

PUBLIC: 2 000 € Excl. VAT*

PRIVATE: from 10 400 € Excl. VAT*

*Applicable rates from 1/1/25 to 12/31/25

2 DAYS (14h)

DESIGN SYSTEM STRATEGY



PRODUCT LEVEL 2 (2 TO 4 YEARS)

Learn how to set up, share and improve a Design System, master the levers of action needed to convince your decision-makers of the benefits of a Design System.

Target audience and prerequisites

- ✓ **Product Designers** wishing to demonstrate the benefits of implementing a Design System in their organizations
- ✓ **CPO / Head of Design** wishing to intervene further upstream in the design process and understand the organizational and strategic issues involved in setting up a Design system
- ✓ **Product Managers et Lead Developers** wishing to formalize and develop their understanding of the topic

All participants must be doing **Product Design** and/or **UX Design** and belong to Product teams. For Product Lovers with 2 to 4 years' experience.

Training objective



Learn how to integrate the **Design System** effectively into all stages of **digital product design and improvement**.



- ✓ **EXPLAIN AND JUSTIFY:** Defending the implementation of a Design System to different audiences
- ✓ **UNITE:** Gathering people around the Design System and its benefits
- ✓ **WORKING TOGETHER:** Set up a dedicated team and governance structure
- ✓ **DESIGN:** Take into account the current situation and build a first version of the Design System
- ✓ **GROW:** Bring the Design System to life

Design System Strategy

Training program

99%

satisfaction rate
in 2024

Training program

2 DAYS (14h)

MODULE 1 Introduction to Design System

- A little history: systemic culture
- What is a design system?
- The benefits

INTRODUCTION

SYSTEMIC CULTURE

MODULE 2 Convincing decision-makers and setting-up an organization

- When should a Design System be implemented?
- Why and how to promote it within decision-making bodies?
- Define the type of organization
- Define governance

ORGANIZATION

PROMOTION

GOVERNANCE

MODULE 3 Framing and starting your Design System

- Bring a team together
- Involve stakeholders
- Agree on tools and common documentation

FRAMING

DOCUMENTATION

MODULE 4 Laying the foundations and initial components

- Define Design Principles
- Identify components
- Create the first assets and tokens
- Find a common language
- Organize your libraries
- Usability, accessibility, eco-responsibility & inclusiveness

COMPONENTS

DESIGN PRINCIPLES

DESIGN TOKEN

LIBRARY

ACCESSIBILITY

Design System Strategy

Training program



MODULE 5 Bringing your first version to life and having it adopted

- Contribution and review
- Prioritization, debts and technical constraints
- Complete lifecycle
- Train and promote the use of the Design system
- Organize and optimize your handoff with tech
- Evangelize and promote adoption among teams

LIFE CYCLE

ADOPTION

EVANGELIZATION

MODULE 6 Evolve and grow at scale

- Measure impact
- Develop your Design System
- Master versioning
- The Design System and much more: a holistic vision

IMPACT

EVOLUTION

VERSIONING

Acquired skills assessment

- Acquired skills are assessed throughout the course by the trainers.
- At the end of the session, participants will receive a **certificate of completion**.



If you have a specific need, contact us at academy@thiga.fr to discuss it and develop a training program tailored to your needs.

Thiga Academy

Our support



Teaching method

Practical work accounts for around 40% of the course. This is complemented by **40% of theory** and **20% of discussion** between participants and trainers, to ensure that the content is adapted to each participant's individual context. A "red thread" product will be used as a case study to run all the workshops.

Practical information

PRIVATE



Sessions are designed for groups of **6 to 10 participants**. We can organize training on **our premises in Paris, on your premises, or remotely**, up to 7 days before the scheduled date, subject to availability and **receipt of a signed agreement**.

PUBLIC



Sessions are designed for groups of **6 to 12 participants at our Paris premises**. Registration is open **until the day before the training session**, subject to availability of places and receipt of a **signed agreement** before the session.

- ✓ *We adapt our services for people with disability upon request.*
- ✓ *Special rates for individuals and self-employed people (please contact us).*

A tailor-made offer

Thiga Academy can create customized courses for all your needs, from ten to several hundred participants.

- ✓ Onboard new team members
- ✓ Internal transformation support
- ✓ Retain talents
- ✓ Create internal career paths

Thiga Academy

Our trainers and alumni



Our trainers



Our training courses are led by one of our **experts**, who act as **trainers**, **program designers**, and **consultants**. They combine their professional experience with pedagogical skills to support your skills development.

What our Alumni say



"A training course given by someone who knows what he's talking about, who's really experienced in the field, in methodology. It's good to get reminded of essential concepts (northern star, metrics, perpetual questioning...).

Vincent — Freelance Product Manager



"A very warm welcome from the Thiga team, especially from our trainer. Her feedback was very enriching, and she knew how to adapt certain elements to her audience (and to me in particular).

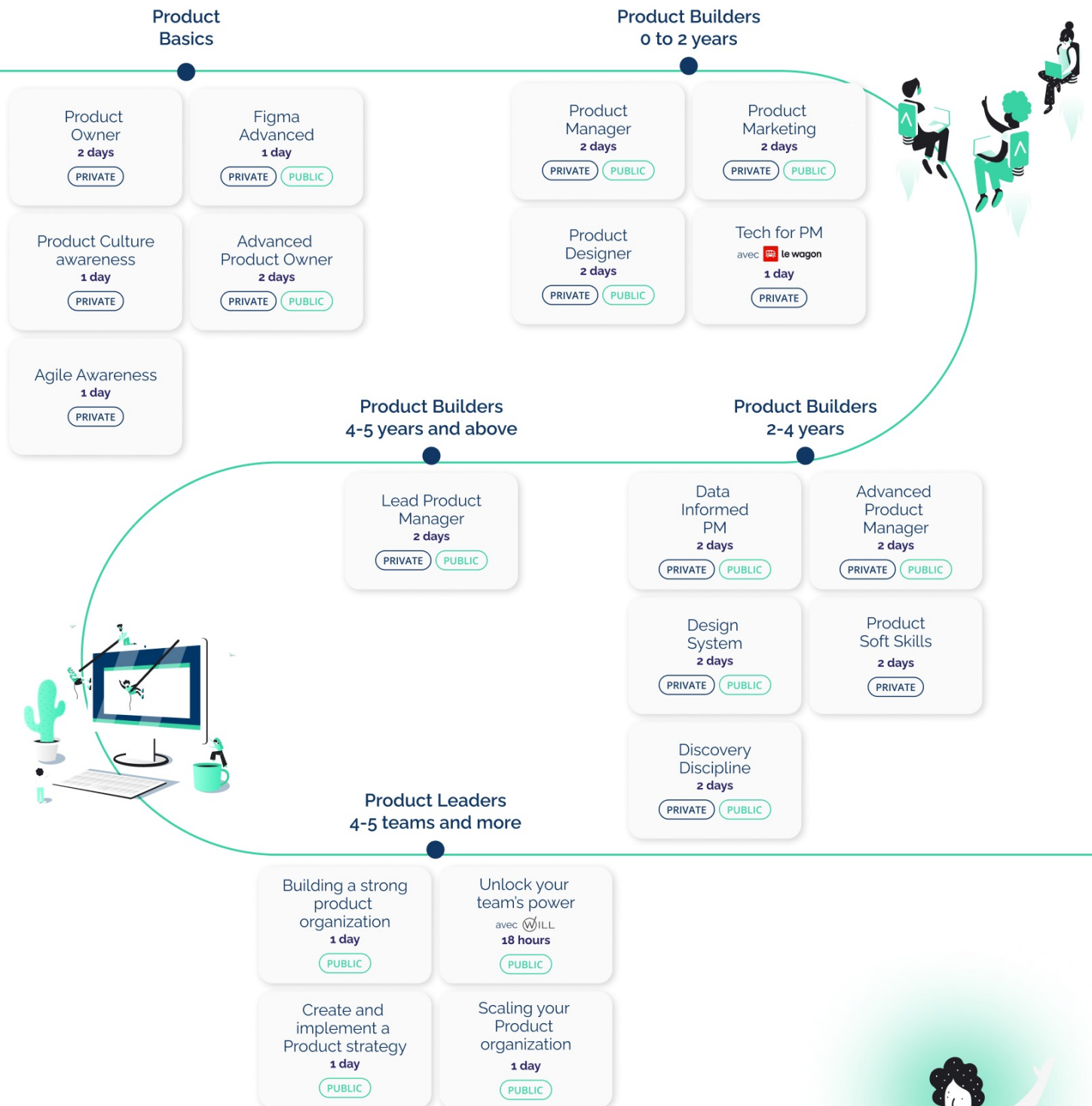
Océane — Product Designer at RCA

Our Partners & Clients



Thiga Academy

Our training path



Thiga Academy

About Thiga



Our books on Product

We have written and published several books on **Product Management** and **Product Design**. Our goal? To provide the Product community with actionable advice and methods, from mastering the basics of Product Management to setting up a full-fledged Product organization. Our entire training curriculum is **built around these books**.

The Product Conf'

LPC (La Product Conf') brings together inventive and ambitious Product People who seek to **share their experiences** and discover the best ways to **turn their ideas into reality**. We empower the European Product community to **promote the product mindset** within their organizations.



Our Media

Explore our media platform, designed to inform and inspire today's and tomorrow's **Product leaders**. You'll find everything you need to fuel your Product journey: practical guides, thought pieces by leading experts, thematic series, and in-depth articles. In short, original content to get you through the doors of the best tech companies.

Contact



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Auber



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