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e-Commerce in Practice

By Theodore Elijah Tagulao

A pragmatic approach to improving conversion, consistency and customer confidence across global e-commerce platforms (without slowing teams).

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Executive Summary

Discovery should feel effortless, conversion should feel frictionless and trust should be built into every interaction

Key Takeaways:

- Optimise for high-frequency, price-sensitive behaviours typical in retail environments
- Small improvements compound into significant revenue impact at scale
- Assess before optimising, understand what's working, what's not and why
- Use data + behaviour signals to prioritise improvements by commercial value
- Build trust through consistency
- Treat the native app as a primary revenue driver, not a supporting channel.

Problem Statement:

As e-commerce apps scale across markets and platforms, experience quality fragments and revenue leaks at every stage. Onboarding loses customers before they browse. Discovery buries products rather than surfacing them. Inconsistent patterns erode the trust that drives purchase decisions. Every friction point is a commercial problem. Unless journeys are actively owned, governed and optimised, quality and revenue decline by default.

Success Metrics:

Measure success across customer experience funnel: acquisition, engagement, conversion and retention.

Acquisition

- Onboarding completion rate
- App store rating trend.

Engagement

- Browse depth
- Return session rate.

Conversion

- Add-to-bag rate
- Checkout completion
- Average order value.

Retention

- 30/60/90-day active users
- Subscription take-up
- Return rate satisfaction.

Operating Model:

A lightweight, repeatable collaboration flow that enables scale without friction: Discover → Define → Design → Test → Release → Learn.

This model supports teams to:

- Scale design systems across teams
- Propose improvements
- Contribute without breaking system
- Challenge decisions with evidence.

Decision Making:

Consult widely, decide clearly, document openly.

Clear decisions are essential when:

- Brand conflicts with usability
- Speed conflicts with quality
- Platform needs across platforms.

Risks & Failures:

Actively managed risks include:

- Optimising the wrong thing (high effort, low impact)
- Inconsistency creating trust gaps
- Accessibility debt accumulating
- Mitigation: clear prioritisation by commercial value, regular testing, shared principles.

Why Me:

I've designed and optimised native e-commerce apps at scale, ASOS (global fashion, millions of users, 200+ markets), Apple (global App Store, millions of users, iOS/macOS) and bp pulse (multi-market, multi-platform). My focus is on shipping quality experiences that convert and retain customers, not just look good in Figma.

If I had to summarise my impact:

I consistently improve key metrics in high-friction journeys by simplifying flows, aligning teams and scaling systems.

Context & Constraints

Designing within real-world product, technical and commercial constraints

	bp pulse	ASOS	App Store
Platforms	Web, Apps, Hardware, Retail	Web, Apps, Print	iOS, MacOS, Retail
Scale	UK, US, China, DE, NL, 500k+ sessions/month	200+ Countries, 10m+ sessions/month	200+ Countries, 20m+ sessions/month
Audience	Consumer + Enterprise + Infrastructure	Consumer + Enterprise + Brands & Suppliers	Consumer + Enterprise + Developers
Accessibility	WCAG AA + PAS 1899	WCAG AA + Audits	HIG Guidelines + APIs, In-Store
Strengths	Sustainability & Accessibility	Culture & Experimentation	Content Discovery
Key Challenges	Speed, Safety & Fragmentation	Legacy Systems	Workflows & Enrichment

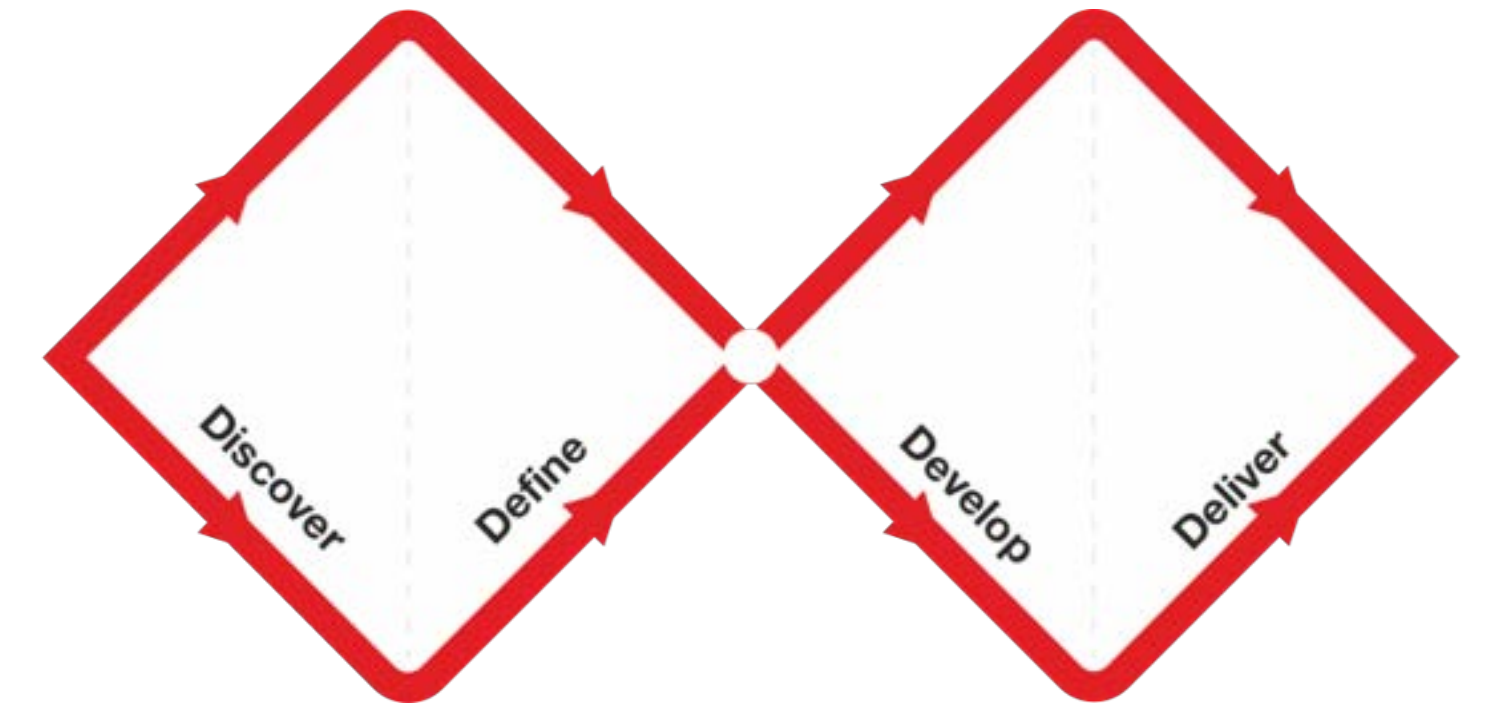
e-Commerce at Scale

Features delivered across e-Commerce platforms in complex, regulated environments

	bp pulse	ASOS	App Store
Onboarding	Social, Landing Page, Create An Account, Login, Localisation: UK, US, DE, China	Social, Landing Page, Create An Account, Login, Localisation: UK, EU, US + More	Localisation: UK, EU, US + More
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Key Achievements	Increased subscriptions Increased network usage (5-10%) Increased retention across cohorts	Improved Design System adoption Improved Accessibility support Hackathon Winner: Personalisation	Improved content discovery Increased engagement Increased downloads

Customer-Centric Collaboration

A structured approach to discovery, design and agile delivery across the full product lifecycle



	Discover	Define	Develop	Deliver
Methods	<ul style="list-style-type: none"> Stakeholder Interviews User Research Market Research Competitor Analysis 	<ul style="list-style-type: none"> Insights & Opportunities Personas Jobs To Be Done Journey Mapping 	<ul style="list-style-type: none"> Ideation Wireframes Prototypes Design Critique 	<ul style="list-style-type: none"> UI & Interaction Design Usability Testing (WCAG. AA) Team Review Style Guides & Assets
Tools	<ul style="list-style-type: none"> Data & Analytics Customer Feedback ChatGPT (Research) 	<ul style="list-style-type: none"> ChatGPT (Analysis) FigJam (Documentation) Figma (Ideation) 	<ul style="list-style-type: none"> Design System (App & Web) ChatGPT (Content Generation) Figma (Prototype) Replit (Prototype) UserTesting.com FigJam (Feedback) 	<ul style="list-style-type: none"> Human Interface Guidelines for iOS Material Design for Android Responsive Web for Mobile & Desktop Design System (Accessibility) Figma (Handoff) JIRA (Backlog)
AI & Automation	<p>Core Principle: To move faster, think deeper and deliver better outcomes. AI handles repetitive tasks. Designers own judgement and outcomes. The goal is faster iteration without lowering standards. eg. Analysis to identify pain points, Content generation for rapid prototyping, Automation to support workflows.</p>			

Design Systems At Scale Shared Libraries

Scaling mobile-first design systems using Auto Layout, variants, tokens and cross-platform components for (iOS + Android) and web (Mobile + Desktop)

	Principles	Atoms	Molecules	Components	Layouts	Pages
Definition	Design decisions that guide everything	Smallest indivisible UI elements	Groups of atoms forming simple patterns	Reusable UI blocks with behaviour	Structural grids and spacing systems	Full-screen templates assembled from components
Examples	Colour tokens Typography scale Spacing system Motion values Elevation	Button, Input field, Icon, Label / tag, Divider, Badge	Search bar, Form field, Call-to-action, placeholders, Input + error state	Product card, Navigation bar Filter, Checkout module, Toast / banner, Action sheet	Grids (1 / 2 / 3 col) Split View, Sticky header, Tab + content	Onboarding, PDP, Browse / Search, Checkout, My account Order confirmation
Figma	Variable collections, Token sets, Colour styles, Patterns for Mobile, Tablet and Desktop	Base components, Auto Layout, Variants (States)	Nested instances, Boolean properties, Slot overrides	Component sets, Interactive states, Responsive variants	Layout grids, Frame constraints, Breakpoint frames	Page templates, Prototype flows, Handoff specs
A11y	WCAG AA: Contrast, UI elements, tokens, align patterns to iOS, Android or Web	Base layer: 44x44px min touch targets, focus on interactive atoms, aria-labels, gestures	Reading order: Logical tab order, error messages, labels not placeholder text	States: Focus, disabled, error and loading states, feedback system, reduced motion	Structure: Sections, skip navigation, consistent heading hierarchy, breakpoints	End-to-end: Screen reader tested flows, audit per page, accessibility annotations

bp pulse Customer Experience

For Web, Apps, Print & Hardware

Challenge:

Support global growth by creating scalable design practice that works across multiple markets (UK, US, DE, NL, China) and touch points ranging digital products, physical environments and services, maintaining consistency, accessibility and delivery speed.

Role & Contribution:

Led end-to-end design initiatives, operating at Product Design Lead level

Partnered with Brand, Marketing, Product and Engineering teams across regions to define shared principles, governance and accessibility standards

Set direction for multi-platform support, enabling teams to design and build consistently.

Solution:

Implemented a modular, responsive design system with reusable components and visual language

Established accessibility-first patterns and documentation to support at scale

Bridged digital interfaces and physical touch points, ensuring consistency from apps and websites to on-site.

Outcomes:

Increased development velocity through shared components and guidelines

Strengthened accessibility compliance and global brand recognition

Enabled the successful launch of the UK Hub and EV-only sites, supporting bp pulse's next phase of growth.



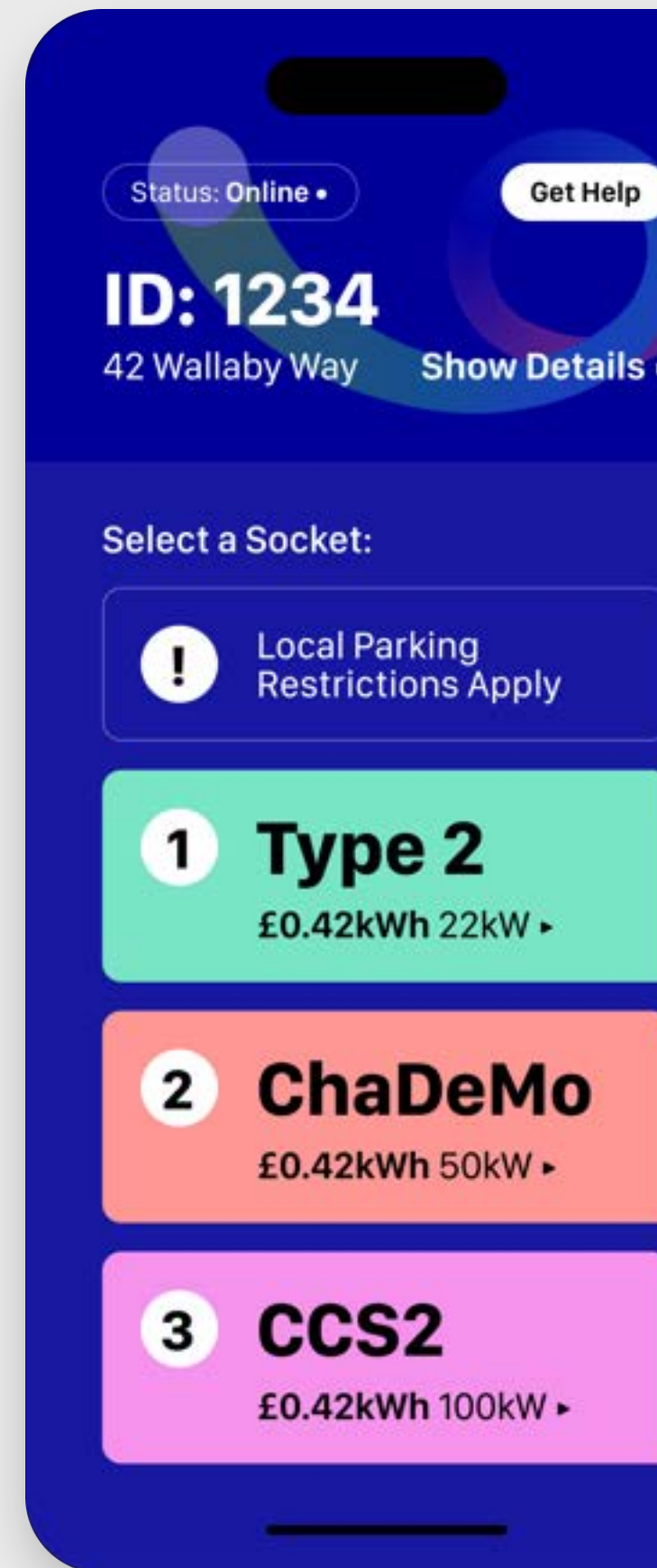
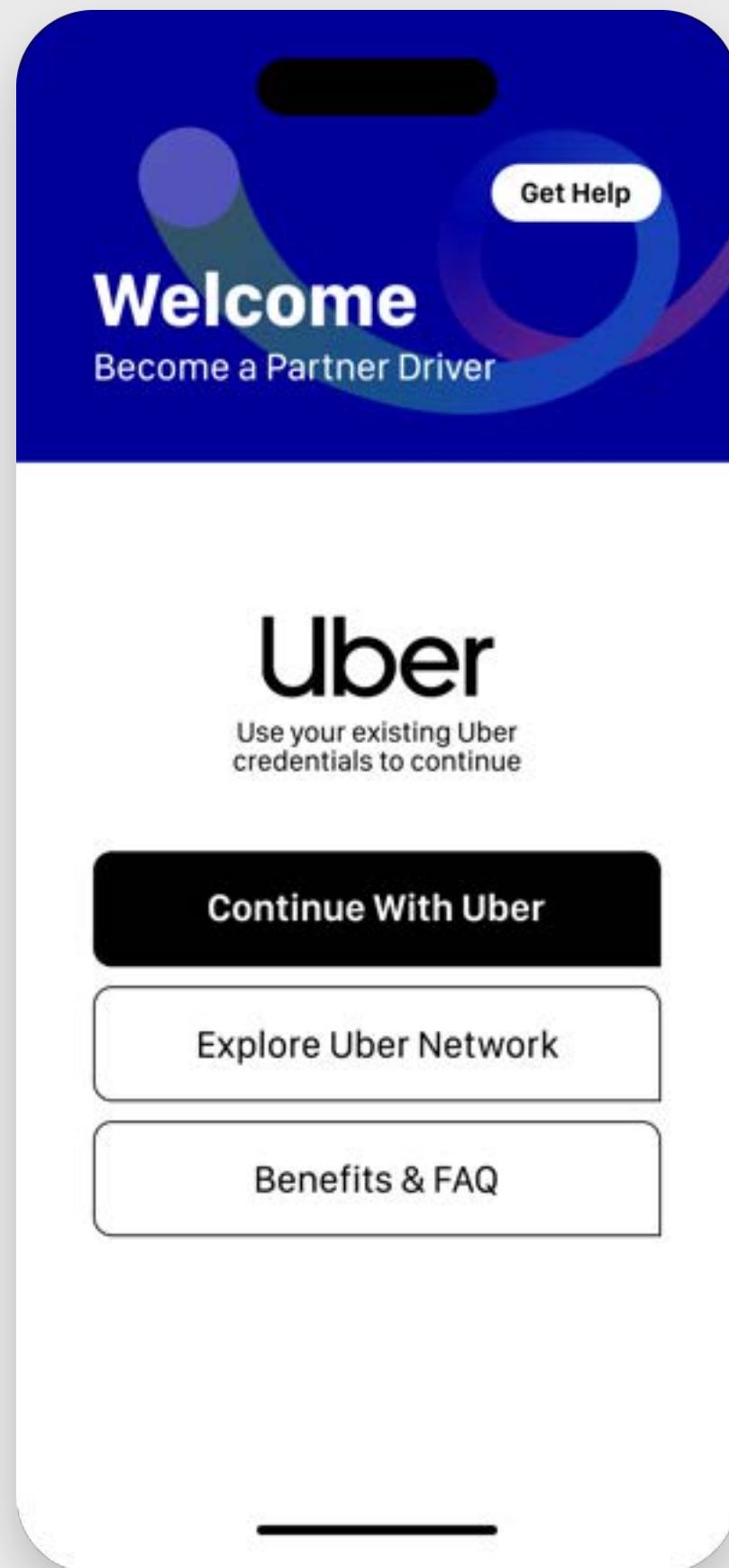
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bp pulse Customer Experience

Start → Drive → Park → Connect → Charge → Pay → Manage



bp pulse Engagement Optimisation

Tell me about: How you lead end-to-end UX and UI design for native apps experiences (iOS & Android)

Situation	Task	Action	Result
Driver engagement and network usage within the Uber partner ecosystem were lower than expected, with friction across onboarding and transitioning from web to app in time-sensitive, real-world charging scenarios.	Improve account creation and repeat usage by optimising the end-to-end mobile experience, balancing customer needs (speed and clarity), business goals (network utilisation) and technical constraints across platforms and integrations.	<p>Analysed data and qualitative feedback (app usage, sentiment, support signals) to identify drop-off</p> <p>Simplified entry points across email, web and app to reduce onboarding friction</p> <p>Redesigned mobile flows with a focus on real-world usage (in-car context, time pressure, thumb reach)</p> <p>Improved content clarity and interaction patterns to support fast decision-making</p> <p>Prototyped and tested flows with users (task completion, usability validation)</p> <p>Partnered closely with Uber, Product and Engineering to align priorities and manage trade-offs</p> <p>Validated feasibility and performance impact with technical teams before release</p> <p>Measured success through KPIs including account creation, session activity and repeat usage.</p>	<p>Conducted usability testing with cross-functional teams</p> <p>Increased account creation by 5-10%</p> <p>Increased network usage and session frequency</p> <p>Improved retention across cohorts.</p>

ASOS Shopping

For Emails, Web, Apps & Back Office

Challenge:

Optimise the end-to-end customer journey from discovery to purchase across multiple markets, languages and devices, while supporting rapid growth and evolving customer expectations.

Role & Contribution:

Led design initiatives across campaigns, personalisation, product detail pages, account management, returns and operational workflows (Studio, Customer Care, Data).

Partnered with product, data and engineering teams to deliver data-driven optimisation at scale

Balanced commercial objectives with usability and brand consistency.

Solution:

Implemented enhanced discovery features including Visual Search and Dynamic Pricing

Optimised product information architecture and unified design across email, web and apps

Established patterns and standards to support consistent global execution.

Outcomes:

Increased engagement, conversion and retention across key journeys

Delivered a cohesive global brand experience across channels

Supported scalable growth through consistent, optimised customer experiences.



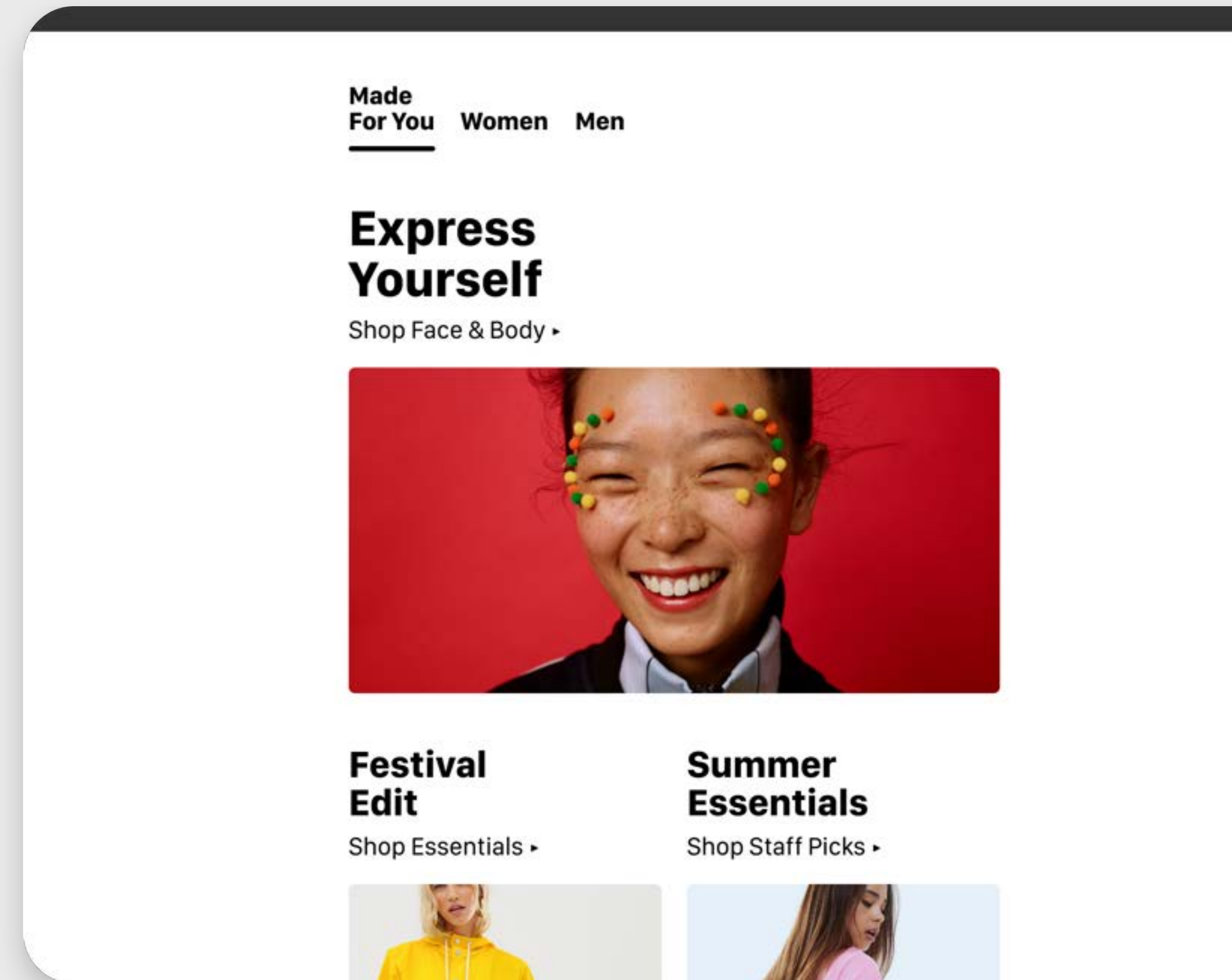
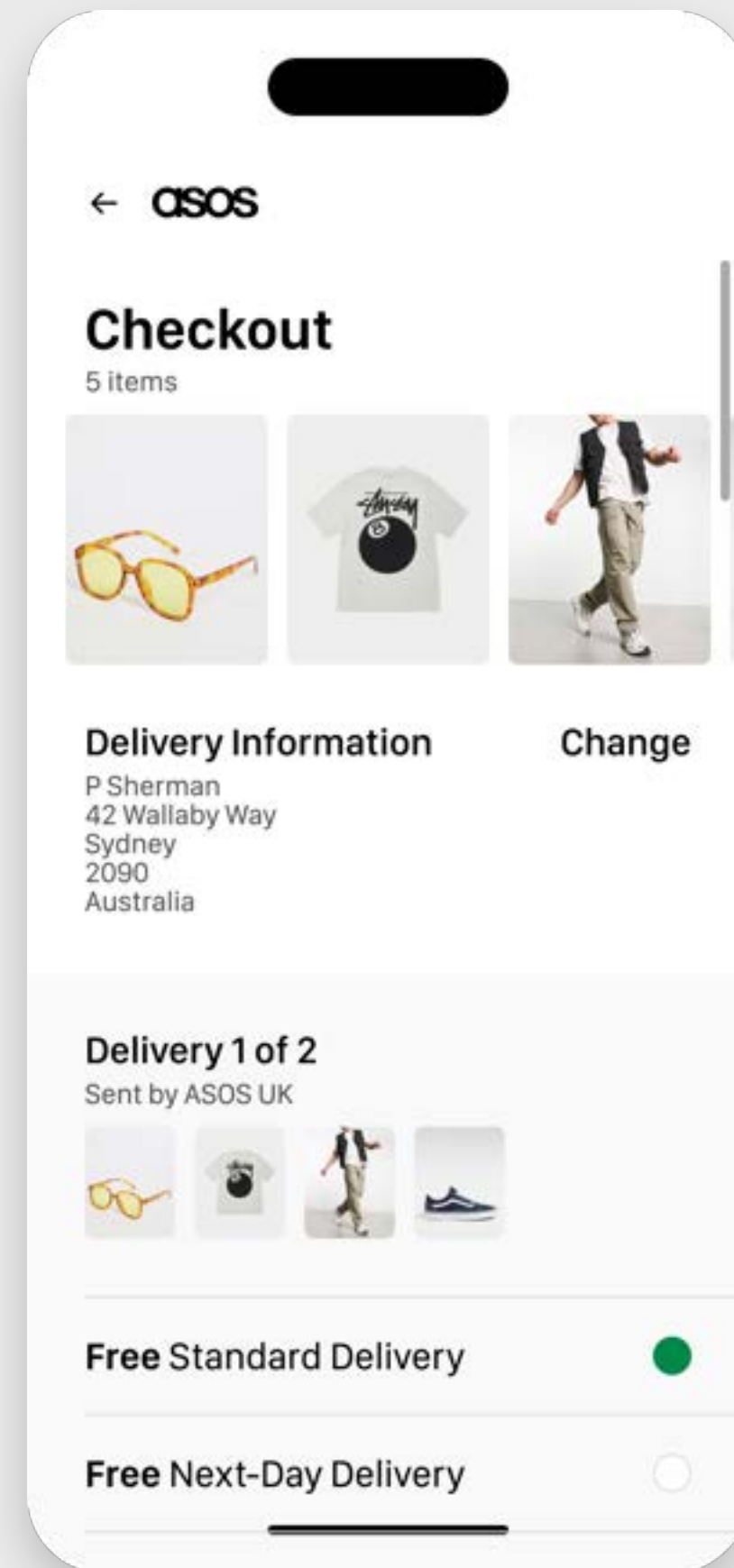
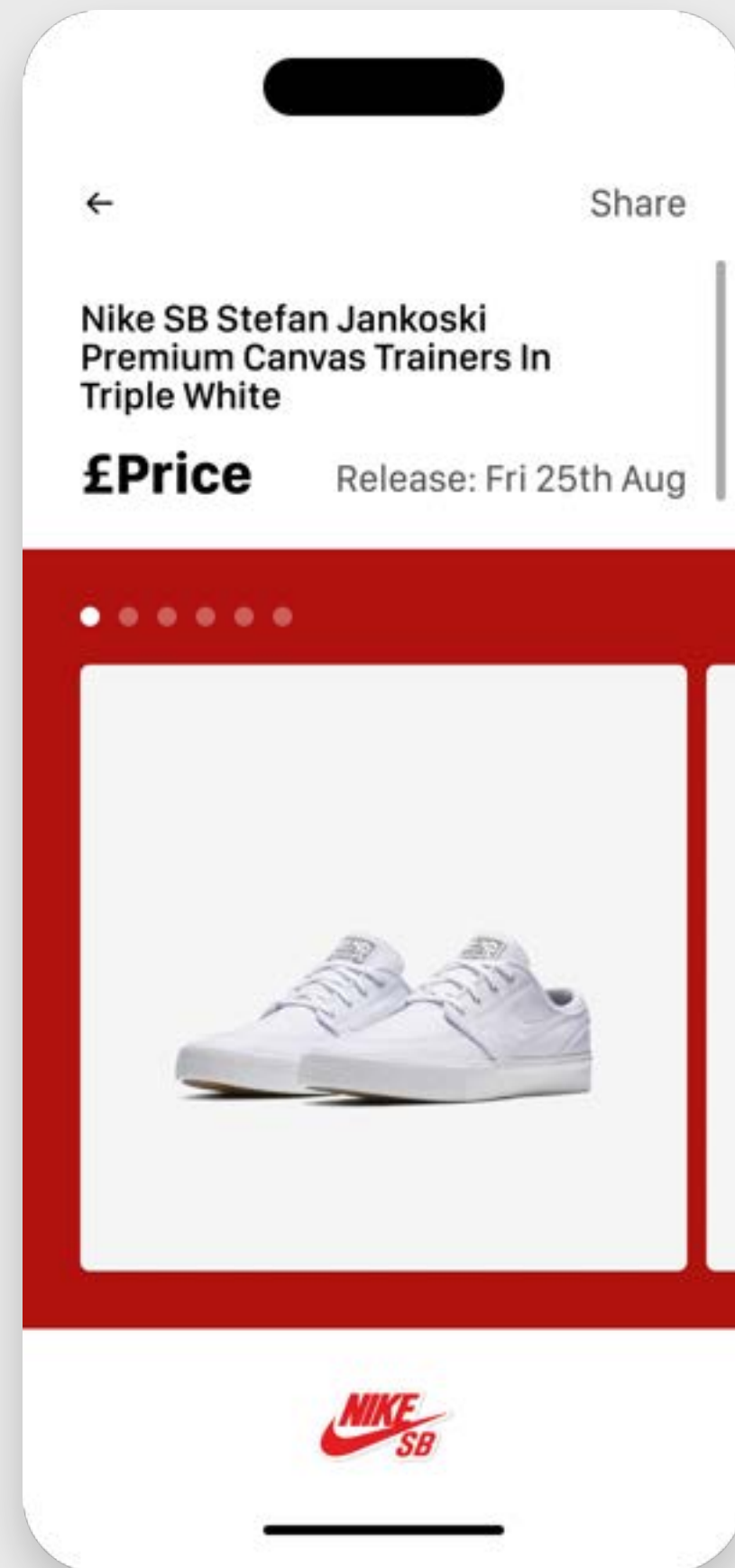
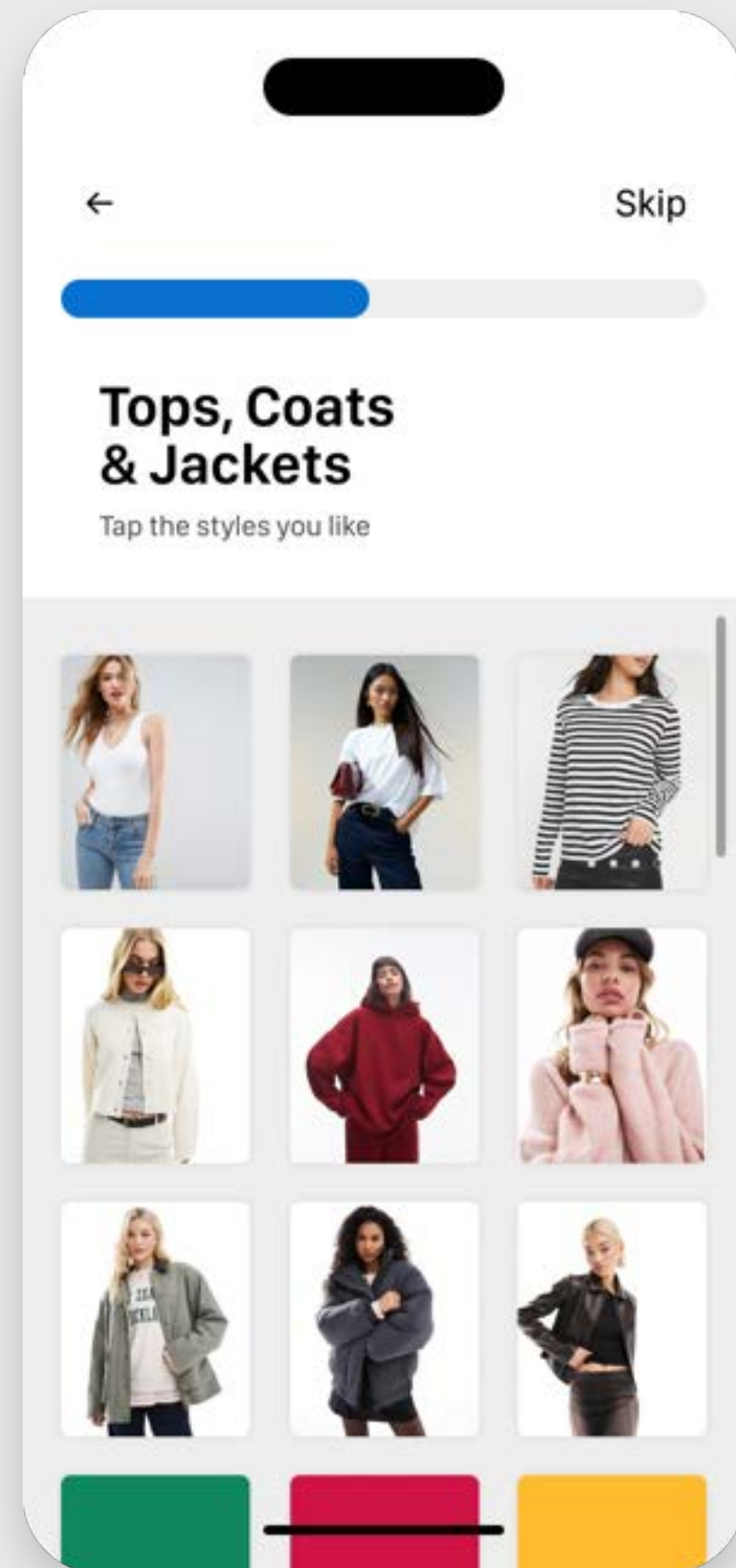
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ASOS Shopping

Start → Explore → Add-To-Bag → Place Order → Manage



ASOS Checkout Optimisation

Tell me about: How you lead end-to-end UX and UI design for native apps experiences (iOS & Android)

Situation	Task	Action	Result
Significant drop-off at checkout, particularly on mobile, driven by unclear delivery information, friction in flow structure and reduced user confidence at the point of payment.	Improve checkout completion and reduce returns by simplifying the journey, increasing transparency and ensuring a consistent, high-quality mobile experience aligned with business and operational constraints.	<p>Analysed funnel data, customer feedback and behavioural signals to identify key friction points</p> <p>Simplified information architecture and reduced unnecessary steps in the checkout flow</p> <p>Introduced clearer delivery, returns and pricing information to increase trust</p> <p>Designed mobile-first, responsive components using the design system to ensure consistency and scalability</p> <p>Tested prototypes with users to validate usability, clarity and task completion</p> <p>Collaborated with Product and Engineering to evaluate feasibility and manage trade-offs between speed, complexity and business rules</p> <p>Delivered improvements incrementally through controlled releases and experimentation</p> <p>Monitored performance through conversion metrics, drop-off rates and return behaviour.</p>	<p>Increased checkout conversion rate by 5-10%</p> <p>Reduced returns through clearer expectation setting at checkout.</p>

Apple App Store

For Web & Apps

Challenge:

With millions of apps across 200+ countries, discoverability was inconsistent, content quality varied by market, editorial storytelling was underdeveloped and localisation was limited. Users were missing relevant apps; developers were missing visibility.

Role & Contribution:

Collaborated with cross-functional teams, App Store, Marketing, R&D, PR, Retail and Developer Relations, to improve content quality, editorial standards and platform consistency

Designed and managed the Apps Database, centralising application information, assets and build metadata to support scalable content operations

Solution:

Developed a structured content calendar tailored by country and regional trends to drive relevance at market level

Curated editorial content to improve storytelling and surface high-quality apps more effectively

Designed templates, internal tools and documentation to support asset management and end-to-end app submission workflows.

Outcomes:

Improved content discovery and editorial quality across key markets

Improved efficiency and reliability of internal workflows supporting global platform launches.

Roles & Contribution
Solution
Outcomes



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Apple App Store

Start → Explore → Download → Use App → Share Feedback



Apple Discovery Optimisation

Tell me about: How you lead end-to-end UX and UI design for native apps experiences (iOS & macOS)

Situation	Task	Action	Result
<p>Users struggled to discover relevant apps within a large, global catalogue, with inconsistent content quality and limited localisation reducing engagement and conversion.</p>	<p>Improved discovery and product visibility across global markets by enhancing content relevance, storytelling and localisation, while maintaining platform standards and consistency across markets.</p>	<ul style="list-style-type: none">Developed a structured content calendar tailored by country and regional trendsCurated editorial content to improve storytelling and highlight high-quality appsIntroduced localisation strategies to ensure relevance across different marketsDefined clearer guidelines for product metadata, screenshots and content presentationCollaborated with cross-functional teams including App Store, Marketing and R&D to align content, platform and technical requirementsBalanced editorial curation with scalable systems to maintain global consistency.	<ul style="list-style-type: none">Increased product views and engagementImproved discovery across markets through more relevant and localised contentIncreased downloads (conversion) driven by relevant content and presentation.

Plan: Roadmap & Milestones

From assessment to sustained impact over time

Stage 1:

Understand & Assess

The goal in the first phase isn't to redesign, it's to understand what users experience, where the friction is and where the biggest opportunities live.

Stage 2:

Prioritise & Align

Improvement comes from fixing the right things first, high-traffic, high-friction moments that affect every user.

Stage 3:

Improve & Embed

Quality compounds when good patterns become the default. The goal is to make the right thing the easy thing.

Stage 4:

Measure & Learning

A great app gets better with every release because the team has the data, the tools and the habits to keep improving.

Stage 1: Understand & Assess

Establishing a clear, shared view of the current system

Q. What's good?

Identify strengths already converting and retaining users and protect them.

Focus:

- High-performing discovery patterns
- Checkout flows with strong completion rates
- Accessibility implementation
- Patterns users trust and return to.

Outcomes:

- Analytics and insights audit
- User research review
- Competitor benchmarks
- Heuristic evaluation platforms
- Agreed opportunity map
- Prioritised backlog.

Q. What's not so good?

Surface friction that reduces conversion or leads to drop-off.

Focus:

- Onboarding drop-off before first use
- Search results with dead ends
- Inconsistent patterns
- Accessibility issues
- Checkout abandonment.

Q. What's missing?

Expose gaps that limit growth and retention.

Common gaps:

- Personalisation that feels relevant rather than generic
- Saved items flows connected to purchase intent
- Post-purchase experiences that create return visits
- Clear feedback loops from customer support data.

How are insights gathered?

Combine qualitative insight with practical heuristics to build a grounded, unbiased view.

Internal

Review of high-traffic flows, Analytics (sessions, funnels, drop-off), app store reviews, customer support tickets, team interviews.

External

Usability and accessibility signals, competitor app reviews.

Heuristics

Best practice reviews, platform conventions guidelines, accessibility and usability.

Stage 1: Understand & Assess

Tell me about: How you used data and research to identify the most critical user and business problems to solve

Situation	Task	Action	Result
Across platforms (ASOS / bp pulse), product teams were making decisions based on fragmented data, with limited visibility into where users were dropping off or what was driving behaviour.	Establish a clear, evidence-based view of customer journeys and performance to identify where design improvements would have the greatest impact.	<p>Analysed product analytics (funnels, drop-off, session behaviour) across key journeys (onboarding, discovery, checkout)</p> <p>Reviewed qualitative inputs including customer feedback, support tickets and app store reviews</p> <p>Conducted heuristic evaluations aligned to mobile UX and accessibility standards</p> <p>Partnered with Data and Product teams to validate assumptions and define success metrics</p> <p>Synthesised insights into clear journey maps and opportunity areas</p> <p>Established baseline KPIs to measure improvement (conversion, engagement, retention).</p>	<p>Identified high-impact friction points across key journeys</p> <p>Created a shared, data-driven understanding across teams</p> <p>Enabled prioritised, evidence-led decision making</p> <p>Reduced reliance on opinion-based design decisions.</p>

Opportunity: Identify & Prioritise

Focusing effort where it delivers the greatest impact

Approach:

Systematically identify improvement opportunities by balancing user impact, team friction and delivery effort.

Method:

- Identify high-traffic, business-critical touch points
- Map pain points across design, build and user experience
- Assess delivery effort, risk and dependencies.

Framework:

Impact (Traffic × Pain) ÷ Effort = Priority

Area	Traffic	Pain	Effort	Priority
Onboarding & First Session	High	Medium	Medium	Next (P1)
Search & Discovery	Medium	Low	Medium	Later (P2)
Add To Bag & Checkout	High	High	Low	→ Now (P0)
Saved Items & Wishlist	Low	High	High	Defer (P3)
My Account & Returns	High	Medium	Medium	Next (P1)

Opportunity: Identify & Prioritise

Tell me about: How you aligned cross-functional stakeholders to prioritise the highest-impact opportunities

Situation	Task	Action	Result
Multiple teams, Product, Engineering, Brand, Marketing, Creative and Web, had competing priorities across channels, with no shared view of which problems to solve first. Decisions were being made in silos, with app, web and campaign teams each optimising locally rather than for the end-to-end customer experience.	Align stakeholders across disciplines and channels around a shared set of priorities based on user impact, business value and delivery feasibility, ensuring app improvements were considered in the context of the full omni-channel journey, not in isolation.	<p>Facilitated cross-functional workshops bringing together Product, Engineering, Brand, Marketing, Creative and Web teams to review insights, pain points and opportunities across channels.</p> <p>Introduced a prioritisation framework: $\text{Impact (Traffic} \times \text{Pain)} \div \text{Effort}$ applied across apps, web and campaign touch points</p> <p>Mapped opportunities across user journeys, technical complexity and business impact</p> <p>Worked closely with Product, Data and Engineering to validate effort and dependencies</p> <p>Clearly communicated trade-offs between speed, quality and business constraints, including where channel-specific workarounds were creating inconsistency at a brand level.</p> <p>Established a transparent, prioritised backlog aligned to measurable outcomes.</p>	<p>Achieved alignment across cross-functional teams spanning apps, web, brand and marketing</p> <p>Reduced pressure, decision making friction and conflicting priorities</p> <p>Enabled confident roadmap planning with shared ownership across disciplines.</p> <p>Focused teams on high-impact opportunities rather than local optimisations</p> <p>Delivered more coherent customer experiences by ensuring app, web and campaign decisions were made with visibility of the full journey.</p>

Stage 2: Elevate Quality

Raising the quality bar without slowing delivery

Approach:

Improve clarity and reduce friction in high-impact journeys (onboarding, search, checkout), while reinforcing consistency and accessibility by default.

Actions:

- Re-establish shared design principles aligned to brand, usability and accessibility
- Align interaction patterns without forcing unnecessary uniformity
- Improve key moments in onboarding, search and checkout
- Integrate accessibility into components rather than treating it as a review step.

Principles → Workflows → Artefacts:

Quality improvements are sustained when intent, process and output are aligned.

Why / How / What:

- Why: Shared principles (brand, accessibility, usability, conversion)
- How: Shared workflows between Design, Product & Engineering
- What: Shared libraries, tokens, components, patterns, documentation.

Managing Libraries & Tooling:

Ensure the system remains reliable, maintainable and easy to adopt.

Practices:

- Single source of truth
- Versioned releases
- Clear deprecation rules
- Component testing (visual + accessibility)
- Sync with engineering equivalents.

Ways of Working:

- Set up dedicated product squad
- Set up backlog and tooling
- Set up shared calendar and milestones
- Set up design critique workspace

Outcomes:

Experience Quality

- Dedicated focus on highest-priority flows
- Regular multi-disciplinary design critiques
- Shared libraries with versioned releases
- Confident shopping experience
- Improved interaction clarity in onboarding and discovery.

Conversion & Retention

- Higher add-to-bag rates
- Reduced checkout abandonment through improved flow design.

Accessibility

- Usability testing built into delivery cycle
- Stronger confidence in WCAG AA compliance across core journeys.

Stage 2: Elevate Quality

Tell me about: How you improved the quality, usability and accessibility of key mobile experiences at scale

Situation	Task	Action	Result
Experience quality varied across mobile journeys, inconsistent interaction patterns, accessibility gaps and uneven visual execution were eroding user trust and quietly killing conversion. There was no shared quality bar and no consistent way for the team to make craft decisions confidently.	Raise the quality bar across key app experiences without slowing delivery. Establish the principles, practices and team behaviours needed to sustain that standard, not just fix it once.	<p>Re-established shared design principles covering usability, accessibility and brand expression, giving the team a clear structure for decisions</p> <p>Improved interaction design across high-impact flows (onboarding, discovery, checkout)</p> <p>Introduced mobile-first design patterns focused on clarity, hierarchy and thumb reach</p> <p>Embedded accessibility into components (contrast, readability, interaction states)</p> <p>Championed inclusive design thinking across the team, framing accessibility as a quality signal rather than a compliance requirement</p> <p>Established and led regular multi-disciplinary design critiques, creating a psychologically safe space for the team to challenge decisions, give feedback and raise the collective standard</p> <p>Mentored junior designers through structured critique, hands-on collaboration and direct feedback.</p>	<p>Measurably improved consistency and interaction clarity across core user journeys</p> <p>Stronger accessibility compliance built into the delivery process, reducing rework and late-stage fixes</p> <p>Team capability visibly elevated, designers more confident owning decisions and contributing to quality governance</p> <p>Design quality raised without impact on delivery speed, demonstrating that craft and pace are not in conflict.</p>

Stage 3: Adoption Model

Embedding the system into how teams work

Approach:

Move from fixing problems to building scalable momentum, establishing patterns, habits and feedback loops that sustain quality across every release.

Core Team:

- Design
- Engineering
- Product
- Marketing.

Responsibilities:

- Set direction and guard quality
- Agree prioritisation and sequencing
- Define and maintain release cadence.

Ways of Working:

Adoption depends on transparency, trust and predictable collaboration.

What works?

- Regular reviews tied to decisions
- A/B testing infrastructure that informs iteration
- Shared Figma libraries with clear contribution paths
- Cross-discipline design critiques.

What doesn't work?

- Shipping without measurement
- Platform-specific workarounds that create inconsistency
- Treating accessibility as a final check.

What's missing?

- Explicit time for optimisation alongside new feature delivery
- Signals feeding back into discovery.

Navigating Trade-offs:

Create structured spaces to surface differing perspectives and reach pragmatic outcomes.

Common example:

*Brand Consistency vs.
Platform Conventions*

Techniques:

- Data + user research to inform
- Design critique sessions
- Transparent backlog.

Outcome:

Pragmatic decisions that balance quality, speed and constraints, not theoretical perfection.

Stage 3: Adoption Model

Tell me about: How you scaled design through systems, patterns and team adoption across multiple products

Situation	Task	Action	Result
Design work across teams was inconsistent, with duplicated components, fragmented patterns and limited reuse, slowing delivery and reducing quality.	Create scalable systems and workflows to ensure consistency, efficiency and alignment across mobile app experiences.	<ul style="list-style-type: none">Built and scaled component libraries in Figma using Auto Layout, variants and reusable patternsDefined app-specific components (e.g. product cards, filters, checkout modules)Established a single source of truth aligned with engineering implementationIntroduced governance practices (design reviews, versioning, contribution model)Partnered with Engineering to ensure parity between design and codeEnabled teams to adopt and contribute to the system through clear documentation and workflows.	<ul style="list-style-type: none">Increased reuse of components and patterns across teamsReduced design and development reworkImproved consistency across mobile and web experiencesAccelerated delivery through scalable design systems.

Stage 4: Measure & Learn

What changed and what informs future decisions

Outcomes:

Improvements observed across product quality, delivery efficiency and ways of working.

Measured impact:

- Faster, more predictable delivery
- Improved cross-platform consistency
- Fewer regressions and rework
- Increased confidence in accessibility compliance
- Stronger trust and collaboration across teams.

Learning:

Key insights gained from operating, evolving and sustaining a shared system.

Key Learnings:

- Understand the current state before proposing solutions
- Shared principles accelerate decisions faster than detailed rules
- Data and research together are stronger than either alone
- Sustainable quality requires shared ownership across design, product and engineering
- The best optimisations feel invisible to users.

Before:

- Onboarding drop-off before first browse
- Search returning poor or irrelevant results
- Inconsistent patterns across platforms
- Accessibility issues found late in delivery
- Limited visibility into what's working and why.

After:

- Higher completion through reduced friction and clarity
- Improved discovery through better search UX and filters
- Shared component library reducing divergence
- Accessibility-first defaults reducing rework
- Reviews connecting design decisions to outcomes.

Stage 4: Measure & Learn

Tell me about: How you delivered measurable impact and improved ways of working through continuous learning and iteration

Situation	Task	Action	Result
Delivery across teams was inconsistent, with unclear scope, dependencies and feedback loops impacting speed and quality of implementation.	Improve delivery predictability, quality and iteration by establishing clear workflows and feedback mechanisms across design and engineering.	<ul style="list-style-type: none">Structured design work into clear epics, stories and sprint deliverablesProvided detailed Figma specifications, interaction states and edge cases for handoffCollaborated closely with Engineering during implementation to ensure qualityIdentified and mitigated risks early (dependencies, technical constraints)Introduced regular review cycles linking design decisions to performance outcomesIncorporated data and experimentation into post-launch iteration cyclesExplored AI-enabled workflows to support faster analysis and iteration.	<ul style="list-style-type: none">Improved delivery predictability and implementation qualityReduced rework and design–development misalignmentEnabled faster iteration based on real performance dataEstablished sustainable, scalable ways of working across teams.

Thank You!

I'd welcome the opportunity to connect
and explore how I can help.

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e-Commerce Systems & Toolkits

Establishing shared foundations that scale quality,
accessibility and delivery

ASOS Design System

For Web, Apps, Print & Back Office

Challenge:

Improve consistency, scalability and speed across ASOS's customer-facing and internal platforms, while supporting localisation, multiple markets and complex data formats across a rapidly evolving global e-commerce ecosystem.

Role & Contribution:

Led design system initiatives across multiple product teams, operating within a large, distributed organisation

Partnered closely with Product, Engineering and Operations to align UI consistency, accessibility standards and Back Office tooling

Helped define shared principles and patterns to support both customer-facing experiences and internal workflows.

Solution:

Delivered a unified design system covering digital, print and internal tools

Created a Back Office toolkit for custom applications, supporting multiple languages, regions and data types

Embedded accessibility, documentation and governance to scale consistency.

Outcomes:

Improved design and development through shared components

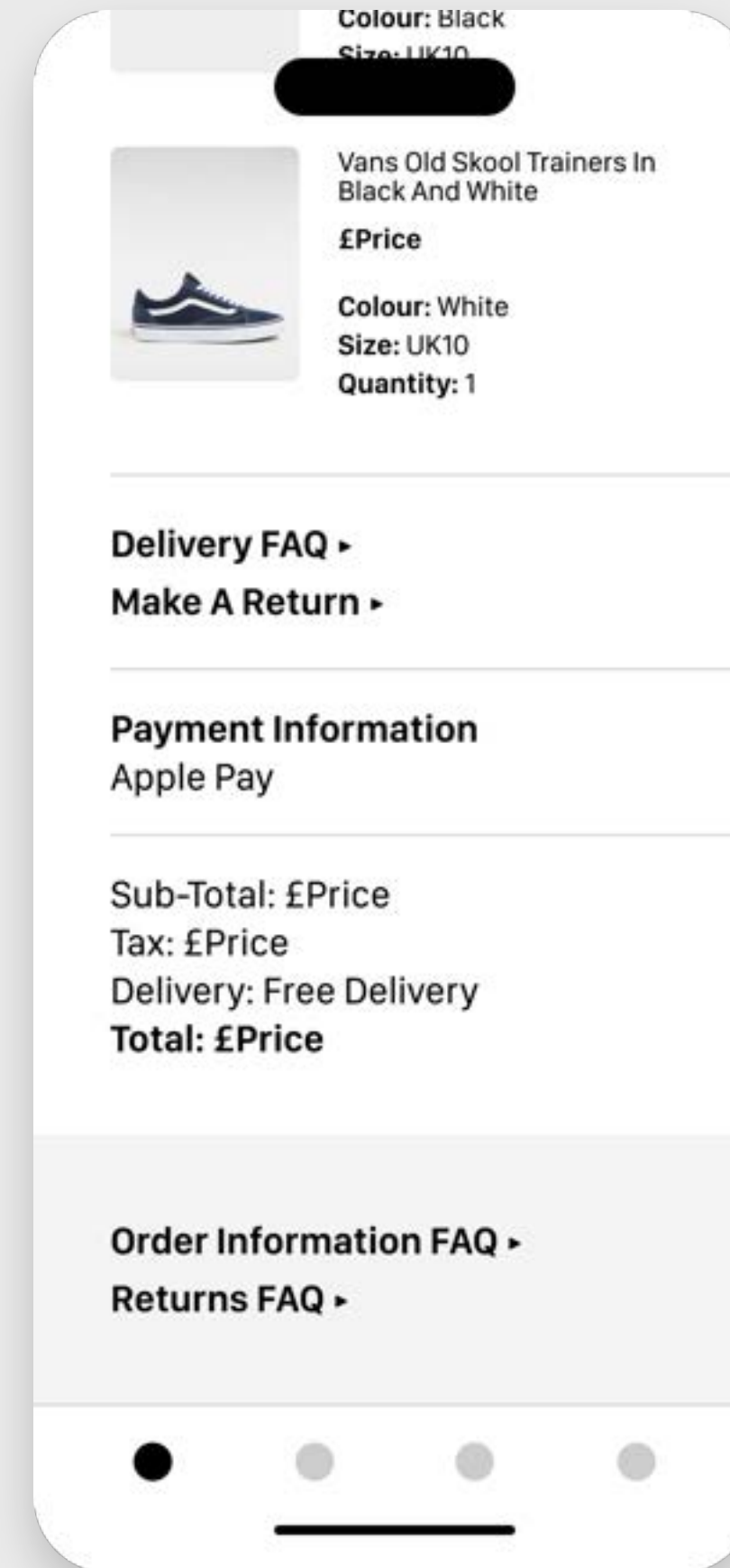
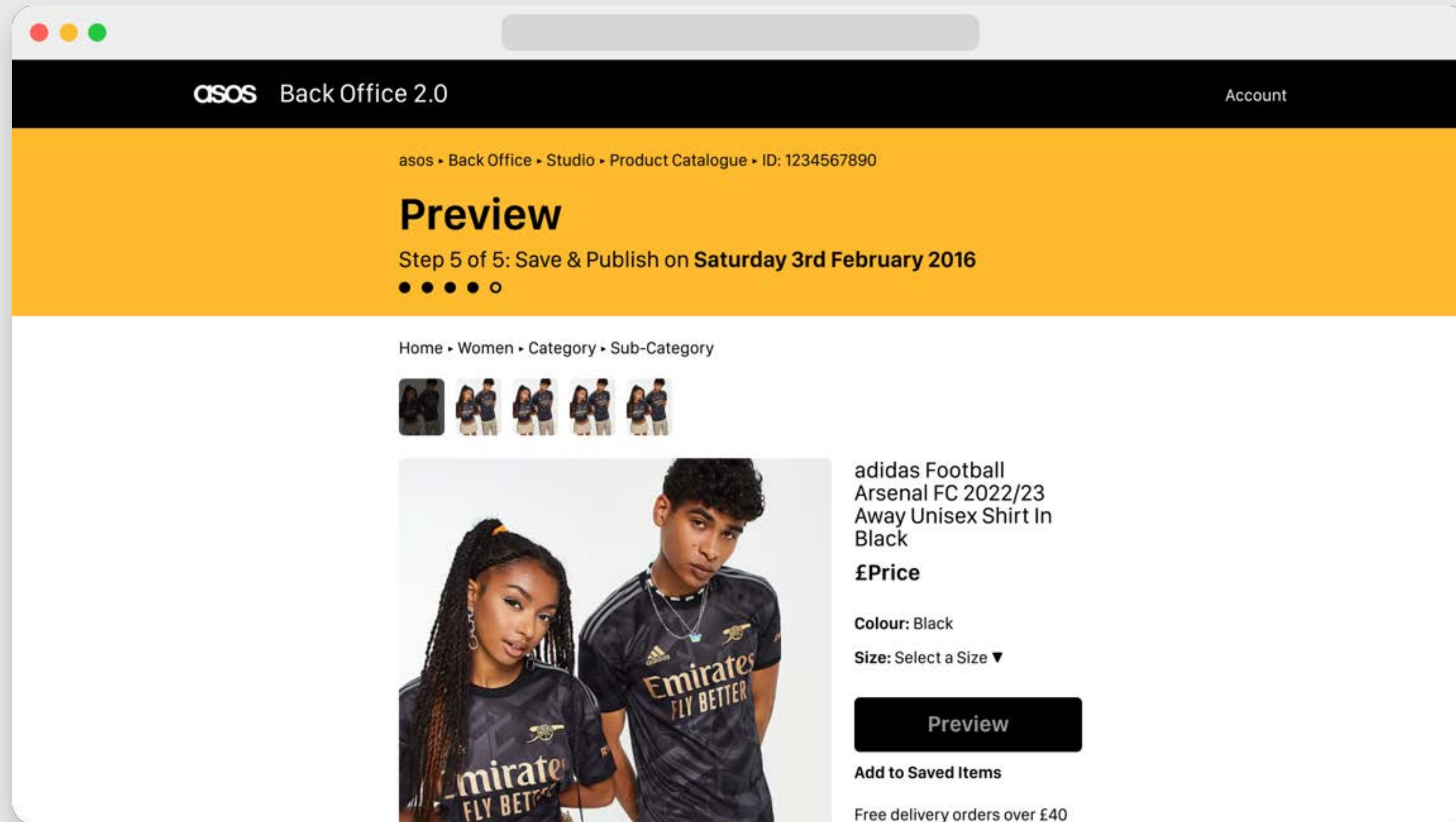
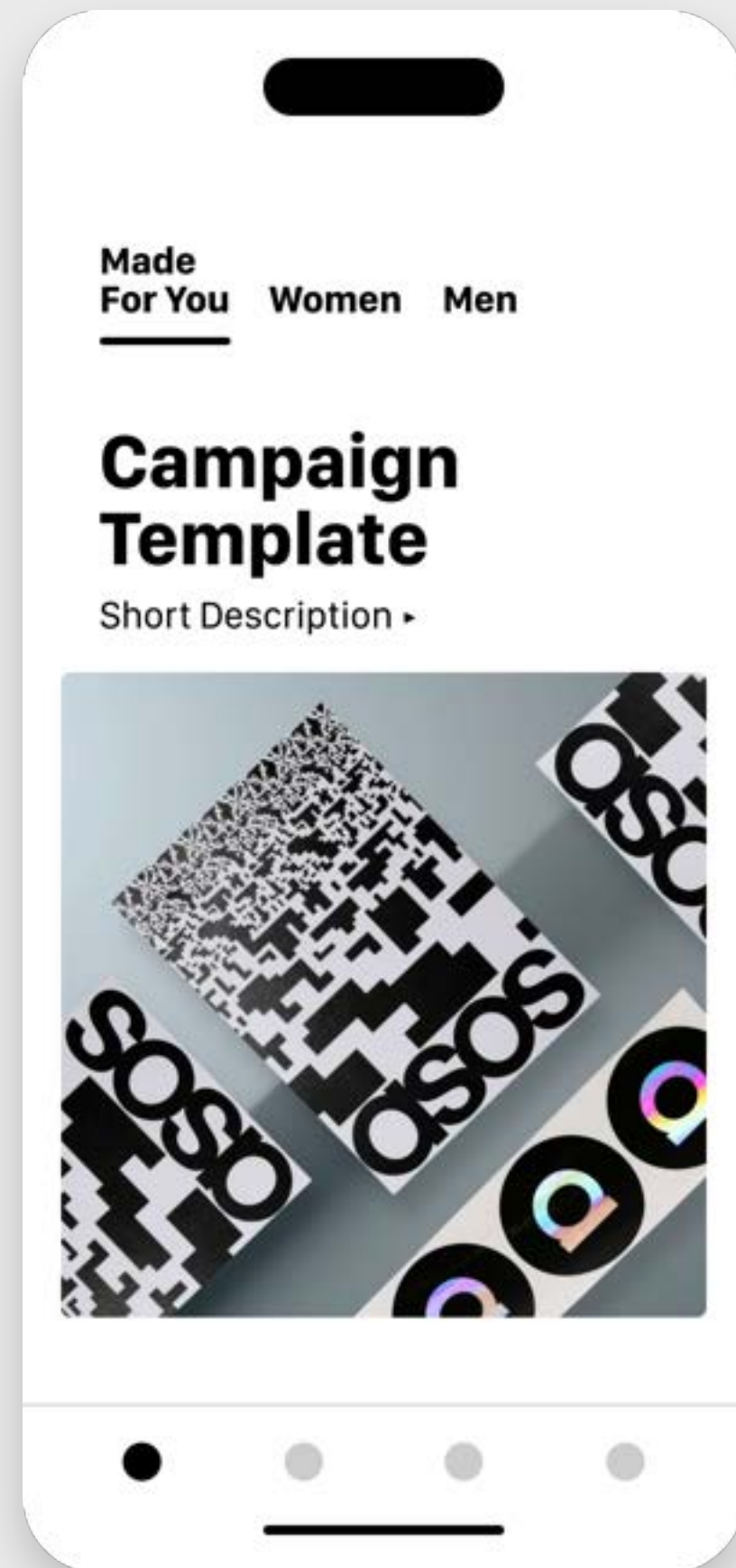
Delivered consistent user experience across teams, platforms and markets

Supported international growth and the evolution of internal tooling across the ASOS platform and infrastructure.



ASOS Design System

Start → Enrich → Review → Publish → Manage



ASOS Design System

Start → Explore → Add-To-Bag → Place Order → Manage

