Designlogger

Reframing Design Operations as a Scalable Digital System

Designlogger is a SaaS platform I founded to address a structural gap in contemporary design operations. While multidisciplinary product teams increasingly work across complex timelines, stakeholders, and deliverables, the tools supporting these workflows remain fragmented, file-centric, and opaque.

Rather than introducing another task or file management tool, Designlogger reframes design work as a phase-based, traceable operational system. It centralises project assets, process stages, and role-based access into a single platform, enabling designers, clients, and administrators to collaborate with clarity and accountability throughout the lifecycle of a project.

This platform reflects my ability to identify systemic inefficiencies within professional practice and translate long-term studio experience into a scalable digital solution aligned with modern, technology-driven design operations.

This evidence supports the Mandatory Criterion by demonstrating:

Identification of a systemic industry problem in design operations and the creation of a novel SaaS concept addressing transparency, traceability, and collaboration at scale.

Thought leadership in redefining design workflows through a phase-based, tool-agnostic operational model rather than traditional file-centric systems.

Influence on professional practice within the design ecosystem by translating long-term studio experience into a platform applicable to multidisciplinary teams and agencies globally.

Vision-led innovation that aligns design practice with technology-driven operational standards.

WHY WE BUILT DESIGNLOGGER?

After managing hundreds of design projects across different industries, we repeatedly faced the same problem. Design work was progressing, but visibility, traceability, and shared understanding were constantly breaking down. Files were scattered across platforms, decisions were buried in messages, and clients struggled to understand where the project truly stood. At Formeta Design, we needed a system that could bring structure to creative work without limiting it. A way to track phases, decisions, and deliverables without forcing teams to abandon the tools they already use. That need led to the creation of Designlogger. Originally built to streamline our own industrial design workflows, Designlogger has evolved into a cloud-free project pipeline platform designed for creative studios, product teams, and agencies worldwide.
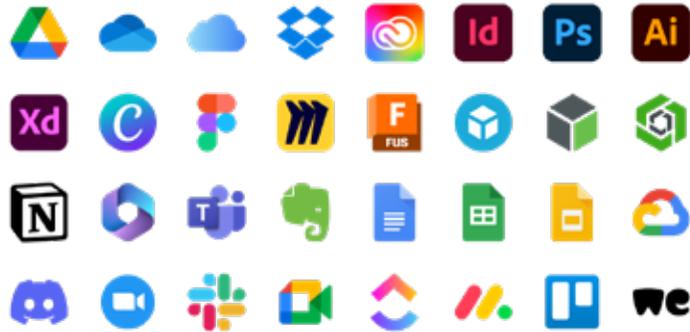
Everything is structured around phases, not files.

It doesn't replace your tools. It connects them into a clear, traceable workflow.
Tools commonly used within our workflow

Technical Architecture and Product Leadership

Building a scalable design operations platform from the ground up

I led the full product definition, system architecture and technology planning behind Designlogger. The platform is built using a modern stack including Next.js, AWS Amplify, DynamoDB, CloudFront CDN and Cognito authentication. I designed the multi-tenant structure, subscription model, database schema, and the interaction model for linking design assets such as Figma files, 3D viewers, documents and production references into each project phase. This evidences my capability to lead complex technical products beyond traditional industrial design.

From Fragmented Workflows to a Shared Operational Language

Designlogger as a System, Not a Tool

Designlogger was designed to move beyond individual productivity gains and address a deeper challenge within design-led organisations: the absence of a shared operational language across teams, stakeholders, and project phases.

By structuring design work into clearly defined, traceable phases, the platform enables teams to document decisions, preserve project knowledge, and create continuity across time, clients, and collaborators. This approach transforms design operations from ad-hoc coordination into a repeatable, learnable system that improves with every project completed.

Importantly, Designlogger is intentionally tool-agnostic. Rather than replacing existing software, it acts as an operational layer that connects dispersed assets, conversations, and milestones into a coherent workflow. This allows teams to scale their practice without increasing complexity, while clients gain clarity and confidence in decision-making processes.

Client Side Benefits

- **Full visibility.** Clients gain real-time visibility into project progress, decisions, and deliverables across all phases.
- **Better control of time and budget.** Structured phase tracking enables clients to anticipate timelines and manage budgets more effectively.
- **Faster decision-making.** Clear context and documented project history reduce friction and accelerate approvals.
- **Fewer meetings.** Centralised information minimises the need for repetitive alignment meetings.
- **Enterprise-level transparency.** Projects are managed with a level of traceability and clarity typically found in large-scale enterprise systems.

User Side (Design Team) Benefits

- **One unified platform.** All project assets, phases, and communications are consolidated within a single operational environment.
- **Improved team coordination.** Teams collaborate more effectively through shared context and clearly defined project stages.
- **Instant project history.** Design decisions, iterations, and milestones are preserved and accessible at any time.
- **Cleaner communication.** Conversations remain tied to specific phases and deliverables, reducing noise and misalignment.
- **Scalable operations.** Teams can manage increasing project complexity without relying on informal or ad-hoc workflows.

Process Side Benefits

- **Phase-based methodology.** Design work is structured into repeatable, clearly defined phases rather than ad-hoc task lists.
- **Traceable decisions.** Every key decision is documented and linked to its relevant phase and context.
- **Operational clarity.** Roles, responsibilities, and progress are transparent across the entire project lifecycle.
- **Standardised quality.** Consistent processes help maintain quality standards across teams and projects.
- **A learning system.** Completed projects contribute to organisational knowledge, improving future workflows.