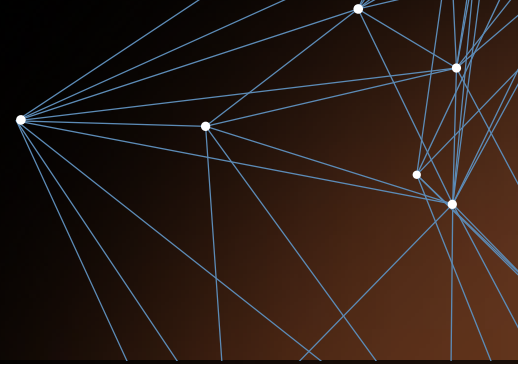




CASE STUDY

Transformed Digital Platforms With User-First Product Design Strategy

Key Outcomes

- Reduced new feature release design time by 35% with pre-approved templates and design tokens
- Increased user engagement by 22% following redesign of primary interaction flows
- Achieved 100% brand compliance across redesigned product modules and marketing interfaces
- Enabled broader team access to scalable design assets and prototyping tools through shared libraries

Differentiators Demonstrated

- Multidisciplinary UX team capable of integrating research, design, and engineering feedback
- Experience delivering branded product UX at scale across enterprise-grade platforms
- Proficiency in modern prototyping and visual collaboration tools (e.g., Figma, Adobe XD, Zeplin)
- Strong record of cross-organizational collaboration driving stakeholder alignment and accelerated delivery

Client Profile

A Fortune 500 enterprise technology company engaged HNM Systems to design human-centered, scalable digital experiences that could support the evolution of their customer platforms. With a growing suite of cloud-native and customer-facing applications, the client required unified UX design strategies that reflected their brand identity, business objectives, and user engagement goals.

Business Need

To deliver high-impact, intuitive digital product interfaces that align with company branding, drive user adoption, and provide a consistent visual and functional experience across platforms.

Scope of Engagement

HNM Systems deployed:

- UX Designers and Product Designers for multi-platform feature development
- UI/UX Designers for brand-compliant design delivery across mobile and desktop
- UX Prototypers to translate concept flows into interactive wireframes and testable assets
- Visual Designers to refine branding alignment and UI polish across touchpoints

APPROACH

Cross-Functional Design Integration

- Collaborated with product managers, developers, and brand teams to gather requirements and interpret business goals into UX concepts

- Facilitated stakeholder design reviews to ensure feedback incorporation across departments
- Coordinated with back-end and front-end engineering teams to align technical feasibility with design intent

Human-Centered Design Execution

- Conducted user interviews and feedback sessions to inform iterative design updates
- Created wireframes, task flows, and interactive prototypes using Figma and Adobe XD
- Applied accessibility standards (WCAG 2.1) and responsive design techniques to ensure inclusive experiences across devices

Branding & Visual Experience Delivery

- Integrated company-approved color palettes, typography, and iconography into new product screens
- Maintained a centralized component library and style guide to support design consistency
- Delivered clickable prototypes used for executive approvals and stakeholder buy-in