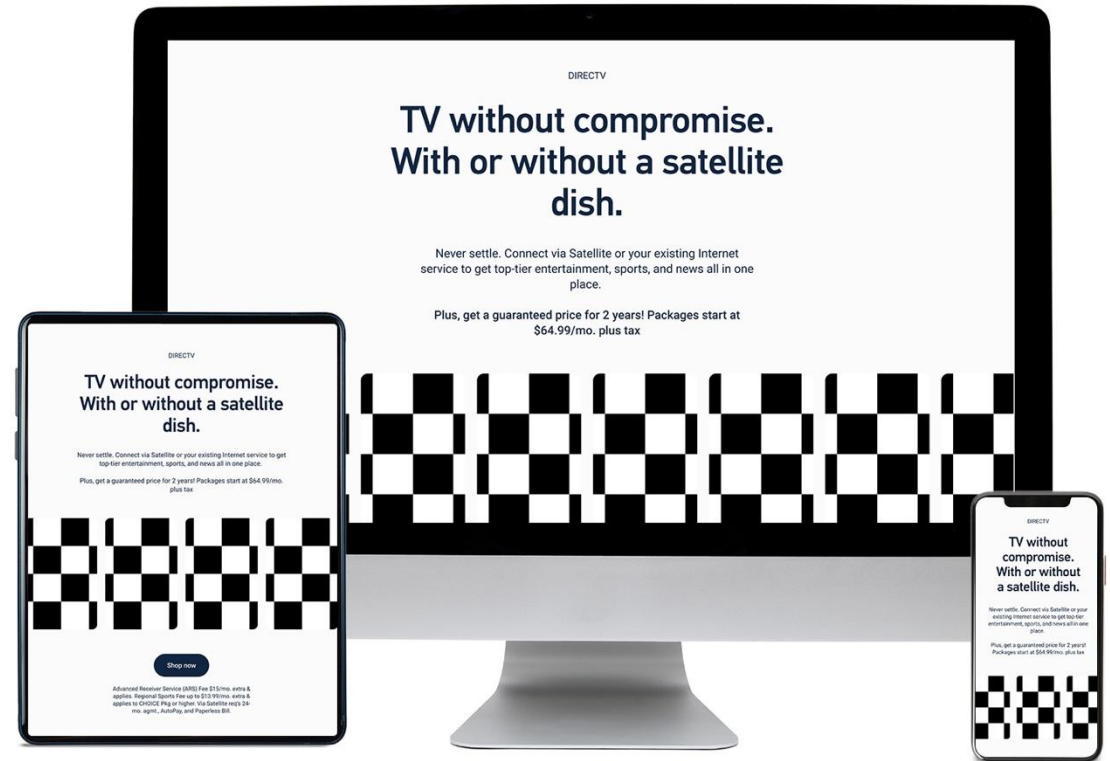
CONCLUSION



## CONCLUSION

# A BIG STEP FORWARD

Building a responsive component library in Figma from provided templates required a strong focus on consistency, responsiveness, and collaboration. By standardizing design tokens and leveraging Figma's auto-layout and variant features, I delivered a system that improved efficiency, ensured design consistency, and supported seamless responsiveness across platforms.



Thank you for  
your attention

