

Case Study:

Scaling SaaS Design Maturity & UX Infrastructure at



TimeLog

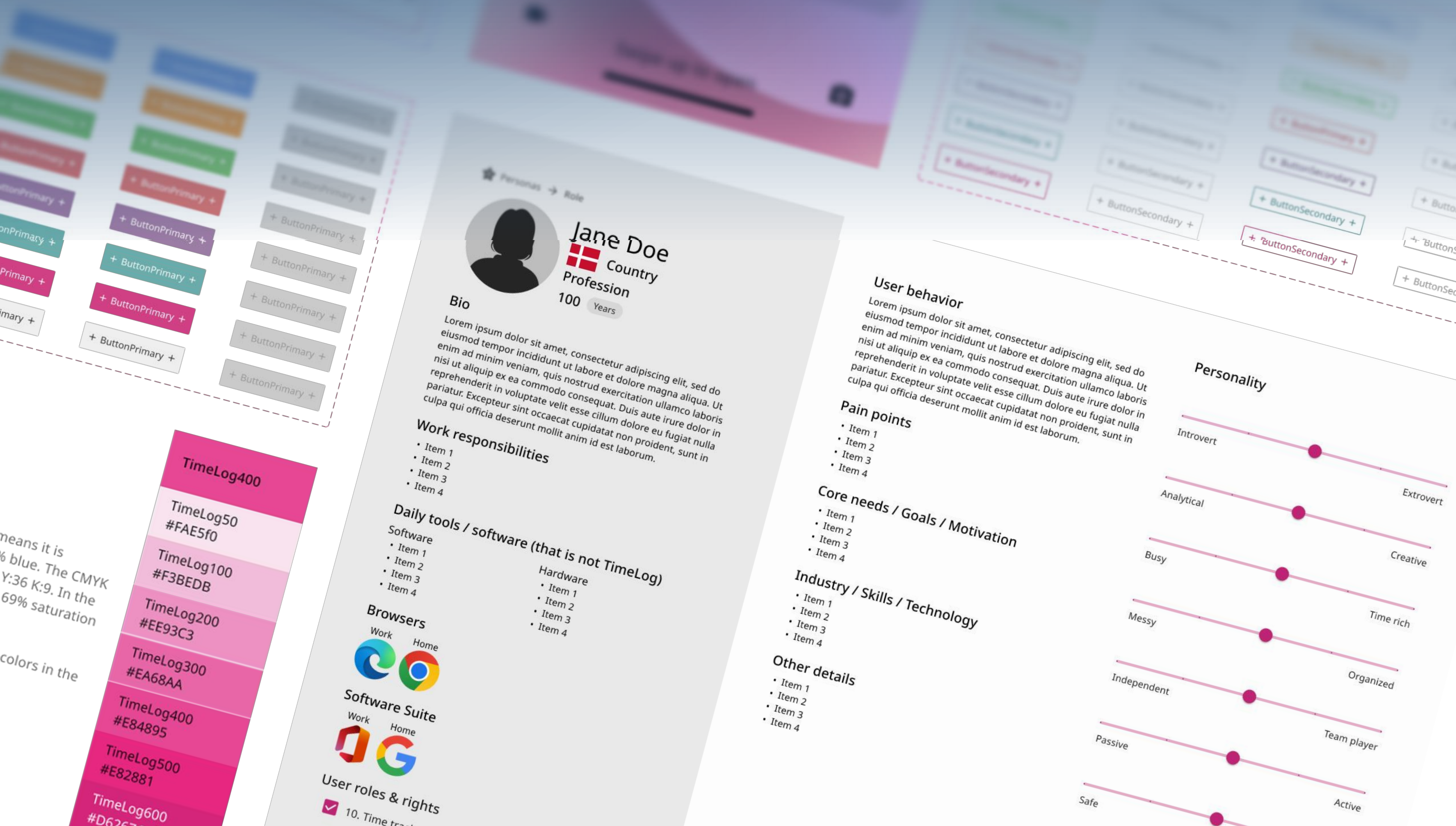


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Project Overview

Case Study: Scaling SaaS Design Maturity & UX Infrastructure at TimeLog
How a Unified UX Ecosystem Doubled R&D Velocity Across 5 Global Offices

Role

Senior UX Designer /
UX Infrastructure Lead

Client

TimeLog (300+ employees, enterprise
SaaS, 5 international offices)

Scope

Global Product & Engineering Teams
(Copenhagen, Aarhus, Aalborg,
Kuala Lumpur, London)

Core Impact

Doubled R&D development velocity,
eliminated cross-departmental
bottlenecks, and established a
single source of truth between
Figma and React.

The Challenge

Fragmented Processes & Design Debt

TimeLog was scaling rapidly across five international offices, but product development was bottlenecked by low UX process maturity. The primary symptoms included:

Inconsistent Design Practices

Feature design lacked a standardized foundation, causing a fragmented, unpredictable user experience across the SaaS platform.



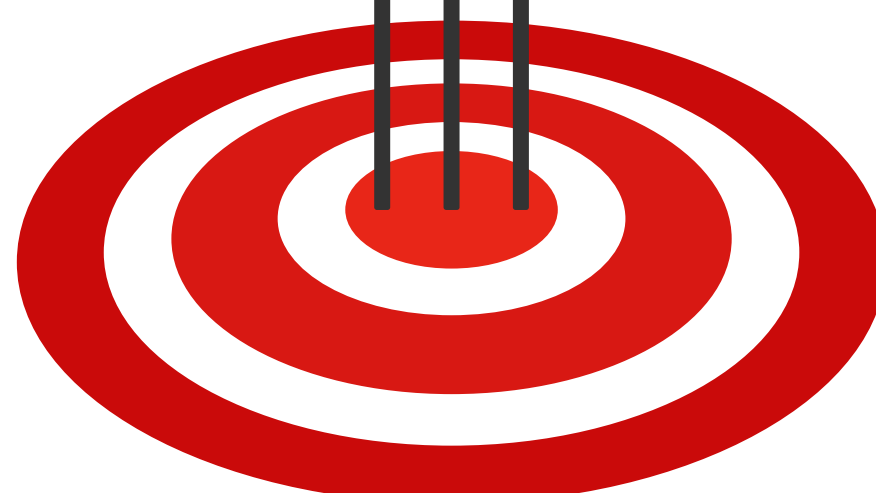
Undefined Parameters

Development and QA teams lacked clear boundaries regarding supported browser environments and user demographic targets.



Friction in Engineering Handoffs

Misunderstandings between design, development, QA, and marketing led to costly delays, rework & communication gaps.



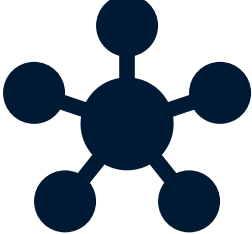
🔍 UX & Technical Requirements

To ground the infrastructure in concrete business logic, I analyzed & defined the product requirements for TimeLog's core segments, establishing clear parameters for the R&D and Timelog as a whole:

Customer Type	PSOs & embedded PSOs	
Company	Size	20-200 users
	Segements	SMB: 20-74 users, mid-market 75-200 users
Geography	 Germany,  Sweden,  Denmark	
Operational Complexity	Mixed business models (Time & Material, fixed price, & voucher ect.)	
	Minimum, 1 integration	
	Multiple locations and / or legal entities	
	Maturity level 2-3 (from SPI)	

To optimize front-end React rendering and streamline the QA testing pipeline, I formalized TimeLog Web's official browser support boundaries:

Browser	Version #
 Chrome	109,110
 Edge	110,111
 FireFox	120,121
 Safari	15,16



The Solution

Designing the Infrastructure

User Research & Personas

- **Research-Backed Personas:** Developed a comprehensive persona framework mapping out core user types across SMB and mid-market segments, aligning product and marketing strategies.
- **The Product Development Lifecycle:** Formulated a structured product development workflow that embedded proactive user testing and feedback loops into early-stage product management.
- **The UX Process Blueprint:** Defined a rigorous, agile design process that enabled the design team to collaborate effectively with product managers and engineering leads before code was written.

Unified Design System Architecture

- **Figma File Topology:** Designed a clean, standardized workspace structure within Figma. I established naming conventions, versioning guidelines, and shared workspace spaces to ensure alignment across multiple teams.
- **Component Engineering:** Built and maintained complex, custom Figma components optimized for reuse. These components leveraged Figma's variable system and matched the layout principles of the production React/MUI framework.

Developer-Friendly Handoff Framework

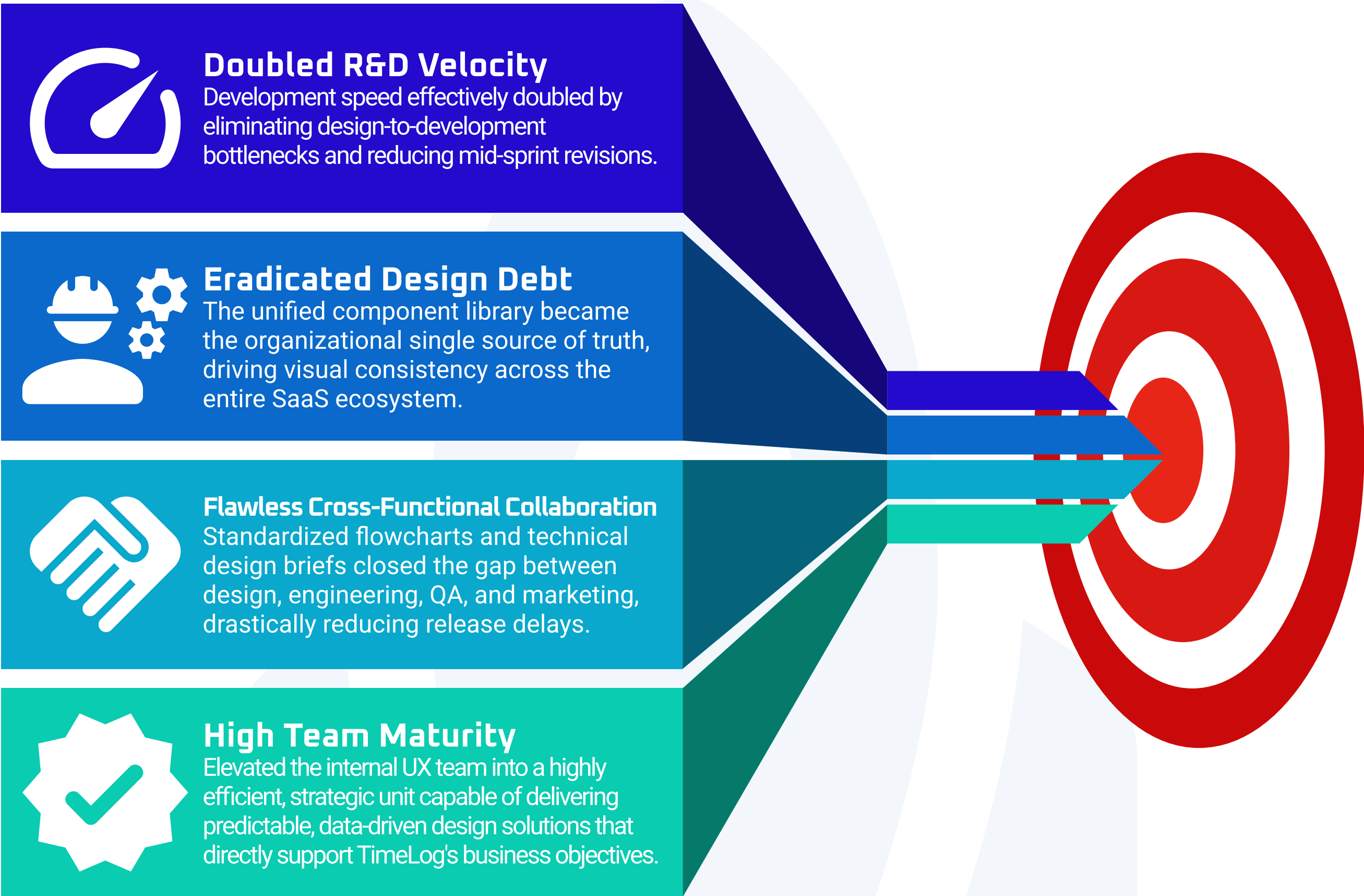
- **Code-Aligned Design Briefs:** Replaced vague mockups with design briefs written with front-end React architecture in mind.
- **Standardized Flowchart Notation:** Implemented a unified system for flowchart notation directly within Figma files. This clearly visualized edge cases, conditional states, and user flows, eliminating guesswork for engineers and QA testers.

Team Mentorship & UX Governance

- **Upskilling the Team:** Actively mentored three UX designers, aligning them on best practices, component architecture, and the newly established design infrastructure.



Measurable Outcomes & Impact



Documentation & workflows

Product Development Workflow

```
graph TD
    Start([Market, Customer Success, Sales, Product]) --> IdeaHandling[Idea Handling  
(Product)]
    IdeaHandling --> No1{No}
    No1 --> Start
    IdeaHandling --> Yes1{Yes}
    Yes1 --> DiscoveryDesign[Discovery/Design  
(UX)]
    DiscoveryDesign --> No2{No}
    No2 --> Start
    DiscoveryDesign --> Yes2{Yes}
    Yes2 --> Development[Development  
(Digital Adoption, R&D, Marketing)]
    Development --> No3{No}
    No3 --> Start
    Development --> Yes3{Yes}
    Yes3 --> Deployment[Deployment  
(Platform)]
    Deployment --> Maintenance[Maintenance  
(Customer Success)]
    Maintenance --> No4{No}
    No4 --> Start
    Maintenance --> Yes4{Yes}
    Yes4 --> Start
```

Design System & File Structure

MUI for Figma

Material 2 TimeLog

TimeLog Design Document

Mobile App TimeLog

Desktop App TimeLog

Data Display & Graphs

Personas → Role

John Doe
Country
Profession
100 Years

Bio
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Work responsibilities

- Item 1
- Item 2
- Item 3
- Item 4

Daily tools / software (that is not TimeLog)

Software

- Item 1
- Item 2
- Item 3
- Item 4

Hardware

- Item 1
- Item 2
- Item 3
- Item 4

Browsers

Work Home

Software Suite

Work Home

User roles & rights

- ☒ 10. Time tracker
- ☒ 20. Project manager
- ☐ 30. Debtor bookkeeper / invoicing project manager
- ☐ 40. Salary manager / HR responsible
- ☐ 50. Manager / Approver
- ☐ 80. Coordinator - can register time for others
- ☒ 90. System administrator
- ☒ Time and expense registrations

User behavior

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Pain points

- Item 1
- Item 2
- Item 3
- Item 4

Core needs / Goals / Motivation

- Item 1
- Item 2
- Item 3
- Item 4

Industry / Skills / Technology

- Item 1
- Item 2
- Item 3
- Item 4

Other details

- Item 1
- Item 2
- Item 3
- Item 4

Personality

Introvert ————— Extrovert

Analytical ————— Creative

Busy ————— Time rich

Messy ————— Organized

Independent ————— Team player

Passive ————— Active

Safe ————— Risky

Work done in the system

1 ————— 5

System usage

1 ————— 5

Importance in sales cycle

1 ————— 5

Importance in onboarding cycle

1 ————— 5



Key Learnings

1

Infrastructure Dictates Product Velocity

A design team's impact is capped by the maturity of its pipeline. By shifting focus from individual feature mockups to building a robust, code-aligned infrastructure, we proved that design can actively accelerate engineering velocity rather than bottleneck it.

2

True Handoff is Language Alignment, Not Asset Delivery

Bridging the design-to-development gap requires more than just sharing Figma links. By structuring Figma variables, layouts, and flowcharts to match the logic of React and the MUI framework, we created a shared vocabulary that dramatically reduced engineering guesswork and QA cycles.

3

Scale Requires Guardrails, Not Just Guidelines

Operating across five international offices meant that written documentation wasn't enough. Standardizing Figma workspace topologies, browser compatibility constraints, and technical design briefs embedded the guardrails directly into the daily workflow, ensuring autonomous alignment.

4

Mentorship Amplifies Strategic UX Value

True leadership means scaling your knowledge. Investing time into training and alignment for the three UX designers didn't just upskill individuals, it elevated the entire UX department into a unified, strategic partner capable of driving measurable business outcomes.