

ACME



CASE STUDY

ACMEConnect

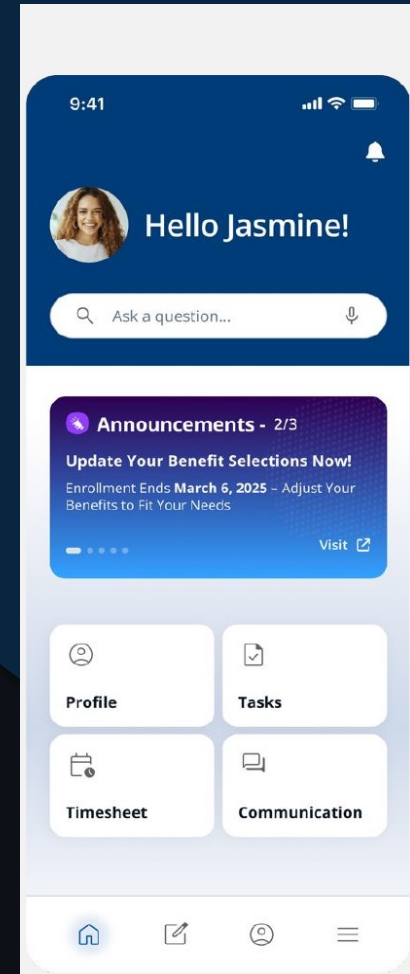
Enterprise self-service portal · iOS & Android · 10,000+ employees

Research · Information Architecture · Design System · Delivery

PROJECT **ACME Connect**

ROLE **UX Design Lead**

UX Strategy · IA · Design System · Cross-team Leadership



01

Project Overview

ACME Connect

Enterprise Employee Experience Platform

Role	UX Design Lead
Duration	6+ Months
Platform	Mobile App + Responsive Web
Users	Office & Field Associates
Team	Product · Engineering · QA · Scrum · UX

Turning enterprise complexity into a unified digital experience.

Led UX strategy, design system governance and cross-functional delivery for a mobile-first employee experience platform — centralising timesheets, leave, benefits, payslips and learning for 10,000+ associates.

KEY CONTRIBUTIONS

- ✓ Established Information Architecture via card-sorting workshops
- ✓ Built & governed Atomic Design System end-to-end
- ✓ Introduced Design Governance — sign-off, peer review, icon standards
- ✓ Drove sprint-based delivery across onshore & offshore teams
- ✓ Initiated cross-functional Knowledge Transfer (KT) sessions
- ✓ Proposed smart QR deep-link — adopted by the full team

02

About The Designer

ANANNAYA S.

UX Design Lead

I lead cross-functional UX teams across onshore and offshore environments — turning complex enterprise requirements into role-based, accessible digital experiences. My focus is on design leadership: governance, mentoring, and building systems that scale.

Product Design

UX Research

Information Architecture

Design Systems

Prototyping

AI Q&A Integration

Enterprise UX

Cross-functional Lead

"I turn enterprise ambiguity into scalable, intuitive experiences — leading design from research through delivery."

6 mo+

on this project

10k+

employees served

First

commercial PwC Astro build

Mobile first

design priority

Work Fragmented.

Associates juggled timesheets, benefits, payslips and leave across disconnected systems — each needing a different login. Frustrating in the office. Nearly impossible in the field.

- No centralised platform — every task lived in a different system
- Field associates had the worst of it — mobile access was broken
- Timesheet errors created downstream payroll inaccuracies

25%

of 1,000 surveyed associates
couldn't navigate the platform.

15%

reported logged-hour errors
causing payroll inaccuracies.

PROBLEM

What I Led.

01

UX RESEARCH & STRATEGY

Stakeholder workshops, PRD analysis, requirement clarification, card-sorting for IA and iterative usability validation.

02

VISUAL DESIGN & PROTOTYPING

Wireframes, user flows, mid-to-high fidelity prototypes and production-ready visual design across all screen states.

03

DESIGN SYSTEM & GOVERNANCE

Atomic component library, design tokens, icon standards, peer-review process and governed sign-off for all changes.

04

DELIVERY & TEAM LEADERSHIP

Sprint-based handoff via Azure DevOps, cross-functional KT sessions, client liaison and team mentoring.

Project At A Glance

Shaped the vision and experience strategy for an AI-driven employee experience platform, providing seamless self-service capabilities across web and mobile channels for 10,000+ users.

Employees Supported	10,000+
Platforms	Mobile App + Web
Teams Aligned	UX · Product · Dev · QA · Scrum
Design System	Atomic Component Library
Delivery	Agile · Azure DevOps · Sprint-based



PLATFORM

Web · iOS · Android



AUDIENCE

10,000+ associates



MY ROLE

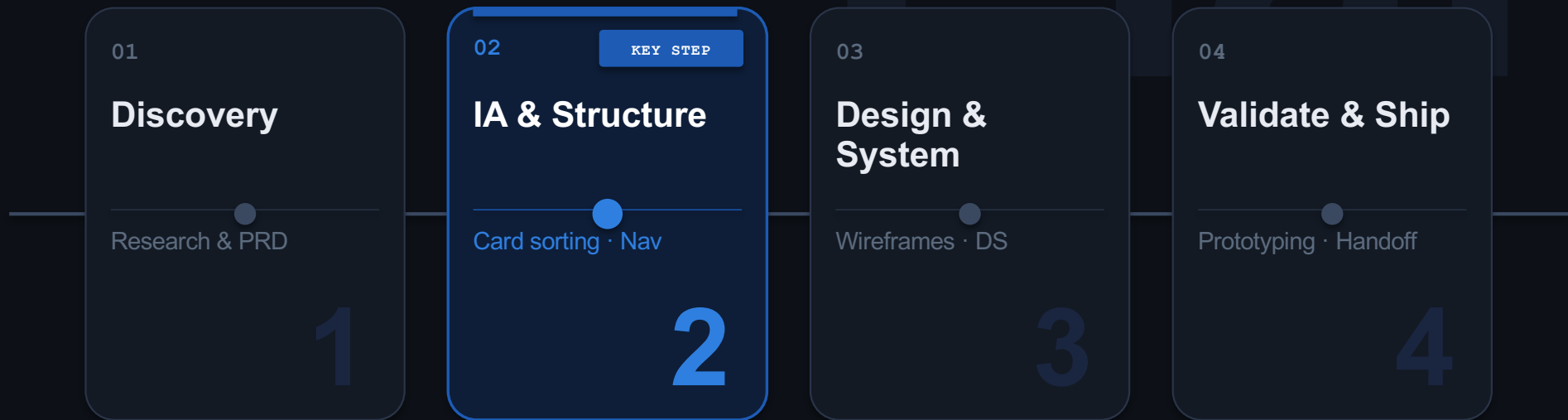
UX Design Lead



METHOD

Atomic · Agile · Scrum

How I Work.



Navigation wasn't settled — so screens kept churning.
I proactively identified the gap, proposed IA as a formal first step and ran card-sorting in Miro.

TOOLS USED

Miro · Figma · Azure DevOps

Who We Designed For.



Mike Miller

Construction Supervisor · 34 · Dallas TX

On-site, mobile-first, managing logistics and unexpected field issues.

GOALS

- Complete projects safely & on time
- Coordinate subcontractors & suppliers

CHALLENGES

- On-site logistics & surprises
- Office ↔ field comms gaps

TECH Smartphone-first · scheduling · site plans



Sarah Watson

Project Manager · 44 · Miami FL

Office-based, running multiple projects simultaneously across departments.

GOALS

- Deliver on time & within budget
- Streamline team collaboration

CHALLENGES

- Many projects, tight deadlines
- Complex cross-dept processes

TECH Desktop + Asana/Trello · video calls · tablet

I made structure a first-class step

CHALLENGE

Navigation structure was undefined when I joined, causing constant screen churn and iteration loops. An initial IA attempt hadn't landed with the client, leaving the team without a validated structural foundation.

WHAT I DID

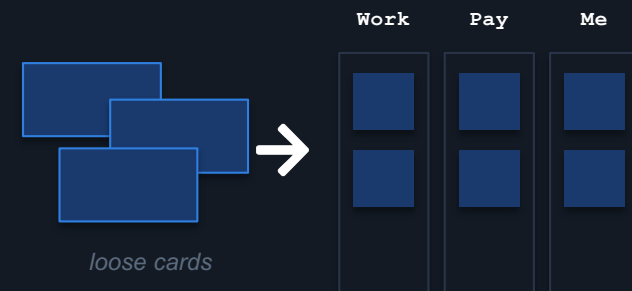
- I identified the gap, proposed IA as a formal step and ran open + closed card-sorting in Miro with the client's designer — organising content the way users actually think.

IMPACT

Resolved the navigation deadlock. Validated IA the client approved — fewer iterations, a clearer blueprint and a shared reference for the whole team.

Information Architecture

Card sorting → validated IA



Method: Miro · open + closed card sort

IA done early = fewer costly changes, a user-centred structure, and a shared navigation blueprint for all teams.

PROACTIVELY IDENTIFIED

No IA existed when I joined. I raised it, proposed card sorting, and drove the exercise with the client.

Consistency you can actually maintain

CHALLENGE

Multiple designers had contributed over time, so icon styles, sizes and components drifted. There was no clear owner for approving changes to the system.

WHAT I DID

- I built an atomic design system and introduced a governance framework — sign-off path for new components, unified iconography, consistent sizing and peer review before every handoff.

IMPACT

Resolved the navigation deadlock and established a scalable, governed design system that sped up design and development, reduced iterations and rework, and improved quality across design, engineering, QA, and DevOps.

Atomic Design System

Atoms

Molecules

Organisms

Templates

Pages

Governance model

- Single owner approves & signs off new components
- Unified single-style line iconography & sizing
- Peer review required before every dev handoff

Also flagged: mixed icon styles, incorrect padding, sizing discrepancies — all documented and resolved.

One smart QR code for both app stores

CHALLENGE

Two platform-specific QR codes complicated deployment, cluttered rollout assets, and created adoption barriers for associates.

WHAT I DID

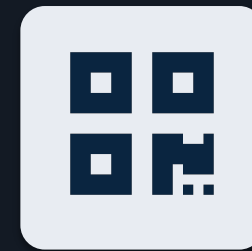
- I proposed a single device-aware smart link: one QR code that detects the device type and automatically routes the user to the correct app store.

IMPACT

Cleaner rollout, simpler associate experience, and a signal to the client of forward-thinking design — strengthening trust in the team's expertise.

Smart QR / Deep Link

Single scan, smart routing



detects device, routes automatically



App Store



Google Play

PROACTIVE INNOVATION

Nobody on the team — onshore or offshore — had flagged this. I raised it. It was adopted.

Building a team that levels itself up

CHALLENGE

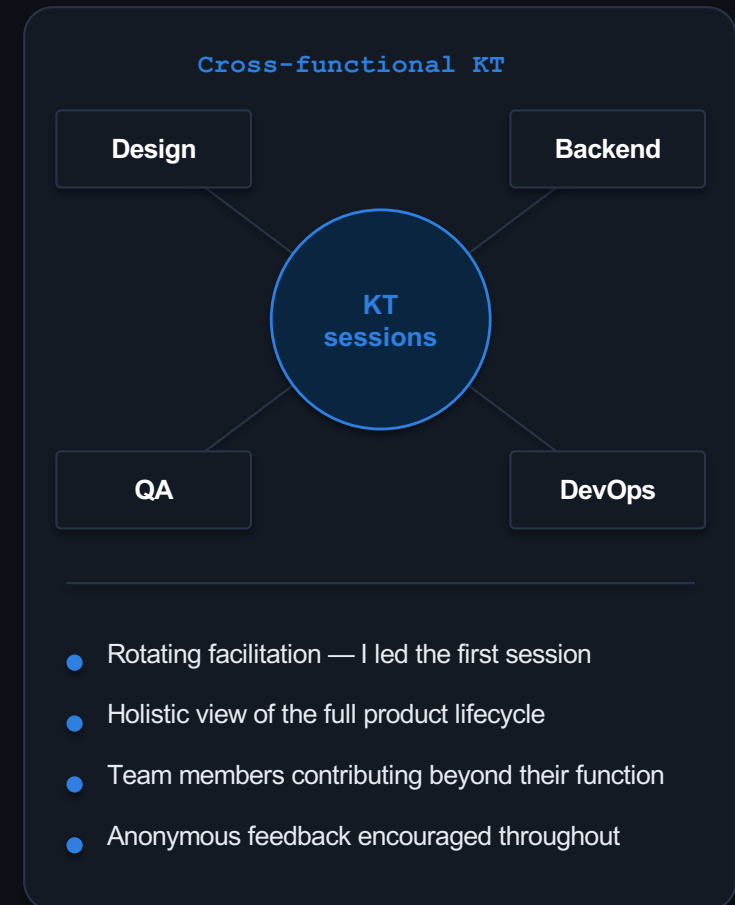
A cross-functional team needed a shared understanding of the full product lifecycle — not just their own slice — to collaborate well and add value beyond their function.

WHAT I DID

- I initiated structured Knowledge-Transfer sessions: led the first on the design system, then rotated facilitation to backend, QA and DevOps colleagues.

IMPACT

More transparency, fewer silos, team members proactively contributing outside their lane — a more capable and motivated team.



The Palette.

Deep Navy — structural primary. Grounds the interface and provides sharp contrast for data-dense surfaces.

Bright Blue accent — drives actions, CTAs and interactive states. Used with intentional restraint.

Charcoal Black — the canvas. Near-black with subtle warmth; reduces eye strain and anchors hierarchy.

Steel Grey — secondary text, borders and component states. Maintains sophistication without competing.

01

#0A2540

02

#2F7FE0

03

#17191D

04

#6B7280

Aa

Ag

Display

32px

Ag

Heading

20px

Ag

Body

13px

Ag

Caption

10px

COMPONENTS

Primary

Secondary

Search tasks, projects...

Active

Done

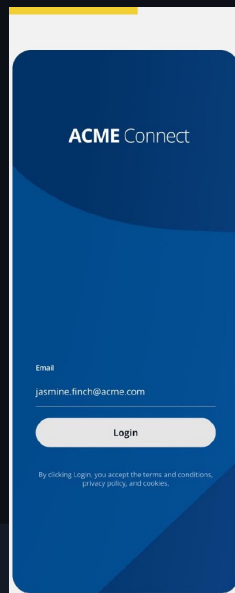
Pending

ICONOGRAPHY

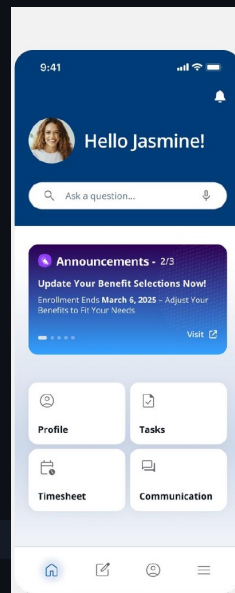


ACME Connect.

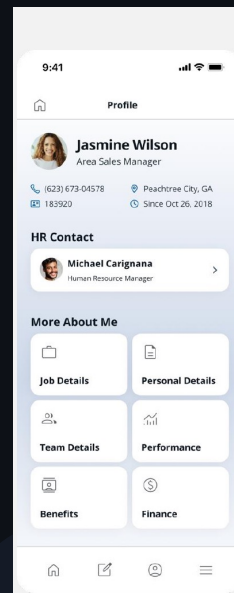
Mobile-first · iOS & Android · Atomic components throughout



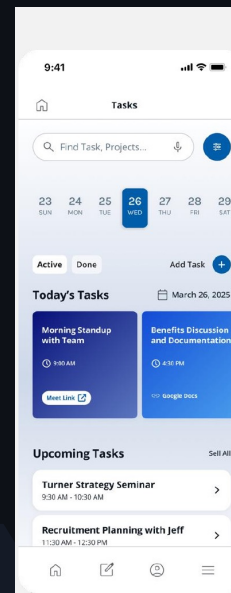
Login



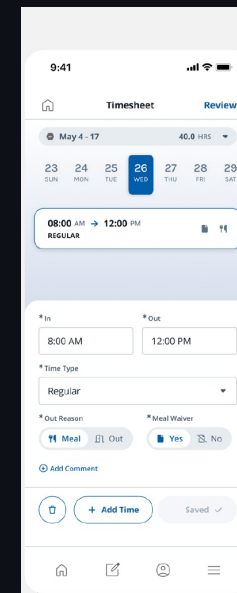
Home & AI Q&A



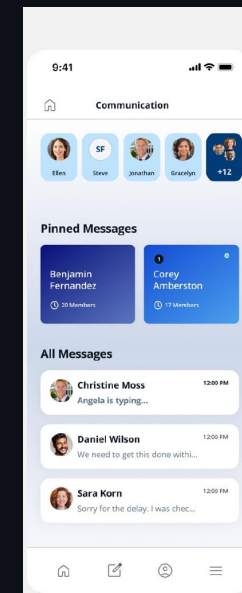
Profile



Tasks



Timesheet



Communication

Delivered. Deployed. Validated.



Enterprise platform deployed

Mobile and web experience successfully launched and adopted in production.



Simplified employee workflows

Unified access to leave, timesheets, benefits, and approvals through a single experience.



Stakeholder alignment achieved

Validated through iterative reviews, workshops, and continuous stakeholder engagement.



Scalable design foundation

Governed design system accelerated delivery, reduced rework, and improved consistency across teams.

What I Bring To Every Project.

- ✓ Strong information architecture creates alignment early structural rigour.
- ✓ The highest-value contributions come from identifying the right problem identification — IA, smart QR, design governance — creates more value than executing the brief.
- ✓ Design systems with governance accelerate delivery speed across the entire team.
- ✓ Cross-functional alignment is built through shared understanding, not handoffs.
- ✓ Early collaboration between design, engineering and QA improves quality throughout.