Design Language is about the why as much as the

find specific definitions like colour values or ty

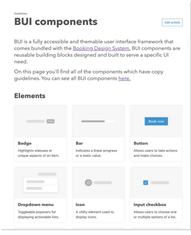
right next to the theories that guide our design

In 2020, I created a team to scope and deliver a core ingredient of Booking's first design language. We'd investigate our craft guidelines and how we'd already begun standardising craft quality to inform the work, narrowing down on **voice**, **tone**, **audience**, **narrative** and **language**.

80+ writers
200+ designers
150+ teams

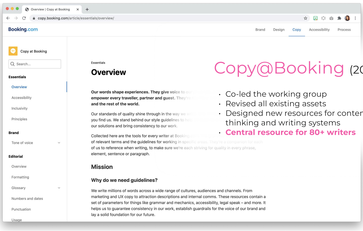
Since 2017 and the development of Booking's design system, I'd been involved in design thinking at scale. Our content craft assets were a strong symbol of progress, and I had a duty of care and a responsibility to do right by them.

Scalable
Aspirational
Backed by data
Socialised



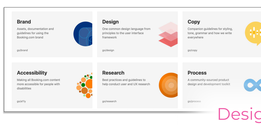
BUI: Booking UI (2017)

- Led a team to audit 146 components
- Created new standards
- Rolled out and socialised
- **Standard for 200+ designers**



Copy@Booking (2017)

- Co-led the working group
- Revised all existing assets
- Designed new resources for content-first thinking and writing systems
- **Central resource for 80+ writers**



Design@Booking (2017)

- Led content strategy, style and design for all craft resources living UX and design
- **Today's standard for all crafts**

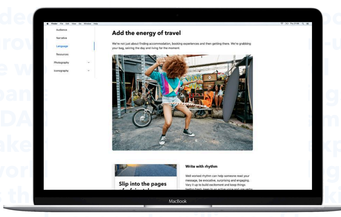
tion out of travel, Booking.com seamlessly co

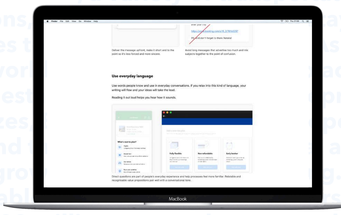
velers to experiences, a variety of transportat

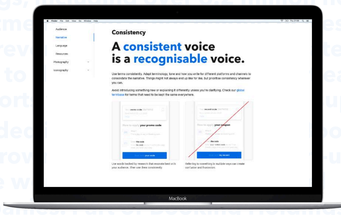
edible places to stay – from homes to hotels,

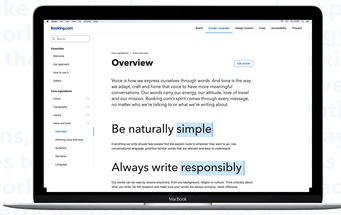
Project goals

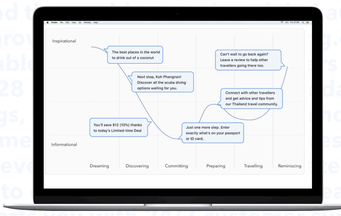
This design language would guide the design community, translating Booking's brand identity into a cohesive experience. I brought in two senior craft experts, and we embedded with the full time design team to plan the work and lead editing on all the other components.











Results

We delivered everything in 2021, and began the socialisation with videos, presentations, and stages of planned and organic adoption, translating different business areas according to the new language and working together with internal product and design teams.