

Technical Architecture & Product Leadership

Designing a Scalable, Multi-Tenant SaaS Platform for Design Operations

Designlogger was conceived not only as a response to an operational gap in design workflows, but as a scalable software platform capable of supporting multidisciplinary teams, multiple clients, and complex project lifecycles simultaneously. I led the end-to-end technical vision of the platform, defining its system architecture, data model, access control strategy, and subscription logic to ensure long-term scalability and security.

Rather than building a collection of disconnected features, Designlogger was architected as a multi-tenant SaaS system with a single role-based web application, a central GraphQL API, and strict separation between user roles, client access, and project data. This approach enables clients, designers, and administrators to operate within the same platform while maintaining controlled visibility, traceability, and accountability at every stage of a project.

My role extended beyond product definition into technical decision-making and system design, including cloud architecture planning, authentication and authorization models, phase-based data structures, and subscription-driven entitlement logic. This evidence demonstrates my ability to translate a design-led vision into a robust, production-ready digital system aligned with modern SaaS principles.

This evidence supports the Mandatory Criterion by demonstrating:

Founder-level technical leadership in the design and delivery of a scalable, multi-tenant SaaS platform.

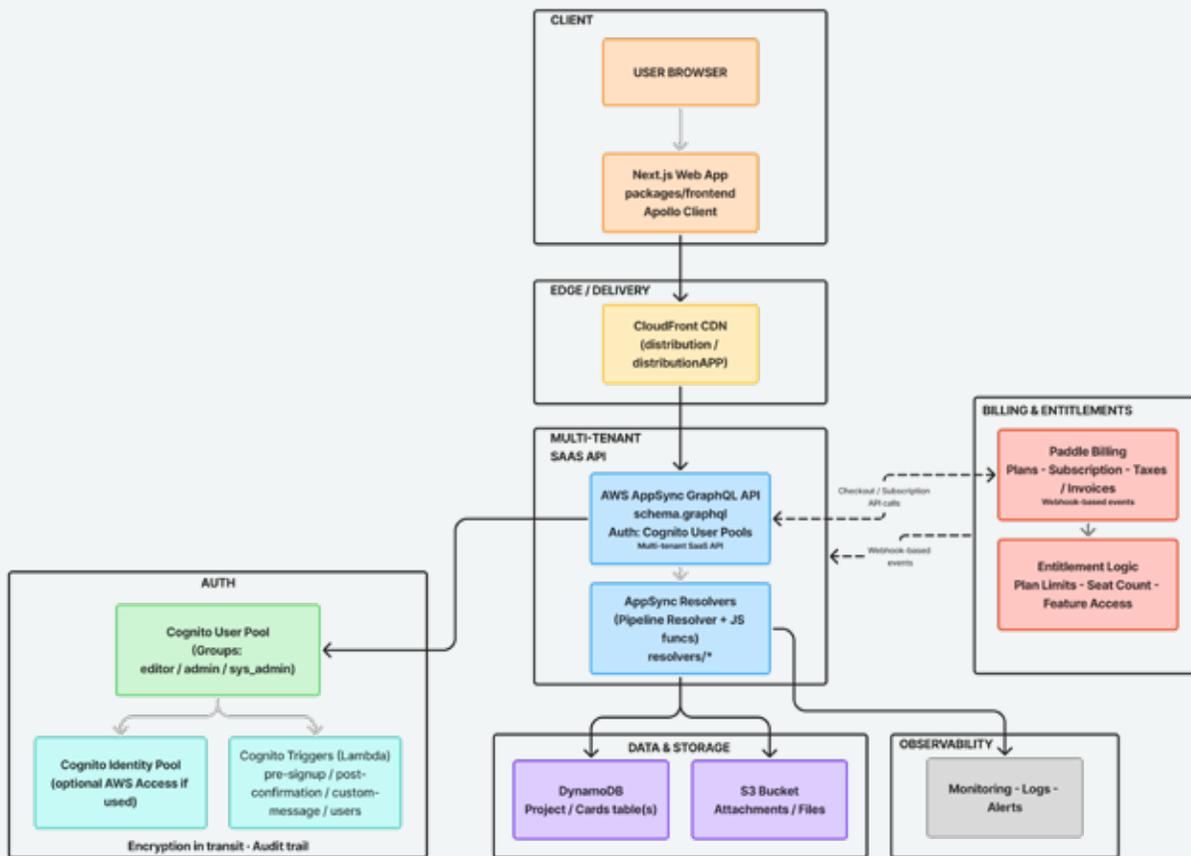
Direct responsibility for system architecture and technical decision-making, including cloud infrastructure, data modelling, authentication, and subscription-based entitlement logic.

The ability to translate a design-led vision into a production-ready digital system, balancing usability, security, and scalability.

Active contribution to the design technology ecosystem through the development of a platform enabling structured collaboration between clients, designers, and administrators.

System Architecture: Scalable SaaS Infrastructure

High-Level Technical Orchestration: “As the Product Lead and System Architect, I defined the multi-tenant serverless framework of Designlogger to ensure high availability and enterprise-grade scalability. The architecture is designed to handle complex data flows between distributed design teams and global clients.”



Key Architectural Components:

Edge & Identity Management: “I implemented AWS Cognito and CloudFront CDN integration to ensure secure, role-based access control (RBAC) and low-latency asset delivery for international users.”

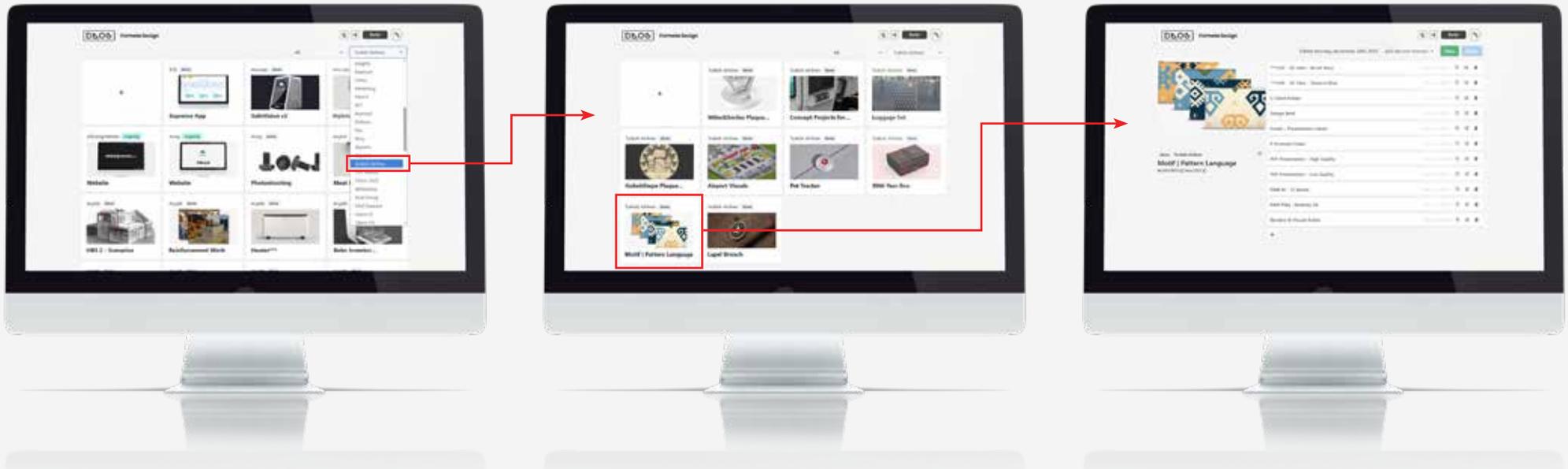
Event-Driven Workflow: “The core of the platform utilizes an event-driven workflows. This ensures that every project phase transition or asset update triggers real-time notifications and automated pipeline synchronization across the SaaS ecosystem.”

Multi-Tenant Data Isolation: “To support 70+ global clients and 450+ projects, I architected the system using AWS AppSync (GraphQL) and DynamoDB. This provides strict data isolation, ensuring that project assets and communications remain secure and private within each studio’s environment.”

Serverless Infrastructure Planning: “By leveraging a serverless stack (AWS Lambda, Amplify), I ensured that the platform can scale its computational resources dynamically based on active project loads, minimizing operational overhead while maximizing performance.”

Technical Leadership Impact: “While I lead the product from a non-technical founder perspective, I personally directed the selection of this tech stack to meet the rigorous demands of professional product development workflows, ensuring the system remains robust, secure, and globally scalable.”

Role-based User Experience (Supporting Material)



From Prototype to Launch Strategy & Early Adopter Program

Commercial potential, onboarding structure and early adopter program

Designlogger is currently in pre-launch stage with a defined pricing model (Starter, Solo, Studio, Collective), user onboarding flow, client portal logic and beta-tester program. The platform is designed to scale internationally and support studios managing dozens of concurrent projects, creating measurable operational efficiency. This evidence demonstrates not only my capability to design and engineer digital products but also my founder-level ability to take them toward market-ready maturity.

In addition to being used internally across more than 450 projects at Formeta Design, Designlogger is now being tested by early external studios, validating its potential as a scalable digital product for the global design industry.

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Designlogger is actively used across all Formeta Design projects, supporting the workflows behind 450+ products delivered to more than 70 clients over the last 13 years. Selected external partners also access the platform through Client Mode, providing continuous real-world validation of the system.