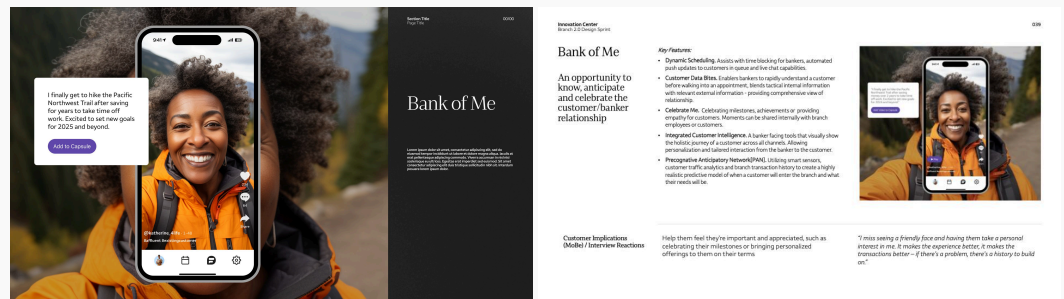


### Situation

Today, Wells Fargo uses an myriad of visual design templates across teams and lines of business, each adopting aspects of the established WF brand and style guidelines. Imperfectly implemented into reports and presentation decks, most of the original design is eventually lost. A design system is really only as good as the users who use it.

To allow innovation work to stand apart from the enterprise, my team was permissioned to create it's own visual design language and systems to reach across reports, communications, presentations and special projects. Adoption was difficult as initially the system was robust and overly complex to use. Eventually, templates became more familiar by non-designers and a new problem became evident. How would we stage and advance innovative (often highly technical) design craft such as clickable prototypes and media, and expect audiences (with little-to-no interest in accessing any work outside of PowerPoint) to explore it.

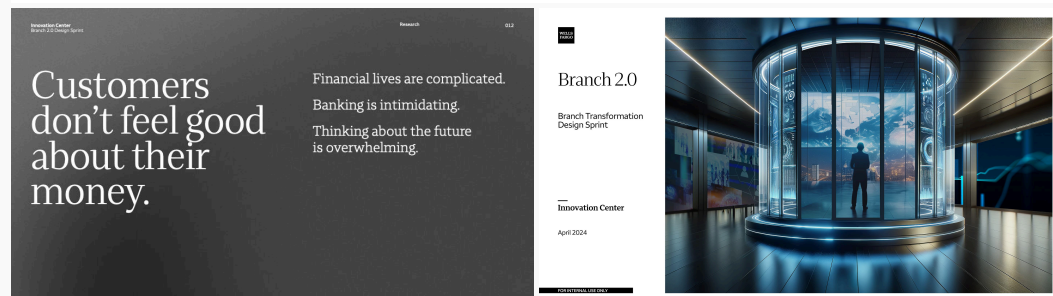
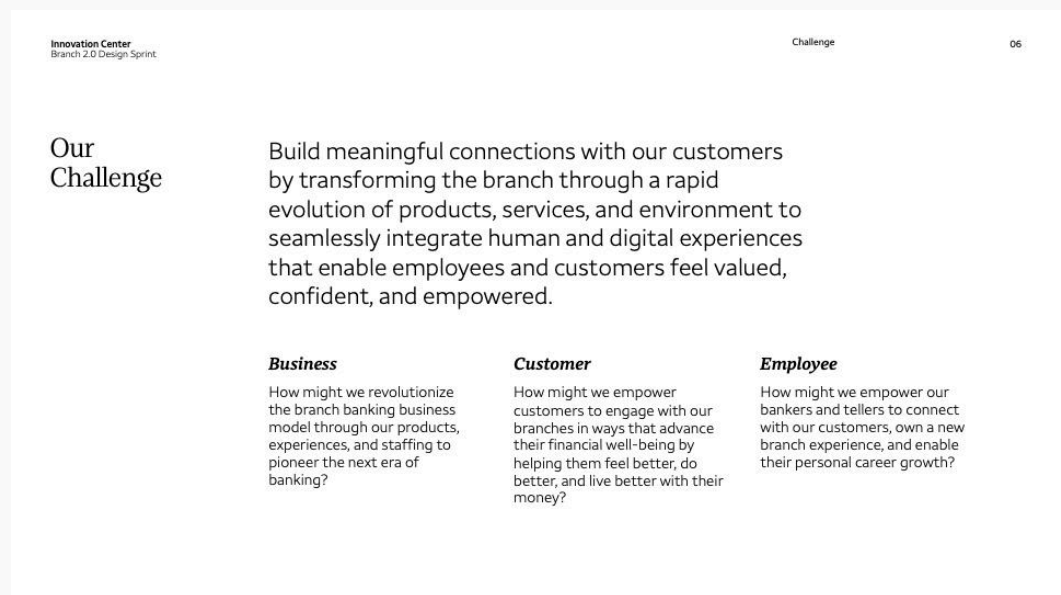
Enhance the storytelling using Figma while connecting to the existing system.



Examples of the Innovation visual system for reports created in PowerPoint

## Task

As a innovation team of designers and non-designers scattered across the U.S. and requiring a cohesive visual style, PowerPoint and FigJam were the primary applications used for collaboration, recording and archival of work. However, these workflows were not sufficient to capture and interact with prototyping, storyboarding, collaborative design reviews and more. Layouts often became overcrowded with information, and functionality, accessibility and transferability was entirely limited.



Examples of the adjusted Innovation visual system for reports created in PowerPoint

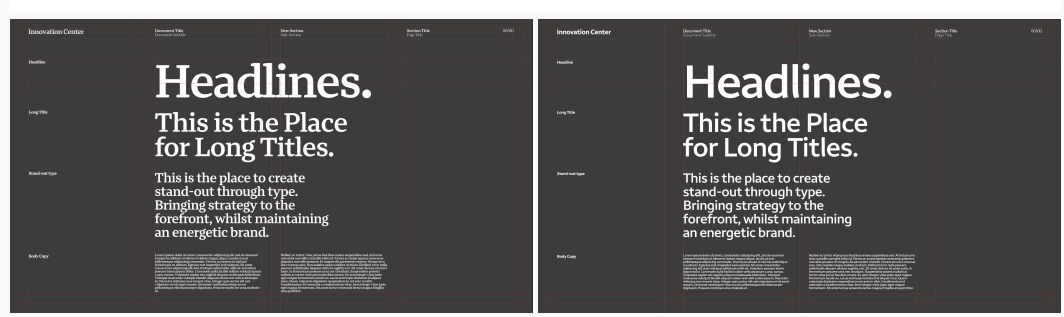
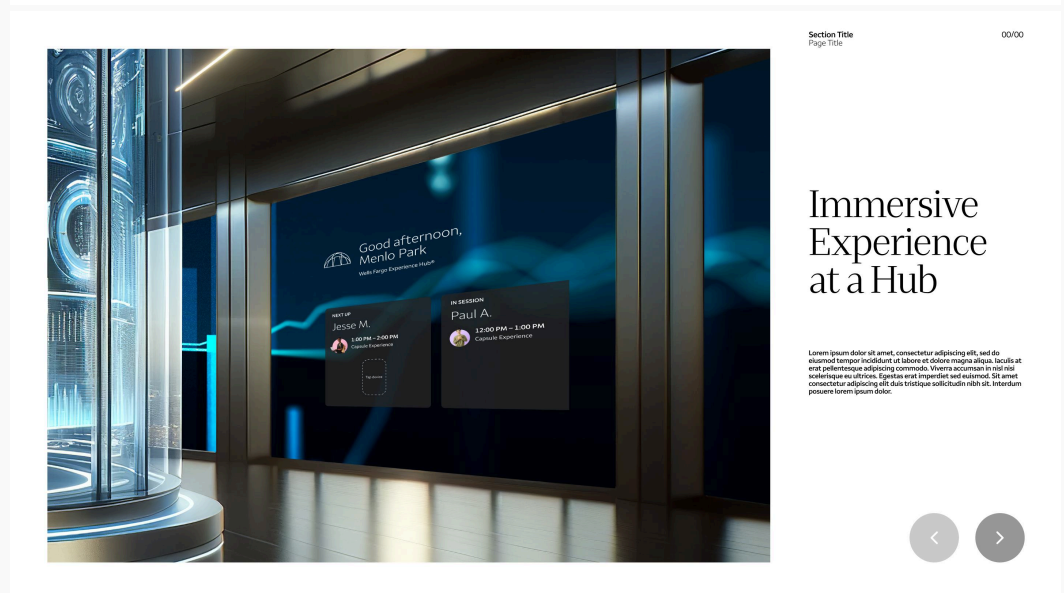
## Action

I contributed to the effort to adjust the initial visual design system I inherited down to simpler templates with choices of grid layouts and fewer styles. My colleagues voiced their gratitude and many expressed a desire to own their decks rather than request a designer to format. This was a win-win.

As design lead for the majority of interactive and media-based prototyping, (and the Figma evangelist I am), I knew the technical aspects and could anticipate a skilled visual designer's needs and method. But I needed to understand how my non-designer colleagues designed a slide for a Figma-based design system to be valuable. After countless "ride-alongs with colleagues, I simplified even more. Styles and templates would be limited to ensure flexibility and focus for various content. Fewer colors, type sizes and columns across one grid.

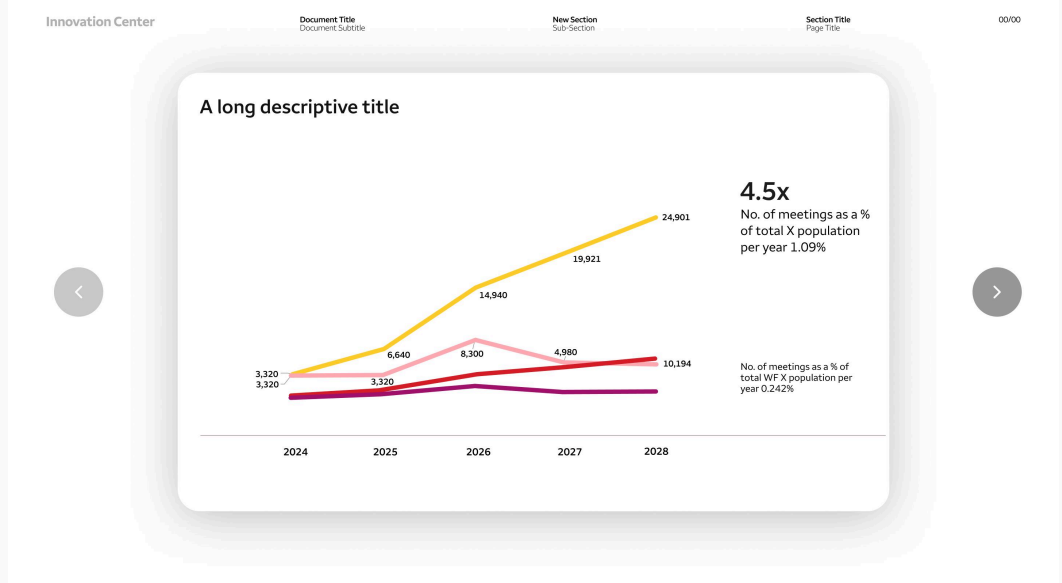
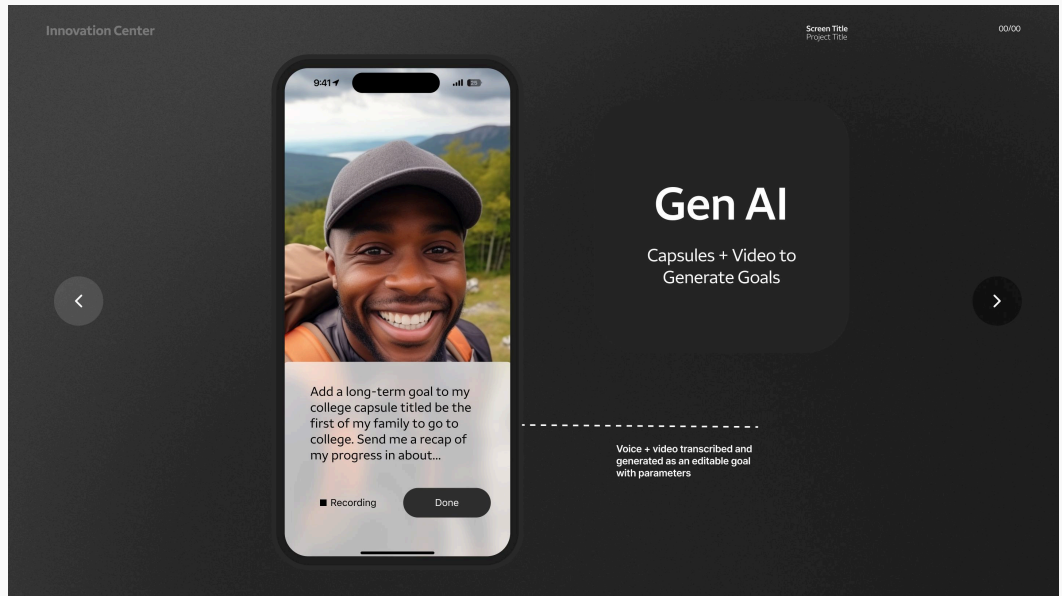
Result

Figma prototyping mode allowed us to expand one slide into various views of the same information without overcrowding. Less information on one view was more effective and helped to focus attention when providing voiceover during a presentation. This feature also allowed for a self-guided playback with a level of detail as desired.



Examples of typographical hierarchy, headers, color scheme and navigation for a Figma presentation

### Figma Visual System for Interactive Presentations



Examples of the Innovation visual system for presentations created in Figma

### Impact

Extending our design capabilities for collaborative design reviews, presentations and more was a no-brainer. I initiated this based on my own frustrations and limited playback of complex prototyping and media in PowerPoint. It became very clear that a collaborative team with designers, non-designers, engineers and executive stakeholders would need a common platform. Many of our teams most ambitious and successful initiatives were designed, edited, staged and shared across Figma. Our best presentations were able to be easily modified and accessible for self-guided playback. And concepts truly come to life with animation, dynamic storytelling and interactivity. ☑

\* This content is privileged due to containing proprietary information and only to be viewed by the intended audience. Do NOT share or transfer this document.