



 TELECLINIC

Scaling a Multi-Brand Design System

Multi-brand system

Design Ops

Web app

20 months (2023-2025)



TL;DR

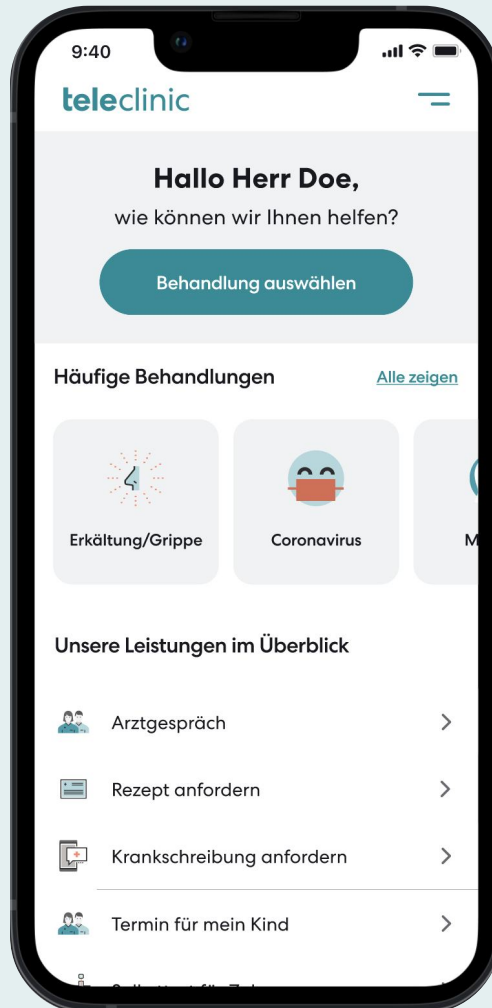
Scaling a single-brand product to a multi-partner ecosystem

Between 2023–2025, I built the foundations that enabled Teleclinic to operate and scale as a multi-brand platform.

- Designed a **token-based multi-brand system** for 7+ partners
- **Optimized workflows** to reduce friction and improve delivery efficiency
- Enabled **fast partner onboarding** and a **consistent product** at scale

Result

Faster delivery, clearer ownership, smooth partner onboarding at scale.

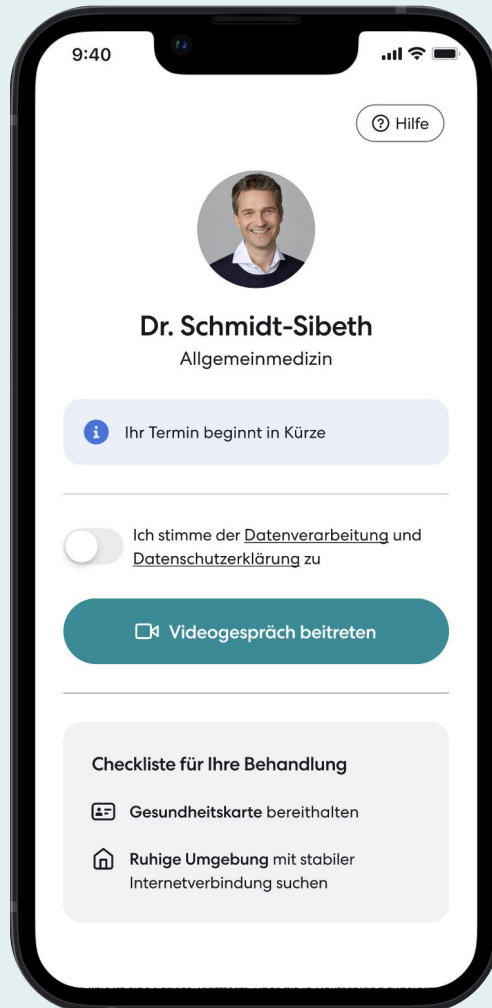


Context

Teleclinic is a German telemedicine platform enabling online consultations with doctors.

In 2023, the company signed its first **white-label partnership** with ADAC, shifting toward a multi-partner model. To support this expansion, Teleclinic needed to **scale both its product and design workflows** to manage several partnerships efficiently.

However, the internal design operations were not yet equipped for this level of complexity.



My role

- Audited and rebuilt the **design foundation** to support scalable workflows
- Created and maintained a **multi-brand design system** used across 7+ partners
- Supported the setup of the new Partnerships team and **bridged operations** with the Growth team
- Established cross-team **rituals** and alignment between Design, Product & Development

Teams involved:

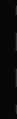
Patient Growth — 1 designer, 1 PM, 1 Head of, 5+ developers

Patient Partnerships — 1 designer, 2 PMs, 1 Head of, 5+ developers



STEP 1

Build solid design foundations



STEP 2

Scale to Multi-brand



STEP 3

Share & spread



STEP 1

Build solid design foundations



Restructure the existing design setup

I conducted an audit of tools, workflows and collaboration to rebuild a clean, scalable Figma architecture, designed as a reliable foundation for future growth



Initial situation

- No source of truth: **over 400 screens duplicated** across flows, leading to inconsistencies and maintenance issues
- **No design system**
- Teams working in **silos**
- No file or component governance



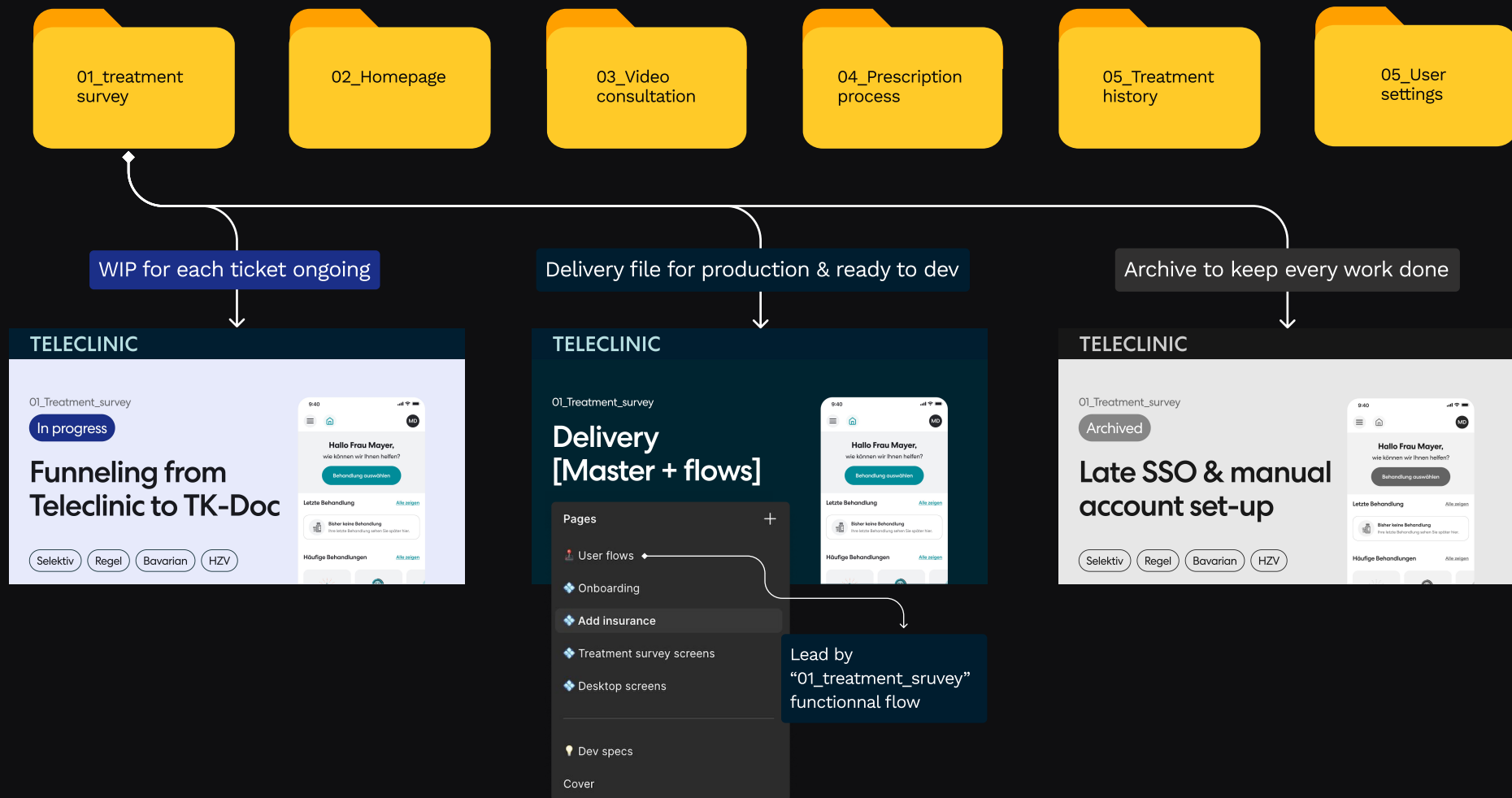
Actions

- **Restructured files** around functional user flows
- Launched the first version of the **design system**
- Defined clear naming conventions
- Introduced rituals and shared standards across teams



Teleclinic's new Figma Stack

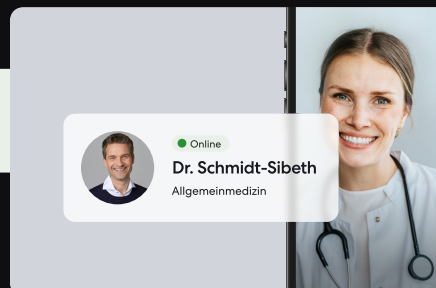
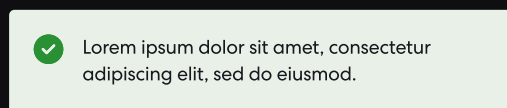
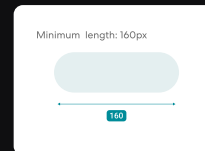
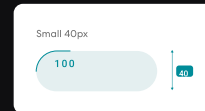
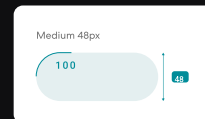
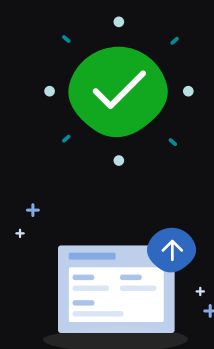
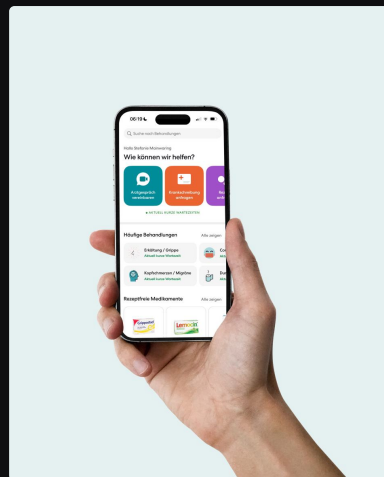
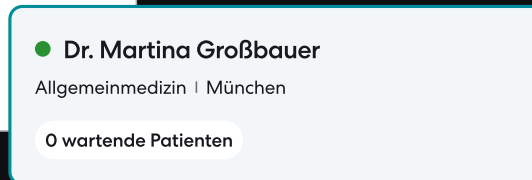
Structured the system around functional user journeys





Teleclinic's component library

Aligning teams through a shared design language



Documentation

1. Primary button (high emphasis)

Text button

Used once per view, these buttons have the most emphasis. It should never be doubled up to sit side by side. It is used when an action is clearly more important than the other actions and you need to draw attention to it.

2. Secondary button (medium emphasis)

Text button

The secondary button is the standard button for most use cases. The outlined styling places less emphasis on these buttons.

3. Tertiary button (medium emphasis)

Text button

The tertiary button is usually used for miscellaneous actions: the action is important, but may not be what the user is looking to do right then.

4. Ghost button (low emphasis)

Text button

The navigation button should be used for the least pronounced actions. Often used for navigation information like back, close, next ...

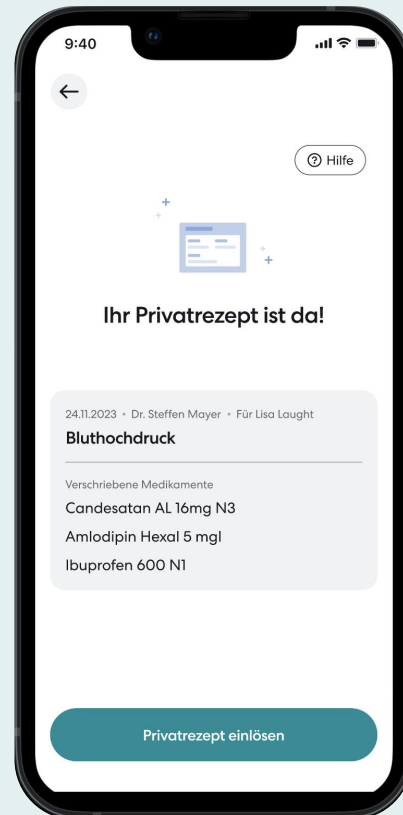
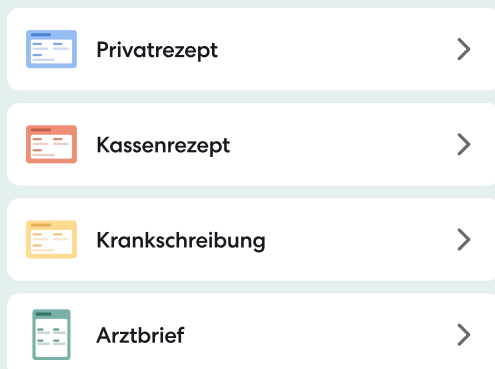
4. Link

Text button

Only used for links



An optimized workflow for a greater product consistency



- ✓ One source of truth (Figma)
- ✓ Clear delivery and QA processes
- ✓ Faster file navigation and handoffs
- ✓ Better product consistency



STEP 2

Scale to Multi-brand

(tokens, structure and governance)



Scaling the system for multi-brand use

After stabilizing the foundations, I scaled the design system and Figma organization to **support 7+ partners**, using **tokens** and a **modular structure**.



Context & constraints

- Creation of a dedicated Partnerships team
- Partners required **Figma access** to adapt features & wording
- Partners needed a **full branded product overview**
- Due to technical and security constraints, **no shared demo environments available**



Actions

- Built and structured a **scalable token system** (light & dark) for 7+ themes
- **Optimized Figma** structure to reflect modular brand flows and adapt to Partnerships & Patient Growth team
- **Automated** screen maintenance
- Created partner-specific, **end-to-end flows** to improve understanding



Tokens system

Light & dark modes across 7+ brands

Built collaboratively with the design team, the token system is structured by design usage (text, border, surface) and by component-specific needs.

2 - Mapped

...

All variables	87	Name	Teleclinic - Light	Teleclinic - Dark	ADAC - Light	ADAC - Dark
surface		primary	neutral/600	neutral/200	neutral/600	neutral/200
		secondary	neutral/400	neutral/600	neutral/400	neutral/600
semantic		active	primary/TC/500 [brand]	primary/TC/300	primary/TC/500 [brand]	primary/TC/300
button		disable	neutral/200	neutral/700	neutral/200	neutral/700
label		highlight brand [b... switch]	primary/TC/500 [brand]	primary/TC/300	primary/TC/500 [brand]	primary/TC/300
content		border / semantic				
semantic		information	semantics/information	semantics/information	semantics/information	semantics/information
button		success	semantics/success	semantics/success	semantics/success	semantics/success
label		warning	semantics/warning	semantics/warning	semantics/warning	semantics/warning
link		error	semantics/error	semantics/error	semantics/error	semantics/error
line		border / button				
toggle		secondary-default	primary/TC/500 [brand]	primary/TC/300	primary/TC/500 [brand]	primary/TC/300
radio button		secondary-hover	primary/TC/600	primary/TC/400	primary/TC/600	primary/TC/400
border		secondary-pressed	primary/TC/800	primary/TC/600	primary/TC/800	primary/TC/600
		secondary-tertiary-disable	neutral/300	neutral/300	neutral/300	neutral/300
		tertiary-default	neutral/200	neutral/700	neutral/200	neutral/700
semantic		+ Create variable				

2 - Mapped

Teleclinic The...

Auto (Teleclinic - Light)

☒ Teleclinic - Light

☐ Teleclinic - Dark

☐ ADAC - Light

☐ DAK - Light

9:40

teleclinic

Hallo Herr Doe,
wie können wir Ihnen helfen?

Behandlung auswählen

Häufige Behandlungen [Alle zeigen](#)

Erkältung/Grippe

Coronavirus

M

Unsere Leistungen im Überblick

Arztgespräch

Rezept anfordern

Krankschreibung anfordern

Termin für mein Kind

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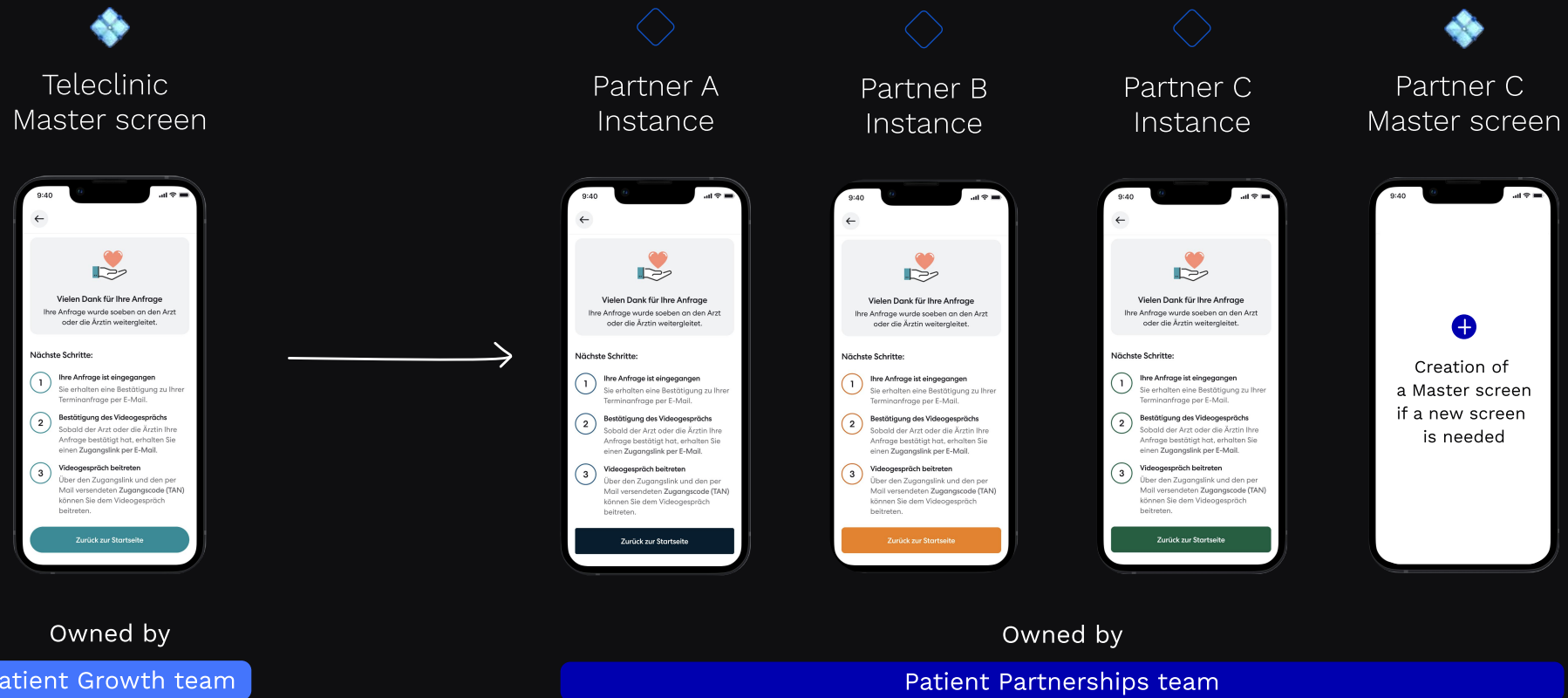
Termin für mein Kind

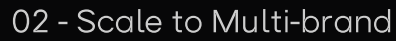


System governance & dependencies

Automate maintenance between Patient Growth and the new Patient Partnerships team to reduce maintenance effort.

→ The Growth team owns the master screens, duplicated as instances in Partnerships team.





Build & scale the E2E flows

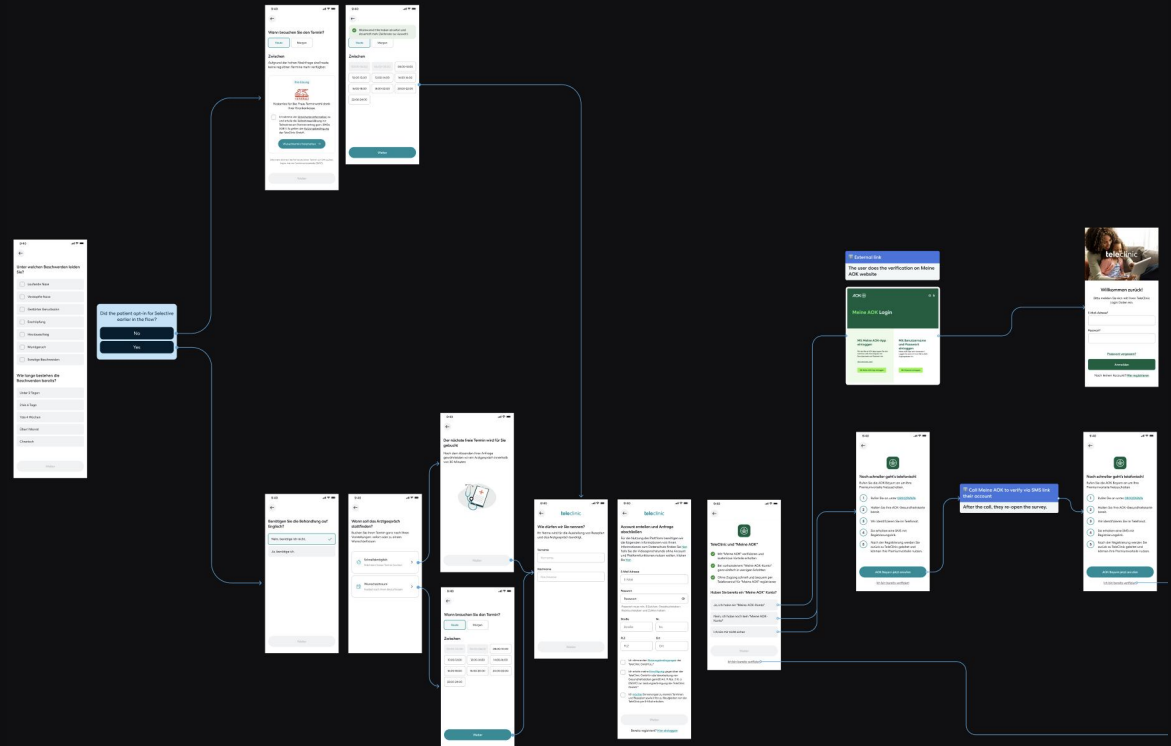
Growth → **screens delivery & A/B tests**

Partnerships → E2E flows

Each partner needed a branded **full product overview** for onboarding and validation.

The survey included **several branching paths** depending on insurance, region, and payment. We mapped all options to ensure clarity.

These flows also accelerated knowledge transfer across the company.

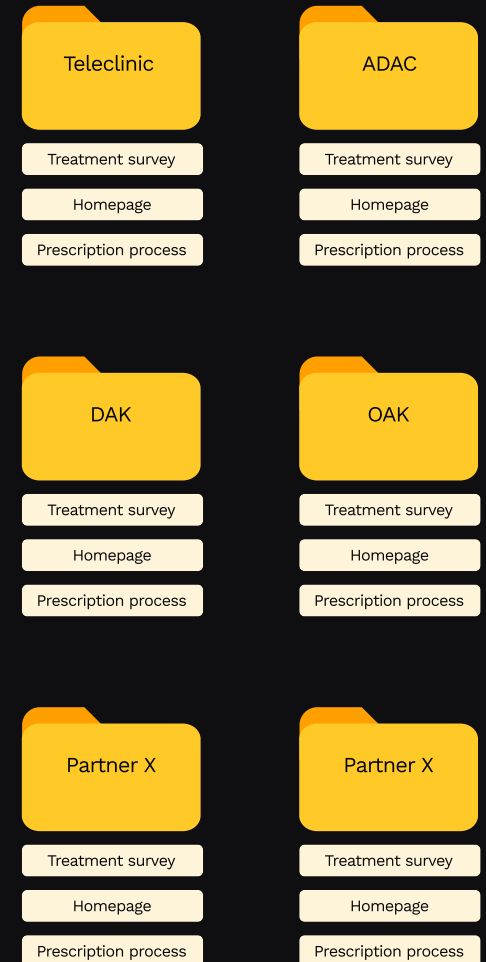




A scalable Figma architecture across Teleclinic & partners

Duplicating the same structure for each partner enables:

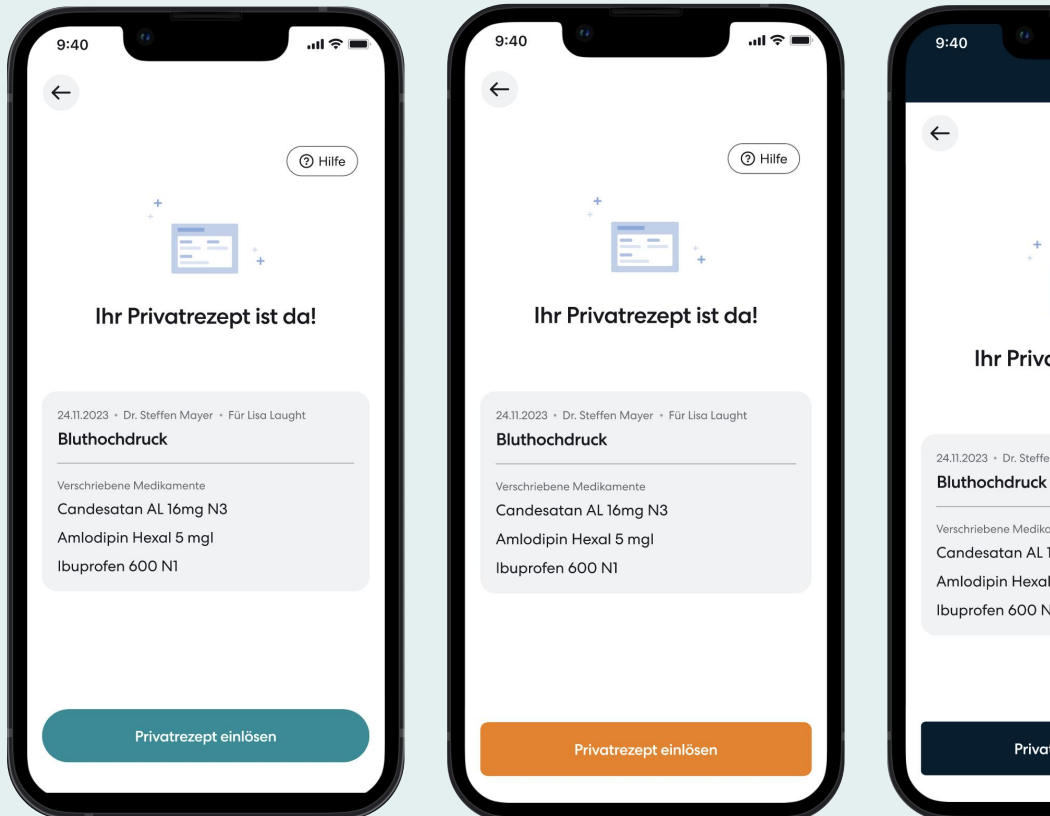
- **Faster onboarding** (1 day for a new partner)
- **Flexibility** for partner-specific changes
- **Clear visibility** on partner-specific flows
- **Faster delivery**





A scalable and consistent system

with automated screens and faster onboarding



- ✓ Partner **onboarding** time reduced to **1 day**
- ✓ **Automated** screen maintenance
- ✓ **Clear navigation** for developers and Product Managers
- ✓ **Easier maintenance** thanks to master screens dependencies



STEP 3

Share & Spread

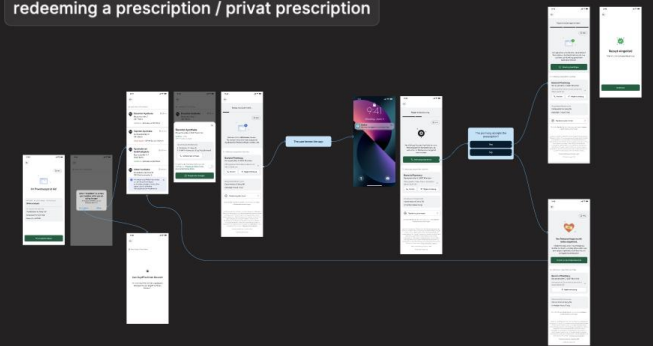


Share & activate the E2E flows

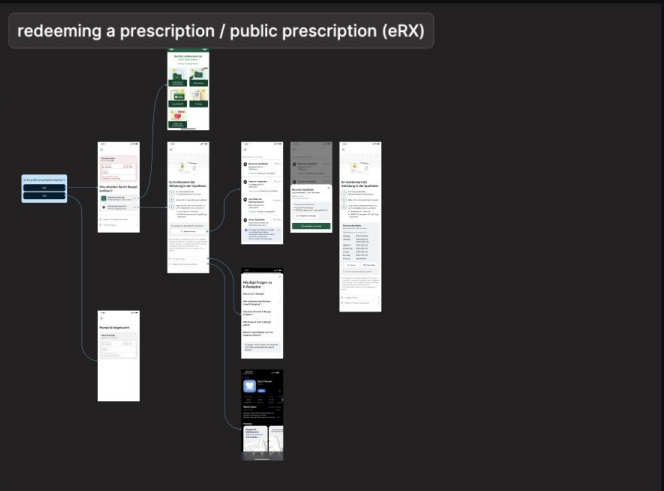
- Used by **Support team** to replace demo environments
- Helps **Sales & Managers** explain the experience to partners
- All documented and shared in Confluence, **accessible company-wide**
- Used to **onboard** new team members quickly



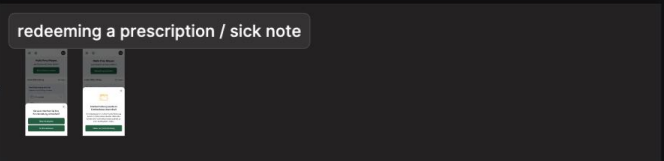
redeeming a prescription / privat prescription



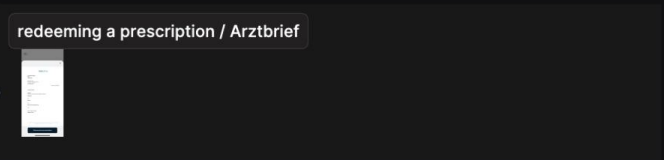
redeeming a prescription / public prescription (eRX)



redeeming a prescription / sick note



redeeming a prescription / Arztbrief





Results & impacts

- **Single source of truth** adopted across all teams
- **Faster onboarding** of designers, developers & partners
- **Cross-team collaboration** significantly improved
- Tech teams initiated **Storybook adoption** (currently in progress)



Learnings

- **Adapt solutions** to product maturity and culture
- **Collect relevant data** earlier
- **End-to-end** flows become essential when no demo environment exists

Next steps

- Continue cultivating a **strong design & tech culture**
- Transition to **an external documentation** (Zeroheight and Storybook)
- Launch **satisfaction surveys** to better measure impact and adoption



Thanks to everyone I worked
with on this project.

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