CASE STUDY · DESIGN SYSTEM

Academia Design System

I build and maintain the design systems for all Academia applications. The system is documented as a readable HTML reference, so designers, developers and AI tools work from the same tokens and rules.

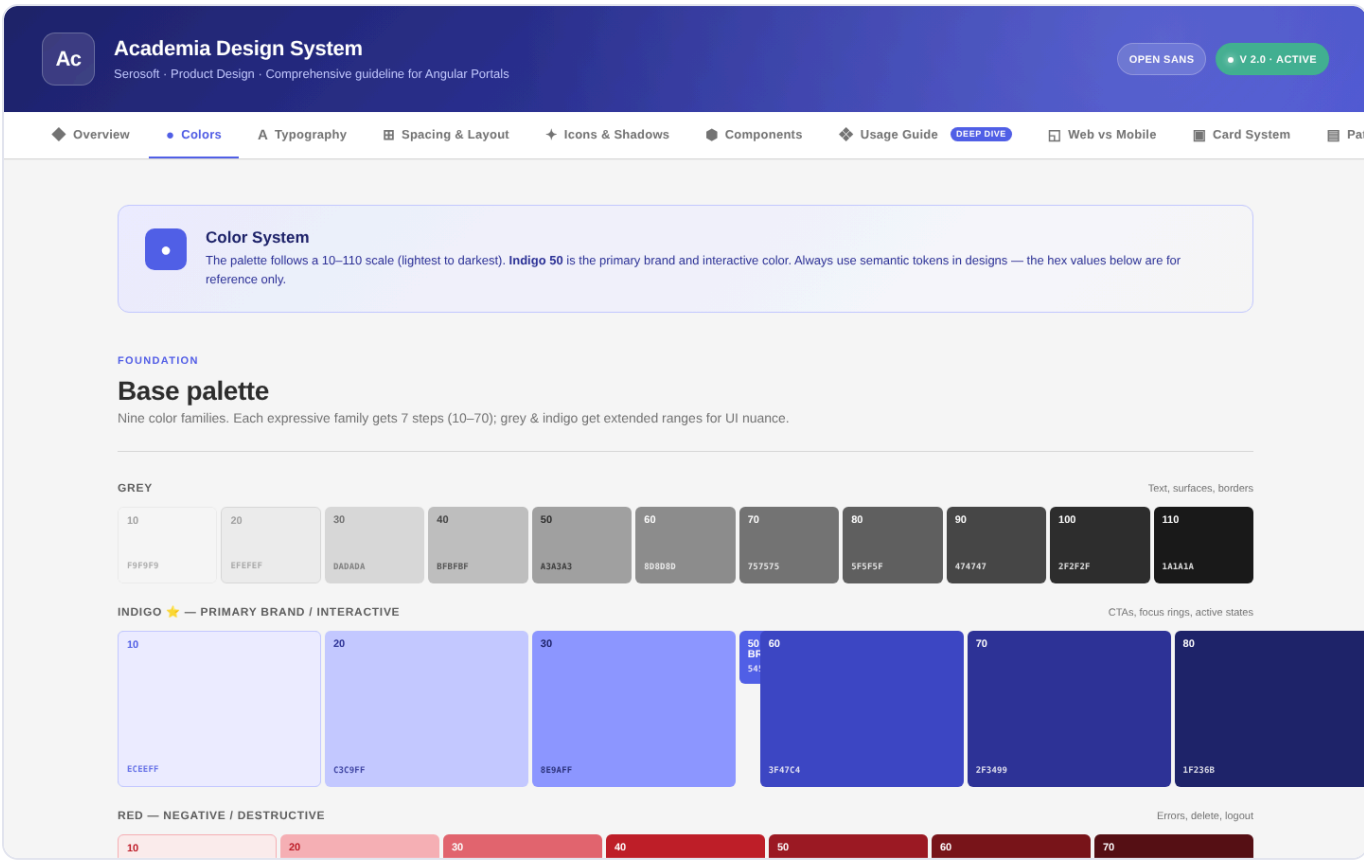
MY ROLE	PRODUCT	PLATFORM	TIMELINE
Lead UI/UX Designer	Academia by Serosoft	Angular web, mobile, ExtJS	2025 to 2026

What it covers

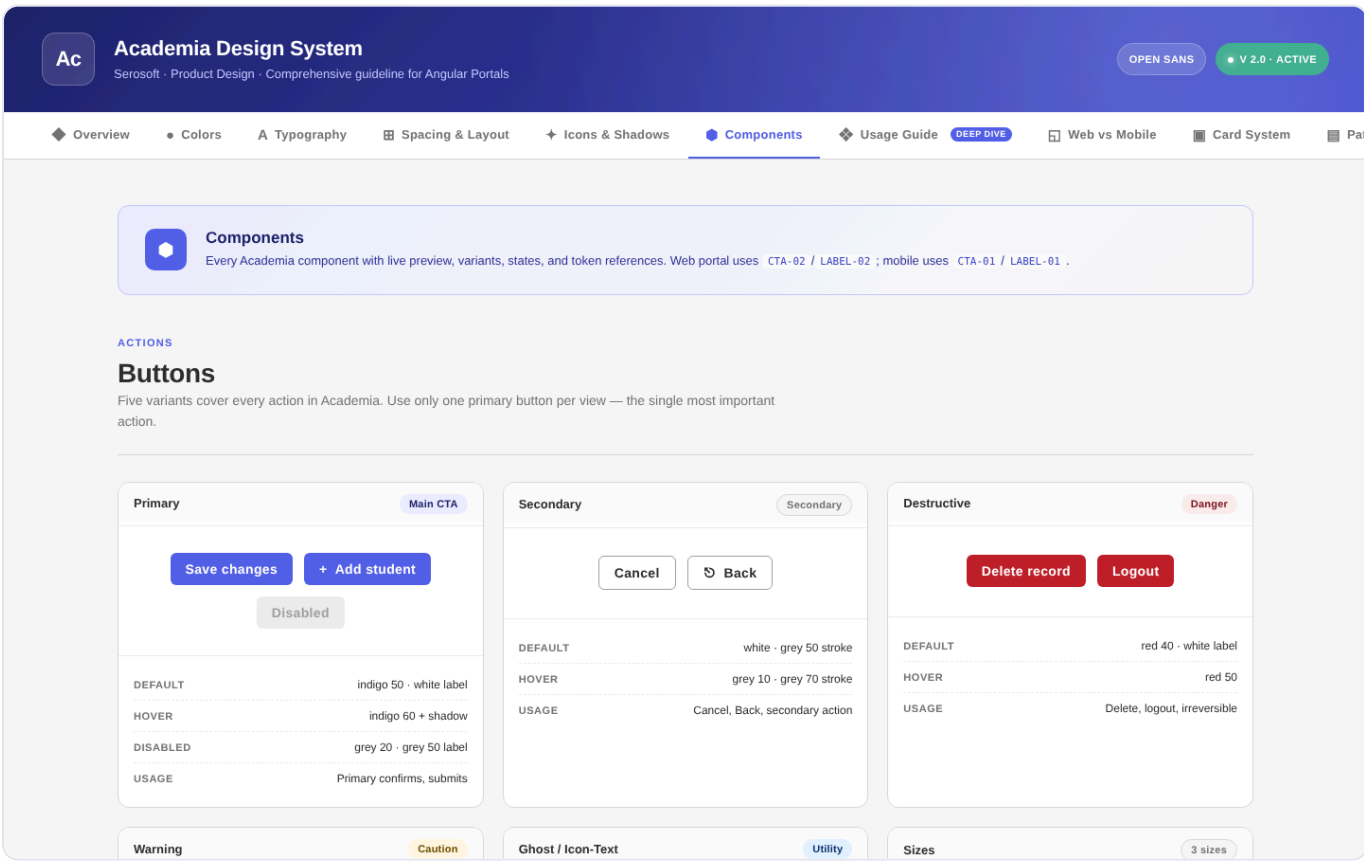
One source of truth for every Academia product surface, including the Student Portal in Angular and new feature work. The reference has sections for colours, typography, spacing and layout, icons and shadows, components, a usage guide, web versus mobile, the card system and patterns. The Figma master library holds the same tokens.

Four principles

- Clarity over cleverness. Academic data is high stakes, so labels beat ambiguous icons and nothing is ornamental.
- Semantic first. Designers use tokens such as surface.negative.light, never raw hex values, so the system can change without breaking screens.
- Density with rhythm. Dashboards are dense, so every value comes from a 4-point spacing scale.
- Accessible by default. Paired tokens meet WCAG AA contrast, focus rings stay visible, and mobile touch targets are at least 44px.



Colour system: a 10 to 110 scale per family, with Indigo 50 as the brand colour.



Components documented with variants, states and token references.

Built for AI as well as people

Because the rules live in structured HTML, AI tools can read the same tokens and component rules a developer does. That lets the team produce on-brand screens faster. I also maintain a matching set of input components for the ExtJS Core ERP.
