



Unifying Internal Retail Tools for a Retail Giant

QBurst partnered with a prominent retailer to build a client-specific enterprise design system in Figma that streamlined buyer and merchandising applications, accelerated feature delivery, and eliminated design debt.

Overview

QBurst built a governed, scalable design foundation to unify the client's enterprise applications.

- **50% Faster Sprint Cycles**
Reduced sprint timelines from 3–4 weeks down to ~2 weeks, saving 12+ development weeks per team annually.
- **40+ Governed Components**
Replaced ad hoc, one-off interfaces with a centralized library of Figma tokens, variants, and responsive components.



Client Profile

A leading US-based discount closeout retailer with supermarkets that offer discounted, overstocked, and closeout products from name-brand and private-label suppliers.

CHALLENGES

UI Fragmentation and Inefficient Delivery Pipelines

As internal tools evolved, disparate product teams introduced uncoordinated UI patterns across critical operations like vendor pricing, inventory, and purchase orders.



Inconsistent User Experience

Lack of a shared visual language led to cluttered interfaces, dense unstandardized tables, and mismatched interaction patterns.



High QA Overhead

Quality assurance teams spent excessive time identifying visual inconsistencies prior to release, delaying launch dates.



Redundant Design and Engineering Effort

Similar UI elements were designed and built multiple times, consuming valuable sprint hours on solved problems.



Friction In Design-To-Dev Handoff

Engineers frequently required back-and-forth clarification due to missing design standards and static spec handoffs.

Unified Design System

We co-created a client-specific design system in Figma, establishing a governed, scalable single source of truth that aligns product, design, and engineering teams. Five Figma capabilities did the core of the work.



Token Infrastructure Via Figma Variables

Architected foundation tokens (colors, spacing) and semantic tokens (action states) within Figma Variables, ensuring global style updates propagate automatically across all screens.



Standardized Component Library

Built a robust kit of 40+ reusable components—including buttons, inputs, modals, alerts, tables, tabs, and panels—complete with explicit default, hover, and focused state variants.



Centralized Library Access

Published shared libraries accessible to every internal product team, ending isolated, ad hoc component creation.



Dev Mode Integration & Governance

Implemented Figma Dev Mode for direct token inspection by developers, paired with a design-led governance model to audit, document, and gate new library additions. The governance model subsequently evolved into a collaborative contribution framework, enabling federated product teams to propose and evolve shared components.



Executive & Cross- Functional Alignment

Led direct alignment sessions with the client's leadership team to secure operational buy-in across Product, Engineering, Design, and Delivery prior to rollout.

The successful platform rollout also paved the way for token-to-code automation, with engineering initiating work to sync Figma Variables directly into front-end codebases and extend the single source of truth into development.

BEFORE

A product details screen prior to the platform: dense tables, inconsistent styling, no shared components.

Products > Wine > Pinot Noir > 974594 ST HUBERTS 'THE STAG' PINOT

EDIT

#974594

ST HUBERTS 'THE STAG' PINOT

12x750ML, NET WT 750ML

No Tags Available

VENDOR: 100000 - MARS WRIGLEY...

WPSA: \$0 (Max) • \$0 (Avg)

LAST PAID: \$0.00 (WH 0, -)

TOTAL OH: \$427,421 (WH) • \$149,791 (S)

TOTAL OO: \$0 (WH) • \$22,115 (S)

PINKS: 0 Pinks

ZN 5 RTL: \$3.00

ZN 5 MRGN: 952/100.00%

LYR/PAL: 0/0

MIN/MAX: 0/-

WAREHOUSE SALES STORE ON ORDER RECEIVED

RETAIL ZONES

ADD TO PO

WH	TYPE	ON HAND			RESERVED		ON ORDER		LAST PAID	DATE	TXFR	INC GRP
		CASES	RETAIL	WOS	CASES	RETAIL	CASES	RETAIL				
97	Beer/Wine	2,546	\$274,662	1.7	1	\$108	0	\$0	\$49.20	05/14/25	\$52.97	
952	Beer/Wine	1,416	\$152,758	12.0	0	\$0	0	\$0	\$54.00	06/27/25	\$59.56	

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AFTER

A product details screen rebuilt with Figma components: consistent typography, spacing, and structured data.

#815580 MTO UPC 086467011582 +4 UPCs

Folgers 31398 Mixed Coffee Pallet

500x1EA, NET WT 1EA

Pallet Mode Related Items

Vendor

118540 – Riverstone supply solutions

See all Vendors >

Edit

Pricing Inventory Exceptions

WPSA

\$320 (max)

Average: \$270

Last Paid

\$28.90

Warehouse: 92 on 03/12/24

Zone 5

\$453.2k

Retail →

97/50

Margin %

Purchase Order Summary

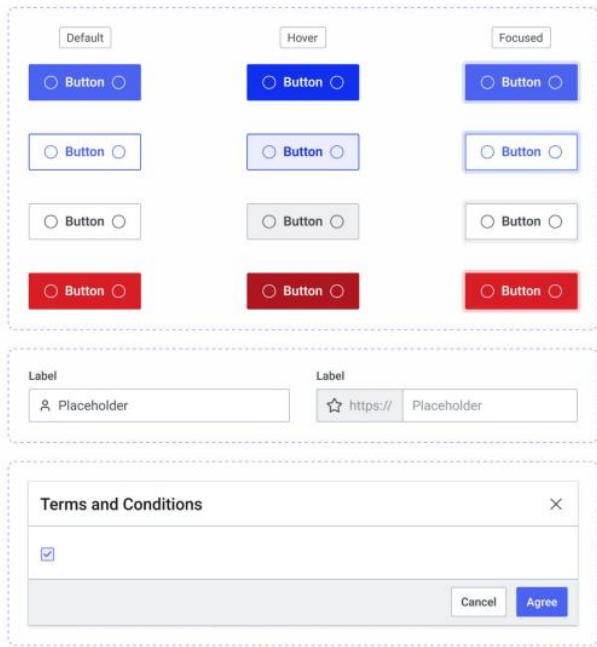
Columns Retail Zones + Add to PO

Warehouse SALES STORE ON ORDER Recieved

WH	TYPE	ON HAND			ON ORDER		LAST PAID	DATE	TXFR	INC GRP
		CASES	RETAIL	WOS	CASES	RETAIL				
97	Fresh Meat	817	\$82.8K	10.2	400	\$29.5K	\$28.3	03/16/25	\$28.3	156
93	Fresh Meat	350	\$13.6K	10.4	1,200	\$30.5K	\$10.5	04/20/25	\$10.5	190
92	Frozen	312	\$123.6K	10.4	200	\$15.9K	\$0	10/02/25	\$0	200
952	Fresh Meat	120	\$4.6K	10.4	0	\$20.5K	\$12.90	\$12.90	\$12.90	120
1	Grocery	200	\$17.3K	10.4	400	\$12.3K	\$5.80	\$5.80	\$5.80	140

Technical Highlights

01 Semantic Token Mapping Built multi-tiered Figma Variable structures mapping raw foundation values directly to functional UI semantics.	02 Auto Layout Component Engineering Standardized table structures, modal behaviors, and responsive container rules using Figma Auto Layout.	03 Inspection-Ready Dev Mode Setup Structured component variants and token names to align directly with front-end code properties, removing redline handoff friction.
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Sample platform components used: Buttons, inputs, and modals, each with default, hover, and focused states.

IMPACT

Accelerated Delivery and Operational Efficiency

- **Accelerated Sprint Velocity:** Shortened release sprints from 3–4 weeks to 2 weeks, recovering over 12 weeks of productive capacity per team annually.
- **20–25% Reduction in Handoff Friction:** Decreased design-to-development clarification cycles through shared tokens and Dev Mode inspection.
- **Eliminated Redundant Rework:** Replaced isolated UI builds with 40+ production-ready components, recovering the 25–30% of design effort previously lost to UI debt.