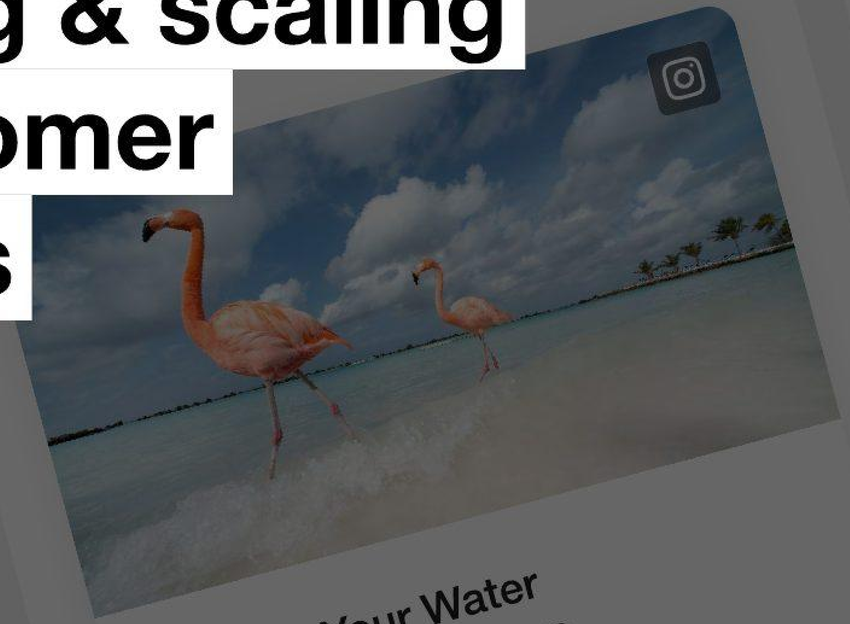
Modernizing & scaling digital customer experiences

Marriott International
Digital Design System



Choose Your Water Adventure: Aruba vs. Curacao

and Curacao? Each island nation offers diving with colorful coral reefs and fascinating marine life. Discover which island offers your perfect escape. …

Aa

Swiss 721 BT - Medium

Product & Design led by Ed Yahn 2026

Learn more about Design by Ed Yahn

Mission

Build a design system to scale intuitive, modern, & consistent digital experiences across Marriott's customer journey.

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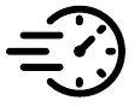
Benefits of using the design system



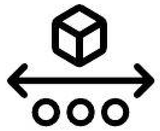
Speed

Reusable components empower us to design and build faster, eliminating multiple ways to do the same thing & accelerating progress.



Quality

Components are optimized for multiple use cases to deliver elevated digital experiences across products.



Consistency

Defined common elements ensure consistency. Users experience familiarity and continuity from one product to another.



Accessibility

Common elements are 100% AA WCAG 2.1 compliant, reducing the legal risk and the work needed to test new components.



Innovation at scale

Multiple teams get the benefit of an enhancement developed for a specific team

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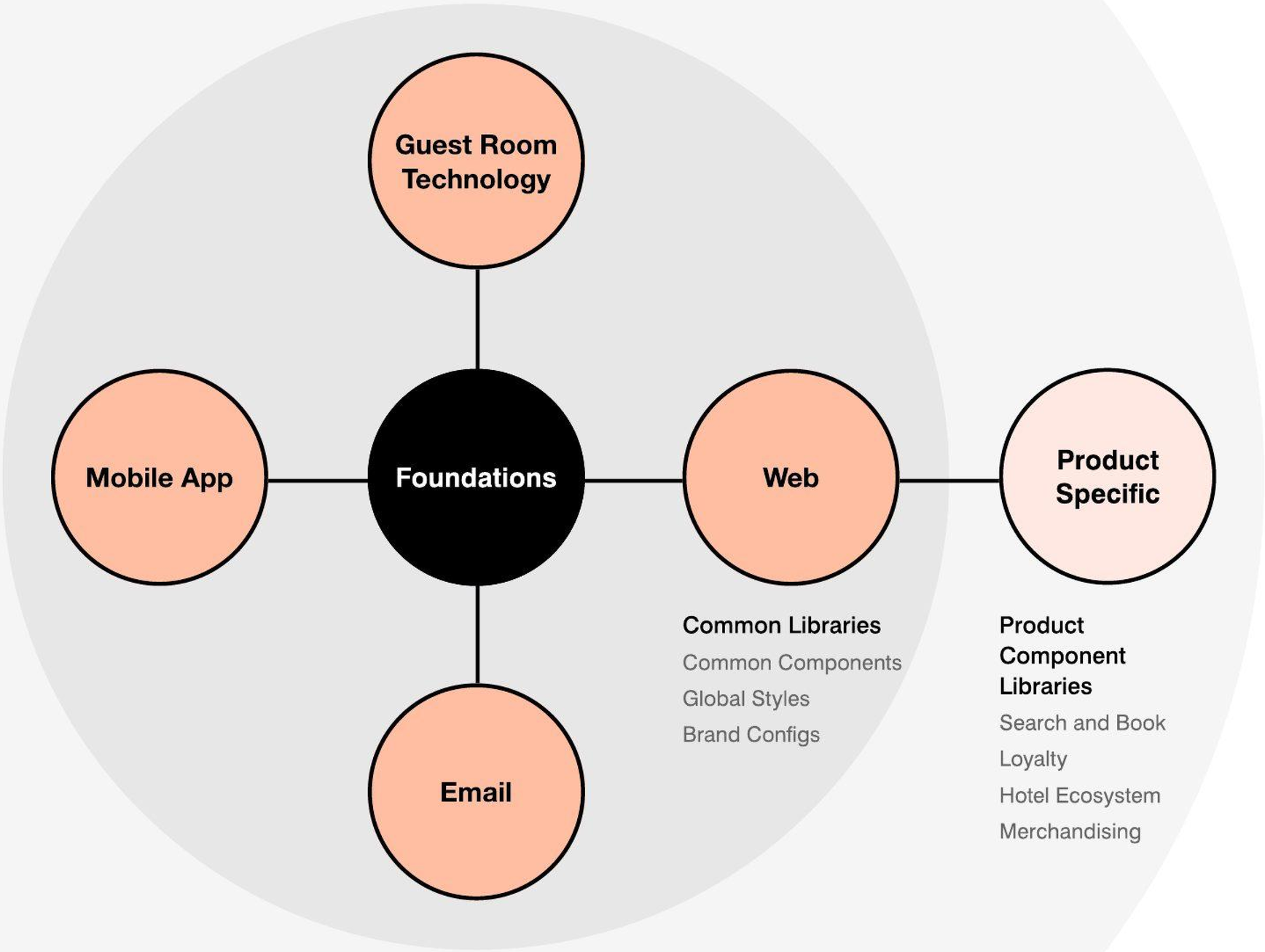
Omnichannel experiences across digital platforms

Transformed the design system into an enterprise product serving 25 digital teams, standardizing experiences across Marriott's digital ecosystem.

Foundational styles, naming, properties, and content models are aligned across platform components, enabling content and design consistency.



Atomic design for consistency & scalability

Styles & Tokens

A set of variables that define a component's visual style



Atoms

Basic UI elements that can't be broken down without being functional

A-EYEBROW

a-header

A basic body text element that includes all available sizes.



Molecules

Simple groups of UI elements functioning together as a unit

STELLAR CUISINE

Discover Our Michelin-Star Restaurants

Dine worldwide at Marriott Bonvoy's award-winning restaurants.

Primary Large

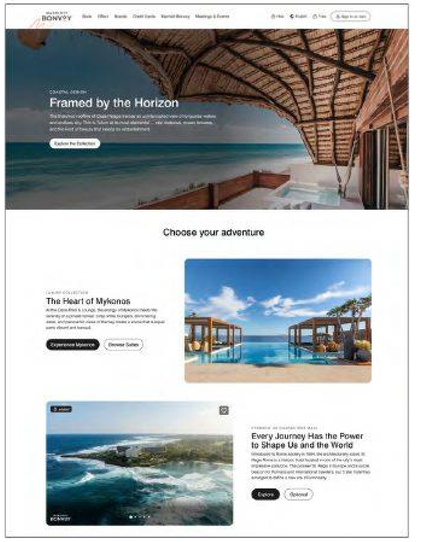
Organisms

Complex UI components composed of molecules, atoms or other organisms



Pages

High-fidelity user interfaces where smaller, reusable parts form the final product



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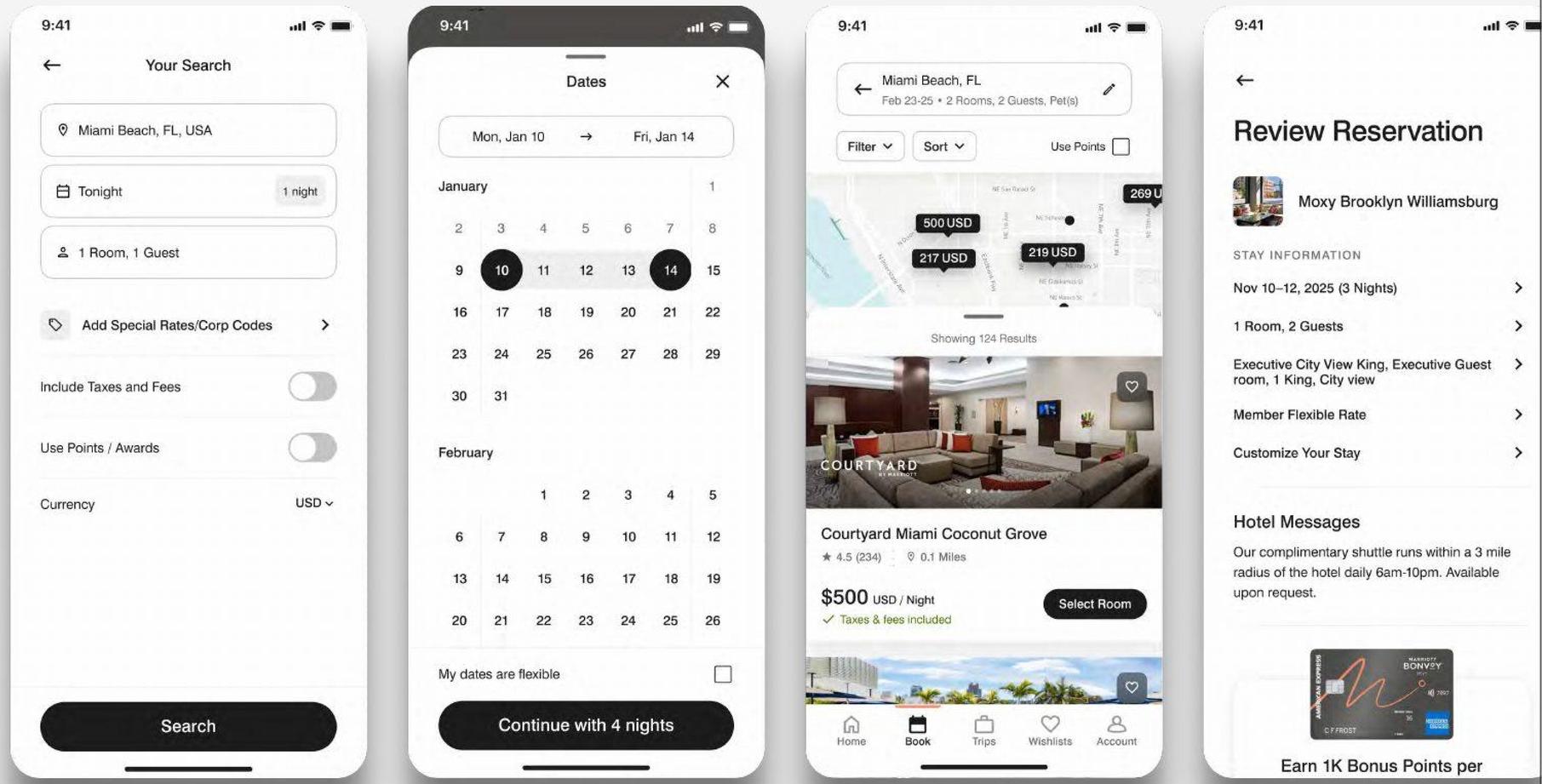
Functional task-oriented user interfaces

Clean, functional components and patterns prioritize clarity, consistency, and ease of use.

Purpose-built components and patterns help customers seamlessly search, book, check-in, and manage their accounts with confidence.



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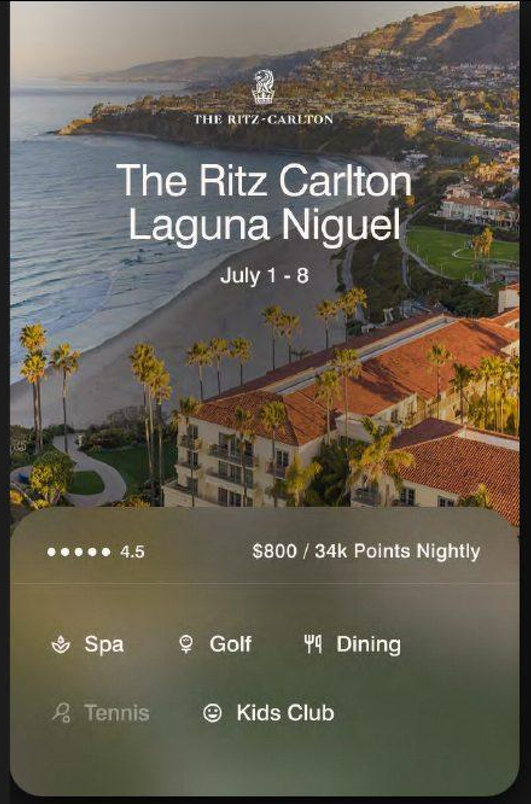
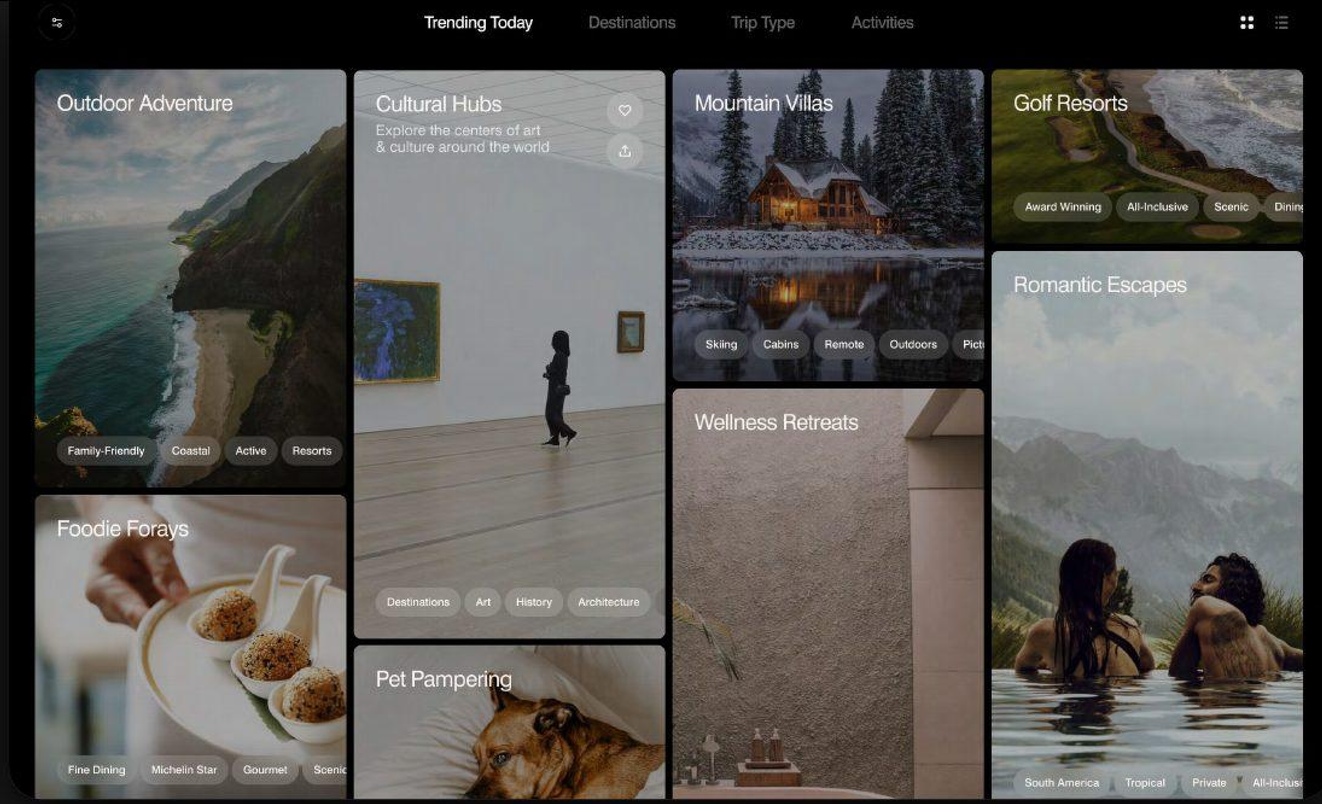
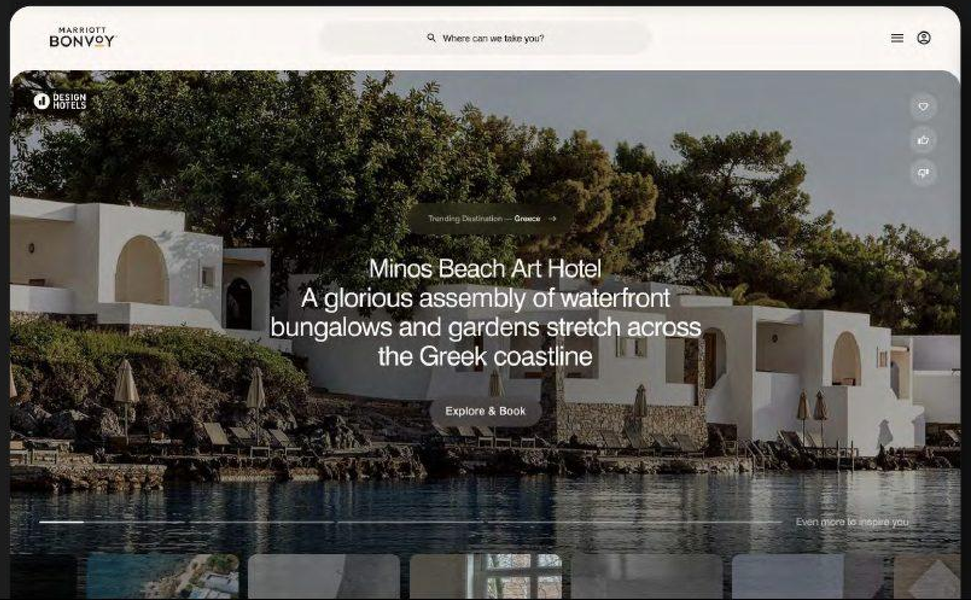
Immersive visual storytelling

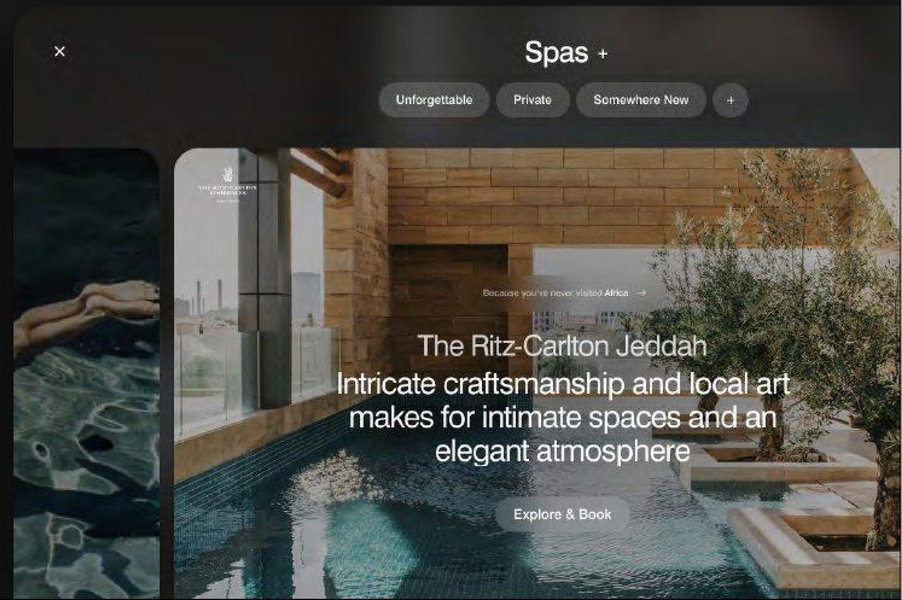
The design system brings Marriott's portfolio to life by blending cinematic imagery, layered surfaces, expressive typography, curated color, and distinctive visual accents.

Designed to reflect the breadth and diversity of Marriott brands, it creates rich, engaging experiences that inspire customers, encourage discovery and exploration, and deepen emotional connections with destinations and experiences.









Building a cross-functional team that builds products for products



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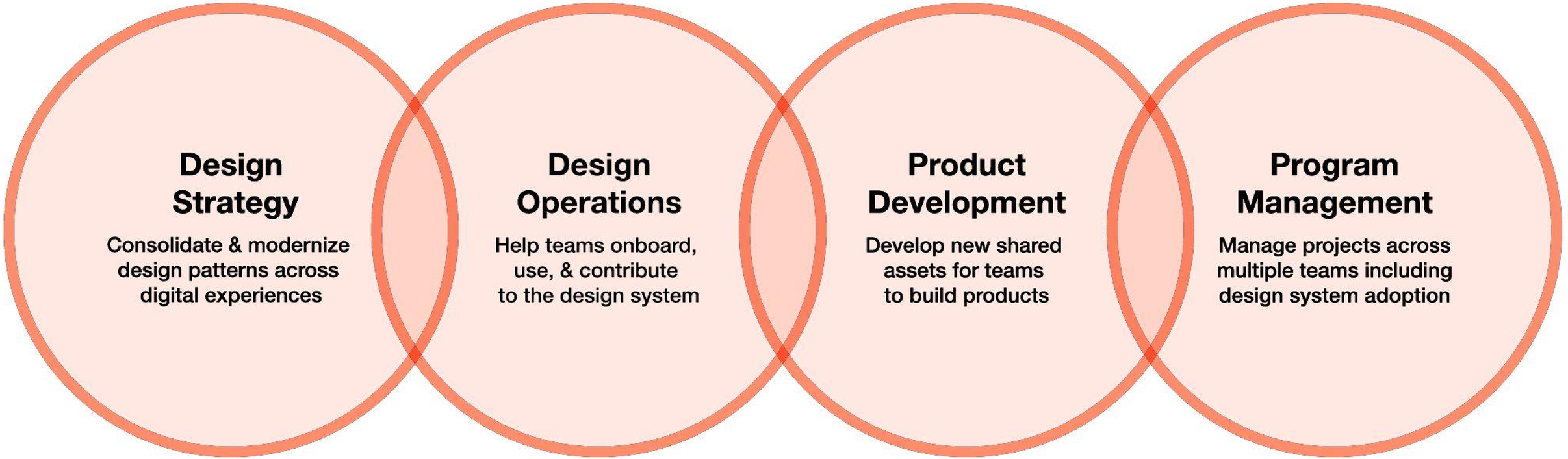
Design system team areas of focus

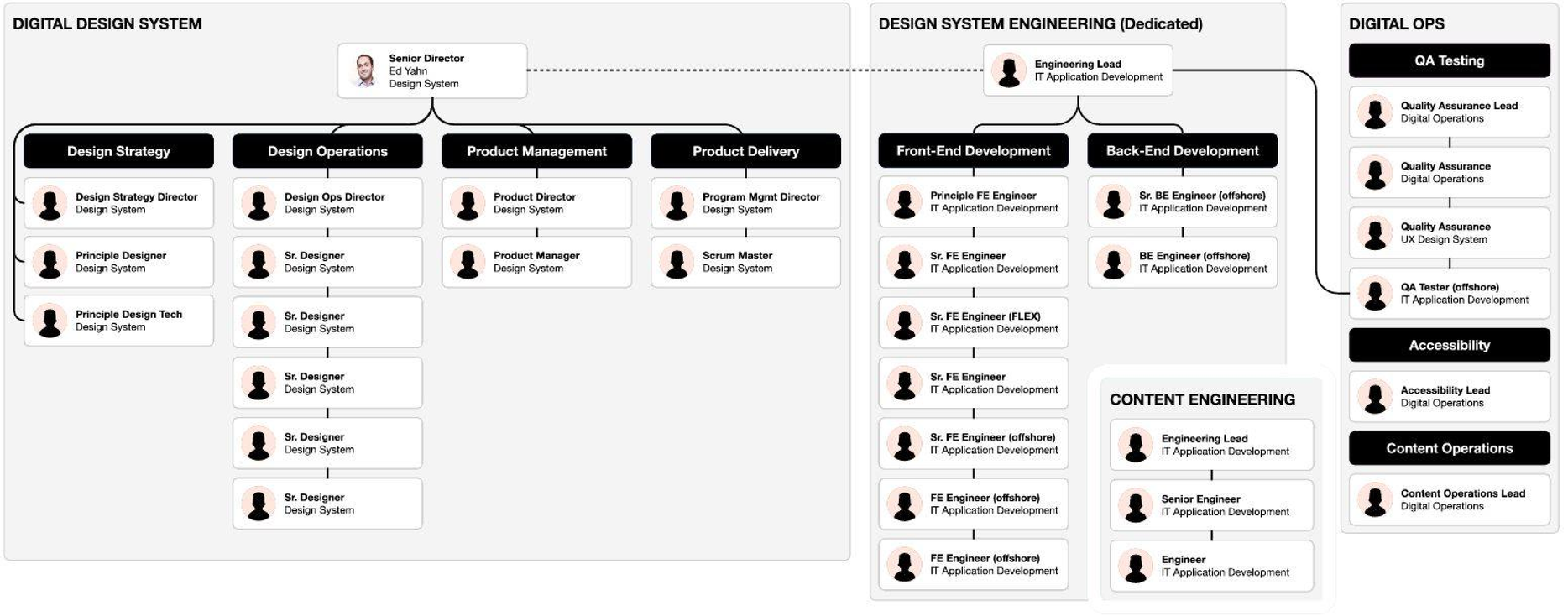


Beyond design: Building a cross-functional product organization

I served as Senior Director of UX, leading the vision, strategy, design, development, and operations of our enterprise Digital Design System. I transformed the organization from a small UX function into a cross-functional product team of 27 members spanning design, product, engineering, and delivery.

With partners across Content Engineering, QA, Accessibility, & ContentOps, **I orchestrated the collaboration needed to scale the design system.**

Marriott INTERNATIONAL



3→27
Team members
Cross-discipline specialits

9
Design
Strategy & DesignOps

4
Product
Management & delivery

10
Engineering
Front-end & Back-end

4
QA
Quality assurance

2
Partners
Accessibility & ContentOps

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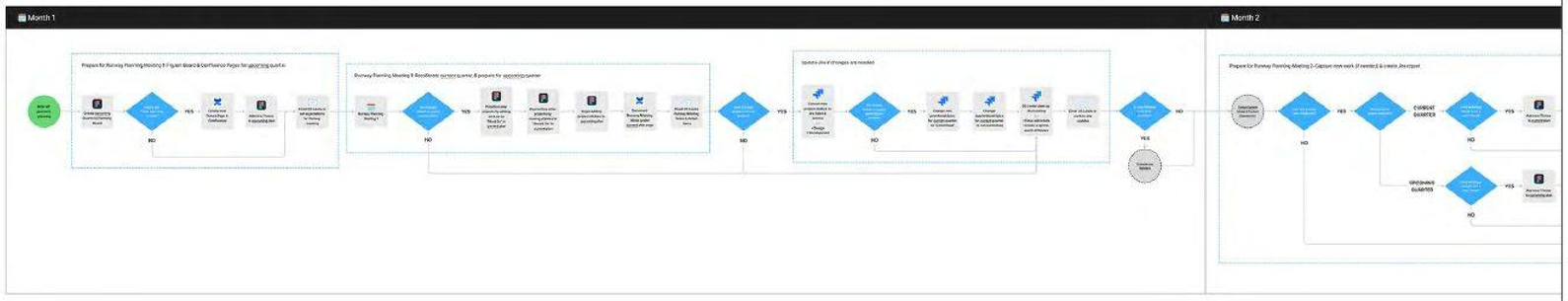
Building an operating model for scale

Established cross-functional ways of working across design, product, development, & operations, aligning teams through shared processes, workflows, & governance.

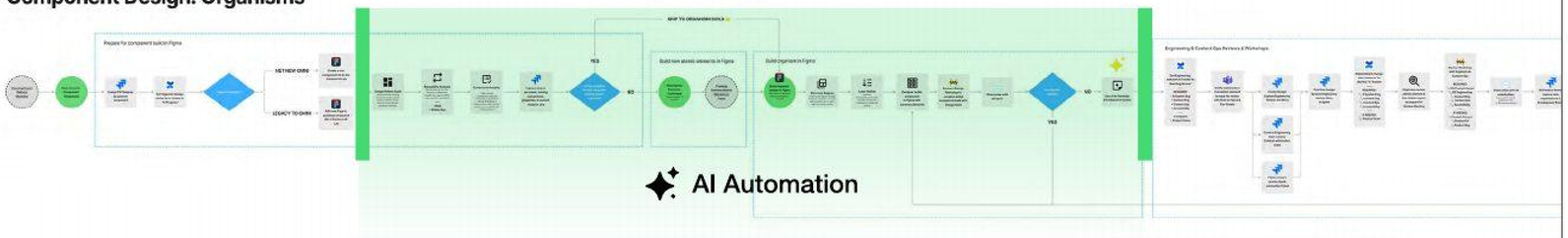
Standardized enterprise design workflows by leading Figma adoption, establishing shared libraries, governance, & consistent practices across teams.

Accelerated team productivity with AI by creating 23 workflow automations that reduced hours of repetitive design & product tasks to minutes while improving consistency & accuracy.

Design System Quarterly Planning



Component Design: Organisms



Development & Tech Documentation



Figma

ZeroHeight

Storybook

Jira

Confluence

GitHub

Cursor

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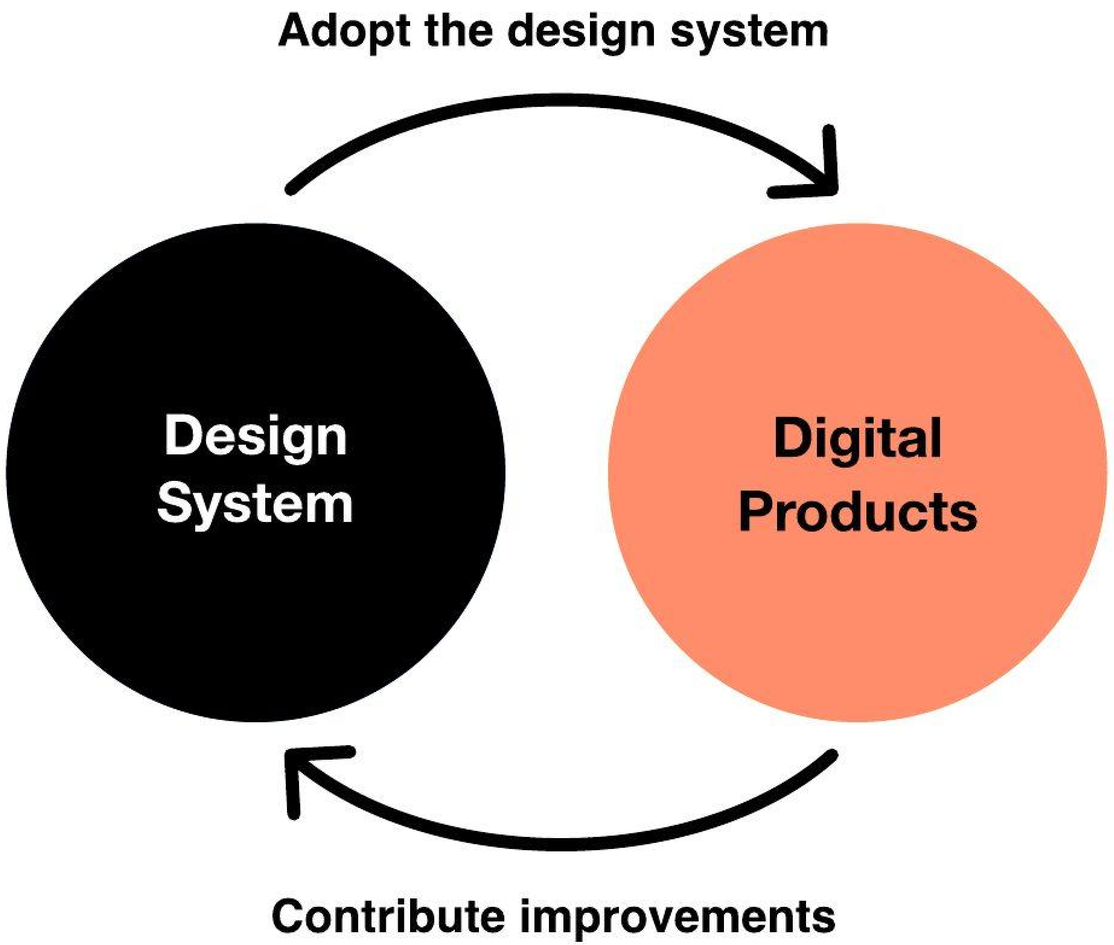
Servicing Digital Teams

The Design System and Digital Products have a symbiotic relationship.

The **Design System** provides products with foundations, building blocks, and design standards, helping them build consistent modern experiences quickly.

Digital Products inform what's in the design system, helping it grow and mature to better meet their needs.

The **Design System Service Model** establishes a structured approach for how teams engage with the design system, helping them successfully use the design system and creating a feedback loop that improves the system over time.



14	223	50	428
Onboarding Sessions	Design Standards Consultations	Design Standards Reviews	Intake Requests

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Scaling the design system to deliver omnichannel experiences across 40+ brands & 25 languages

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Omnichannel components

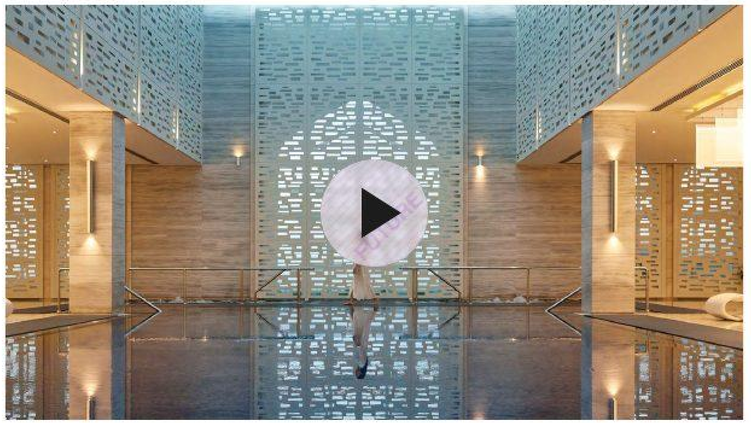
Reusable omnichannel components align on atomic structure, naming, properties, and behaviors, which enable shared content across platforms, AI-readiness, and parity between Figma design, code, and documentation.

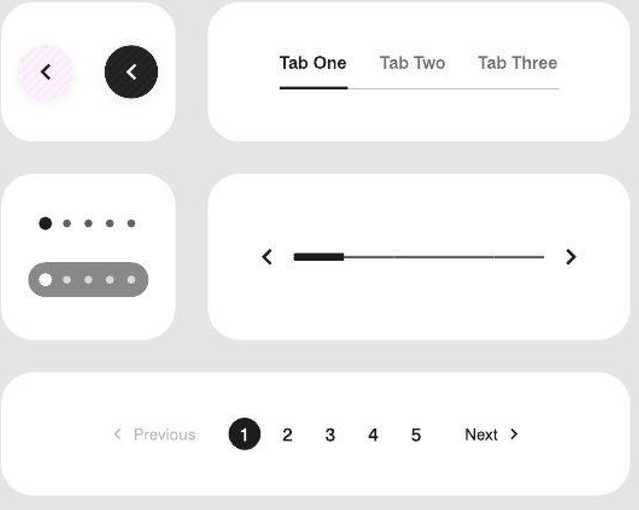
Built a scalable component library of 110 reusable React components with AEM integration, enabling shared content, consistent UI, & AI-readiness.

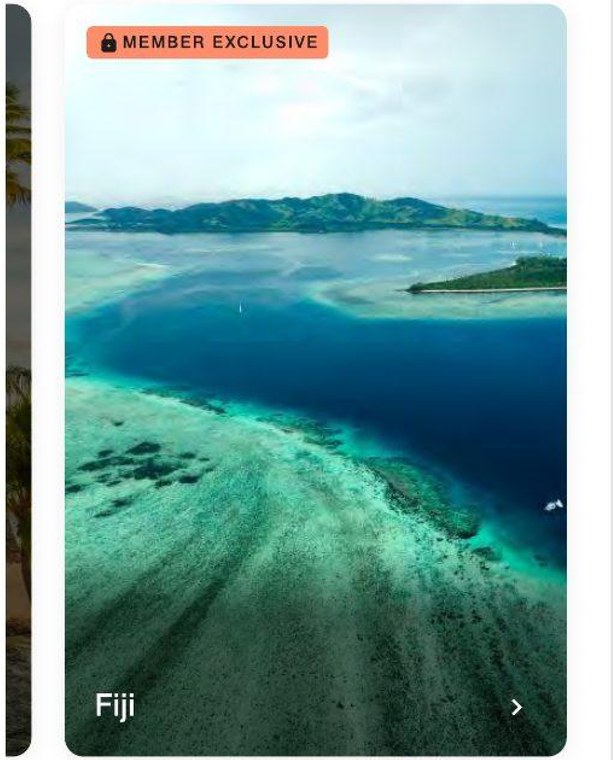
Consolidated 383 product-specific components into reusable solutions, expanding the shared library by 20%.

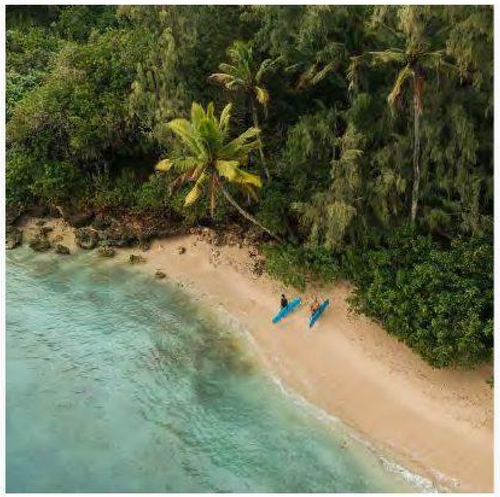
Created a reusable AI Cursor Skill to automate the conversion of new designs to structured components built with design system atoms and molecules.











Jamie O'Brien Surf Experience

Feel the thrill of catching a wave in the pristine waters of Hawaii's North Shore with private s…

Discover More →



A World of Wonder Awaits

From vibrant cities brimming with energy to hidden sanctuaries rich in natural beauty, dis…

Read Article →



Journey

From breathtak
cultures, these jou

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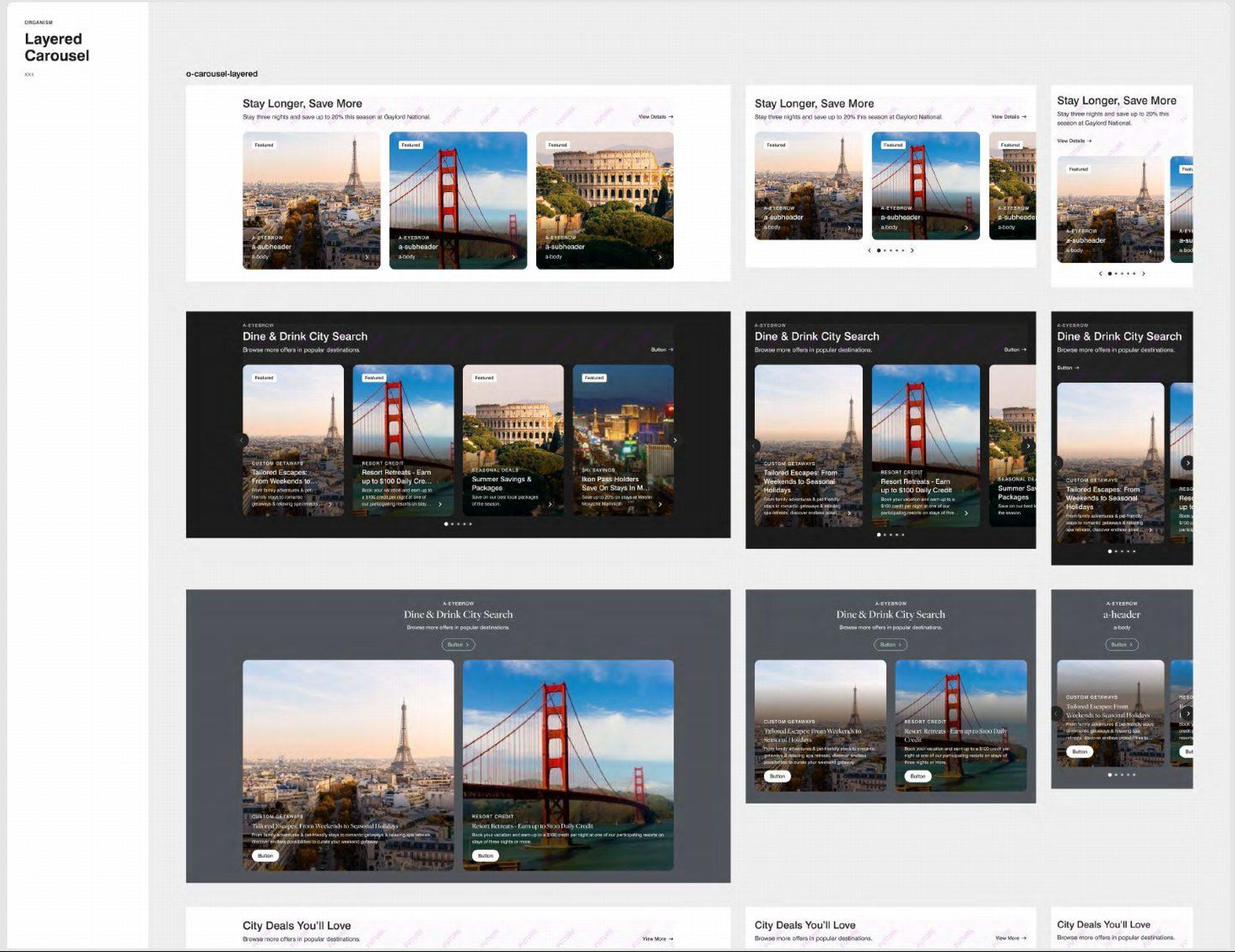
Smart component configurations

Components were designed to be flexible, allowing a wide range of configurations and brand expressions.

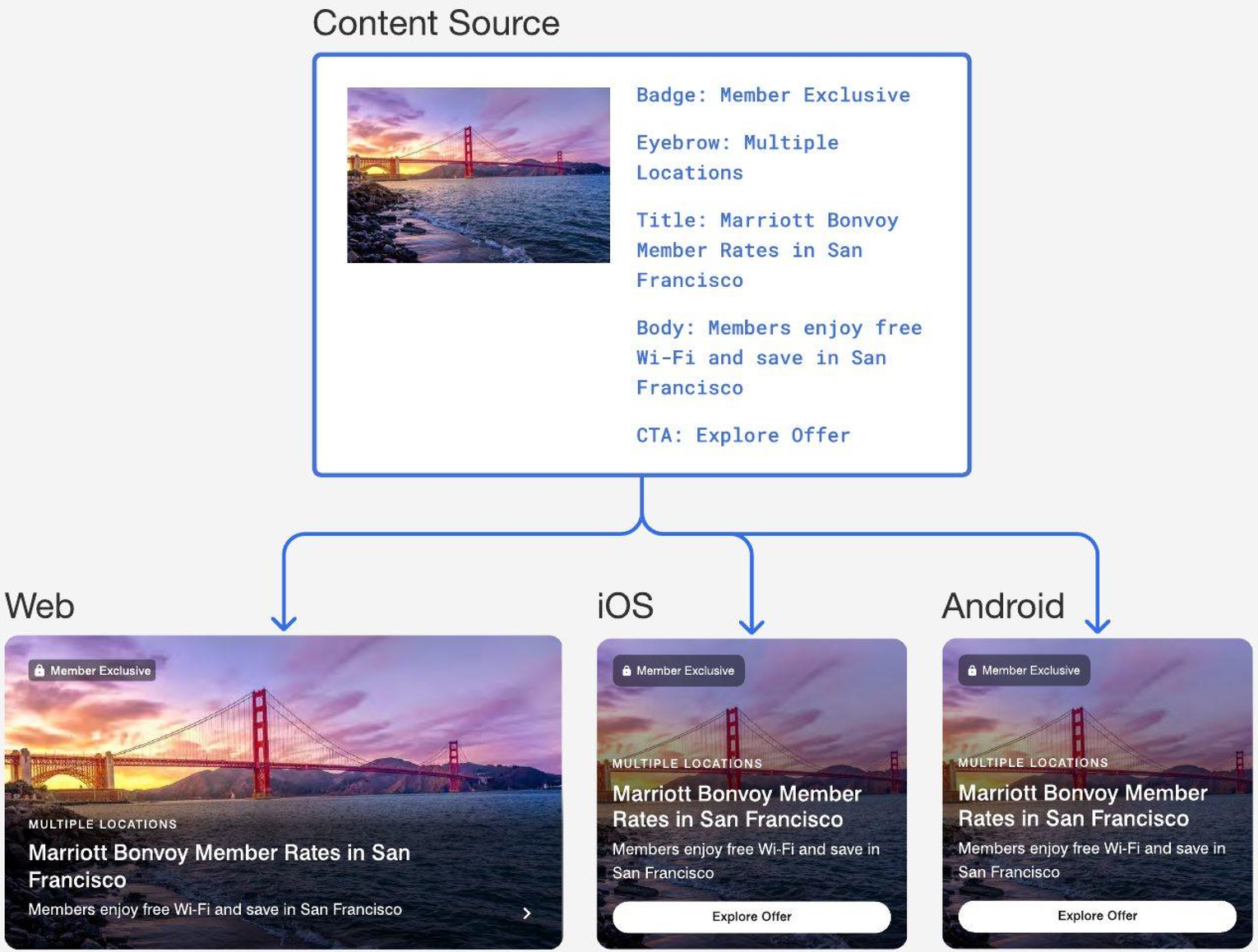
Built with atomic building blocks, ensuring consistency and adaptability across projects.



Omnichannel components deliver shared content

Omni components are formatted to **deliver content fragments across platforms** from a centralized source.

They enable reuse, simplifies management, and ensures consistency.



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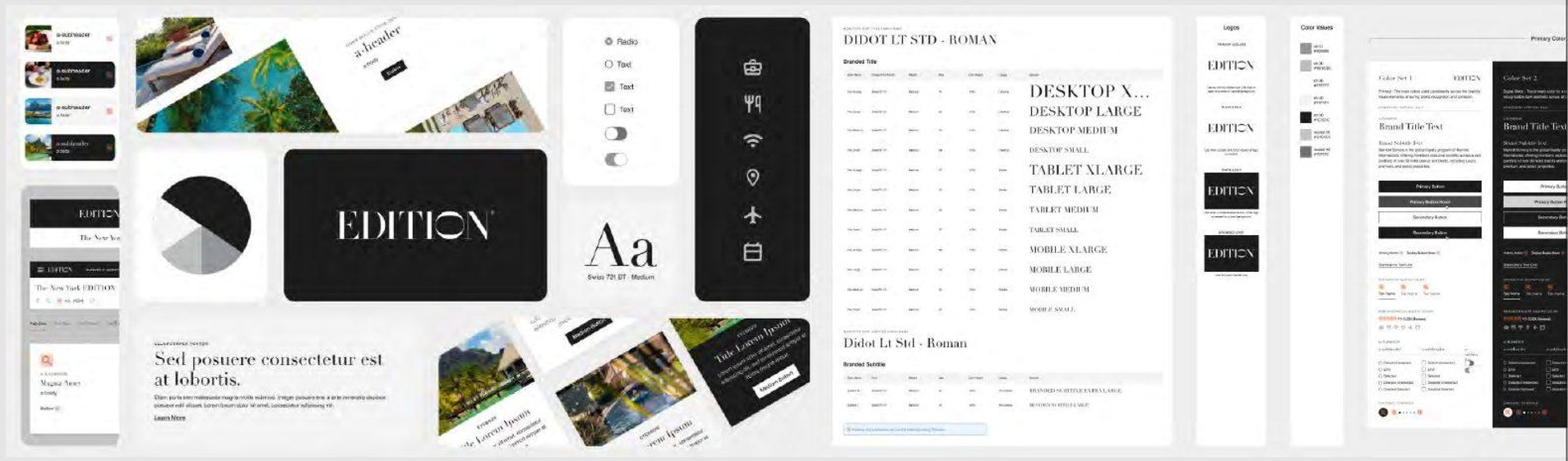
Enabling brand expression at scale

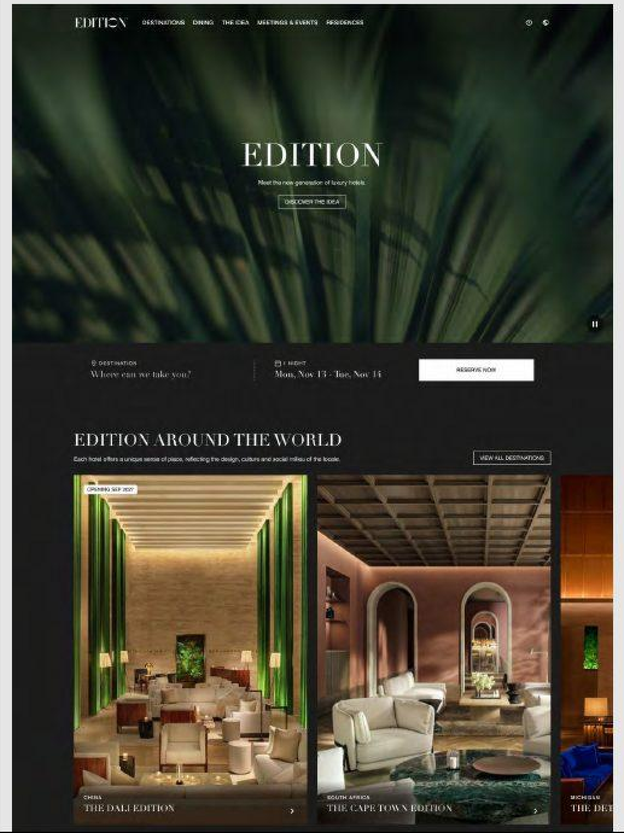
Enabled distinct brand experiences across 40+ hospitality brands through configurable components, brand configurations, 7 color sets, & 2,597 design tokens while maintaining consistency across digital platforms.

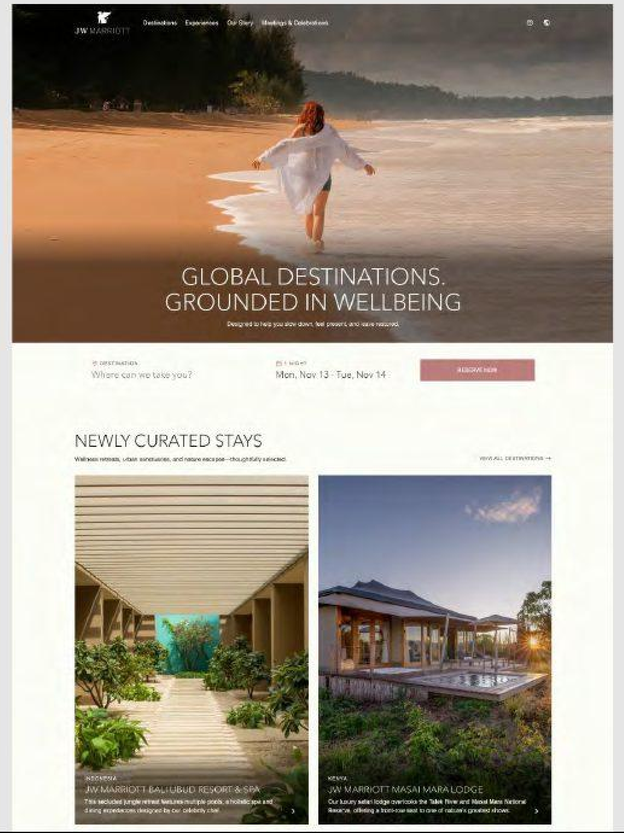
Supported brand launches & updates by executing 6 new brand launches, 12 themes, & 20 brand updates through digital brand guides, shared assets, & code integration.

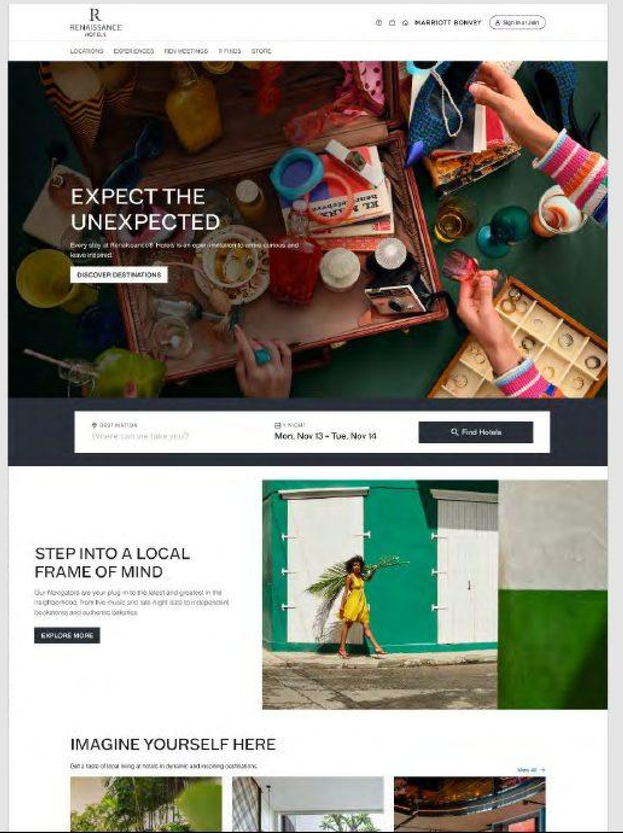
Expanded brand expression by adding new tokens & component configurations to further differentiate unique brand identities.

Shaped the future of Marriott Bonvoy's digital design language by establishing a vision to modernize experiences across digital channels.









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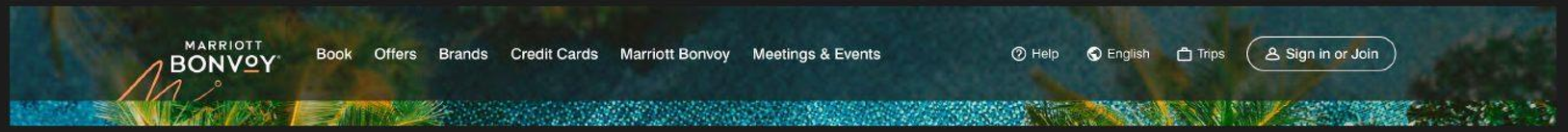
Global Navigation

Navigation is foundational to Marriott's customer-facing websites, providing reusable components that adapt seamlessly across devices to deliver consistency and wayfinding across 25 languages on 10,000s AEM platform web pages.

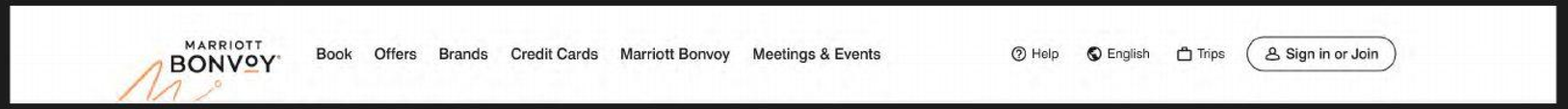
Led the design and development of 6 configurable header and 2 footer components.

Navigation experience fragments are being rolled out globally across 25 languages.

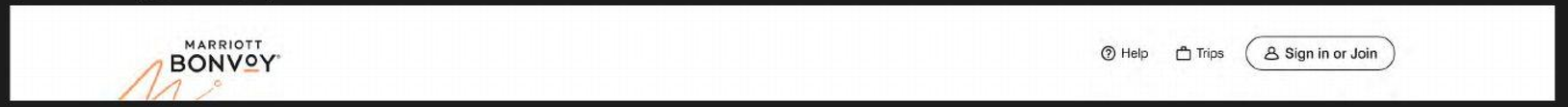
HOME PAGE



PRIMARY & SECONDARY



SIMPLIFIED (COMMERCE)



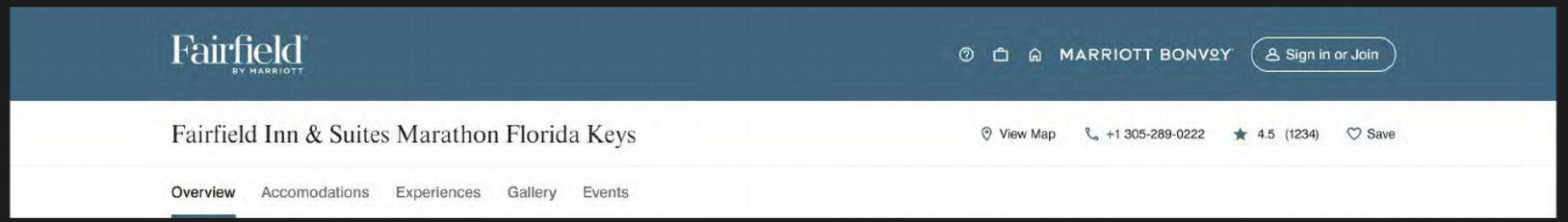
CORPORATE



THIRD-PARTY



HOTEL WEBSITES



BRAND SITES



LUXURY SITES



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Design System Documentation

Advanced the design system documentation website to be a centralized self-serve online reference guide for digital design standards and brand guides when building Marriott digital experiences.

Provided content authors with standards and guidelines for structuring content across digital channels, establishing a consistent voice, tone, and writing style.

Created a reusable AI Cursor Skill to automate component documentation from Figma assets and specs.

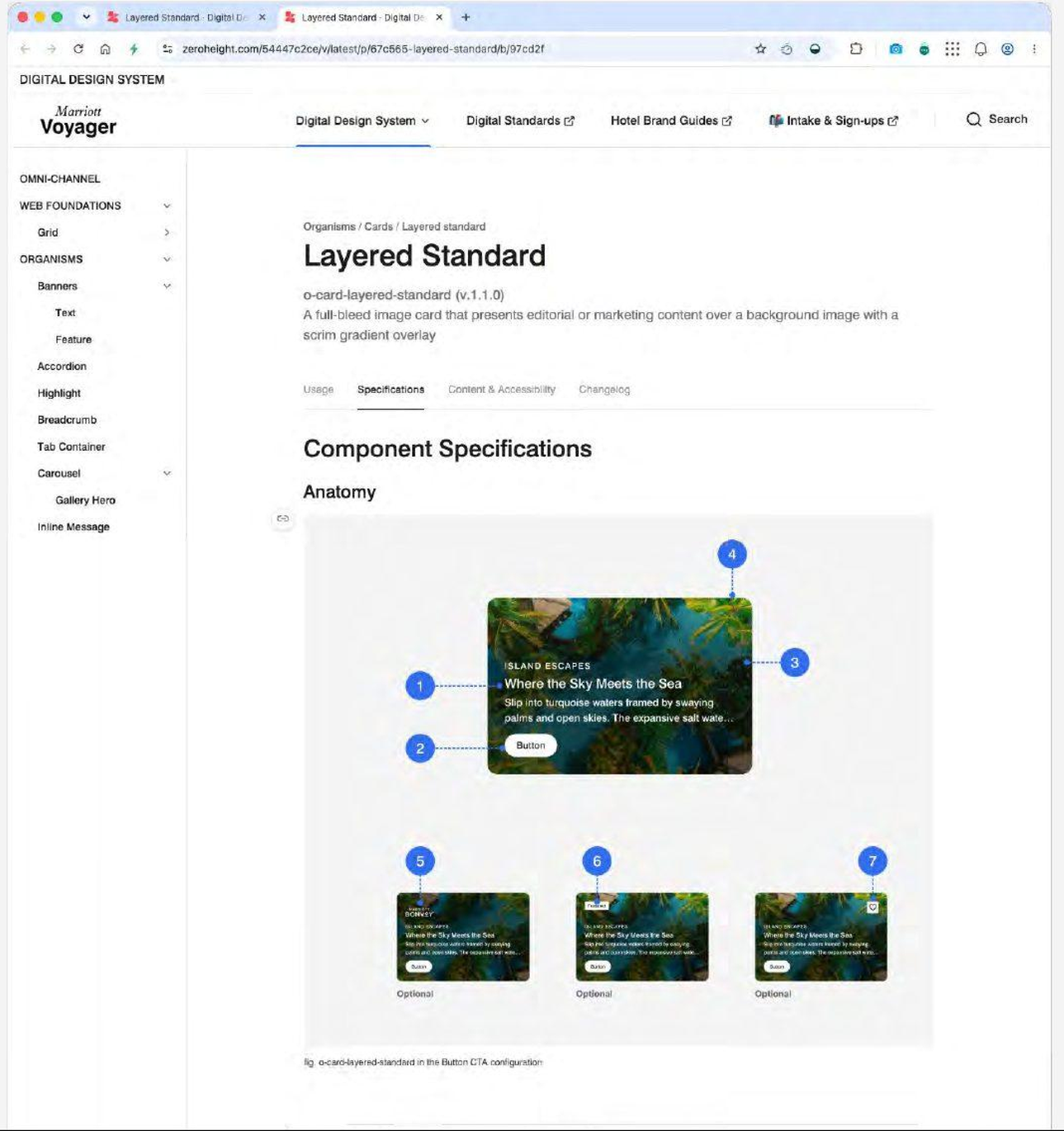
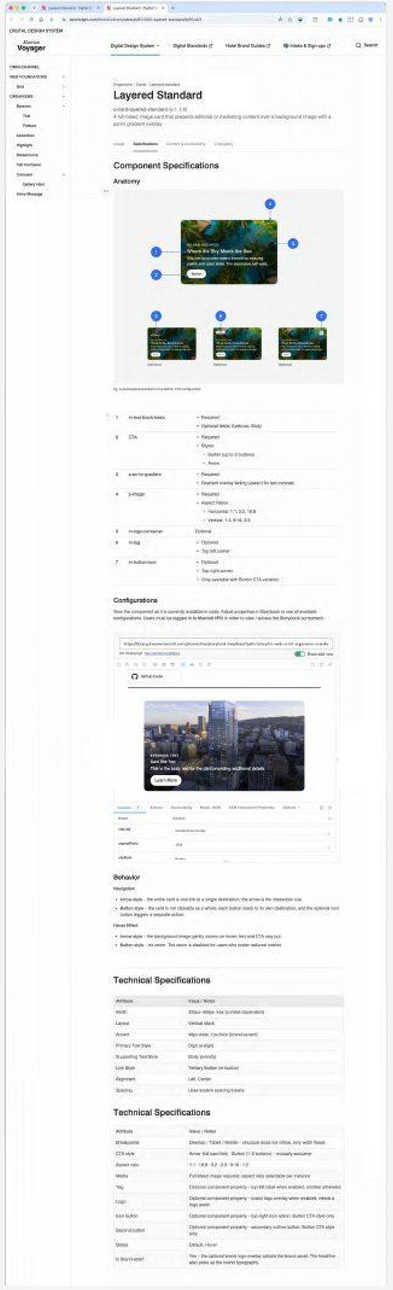


fig. o-card-layered-standard in the Button CTA configuration



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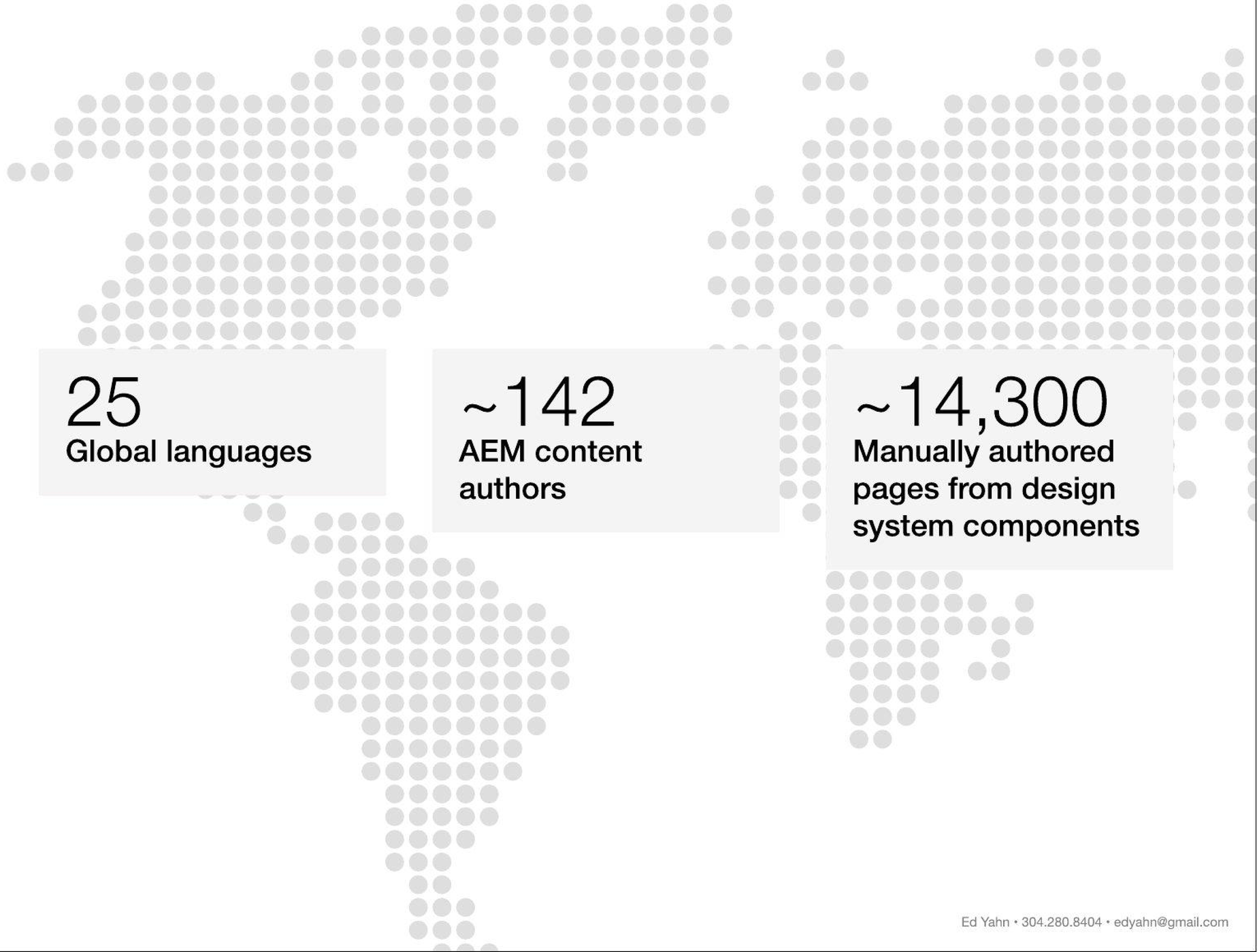
Global publishing scaled by AEM component authoring

Components have React UI front-end and AEM backend that content authors use to generate 10,000s of pages in 25 languages for different audiences around the globe.



25
Global languages

~142
AEM content authors

~14,300
Manually authored pages from design system components

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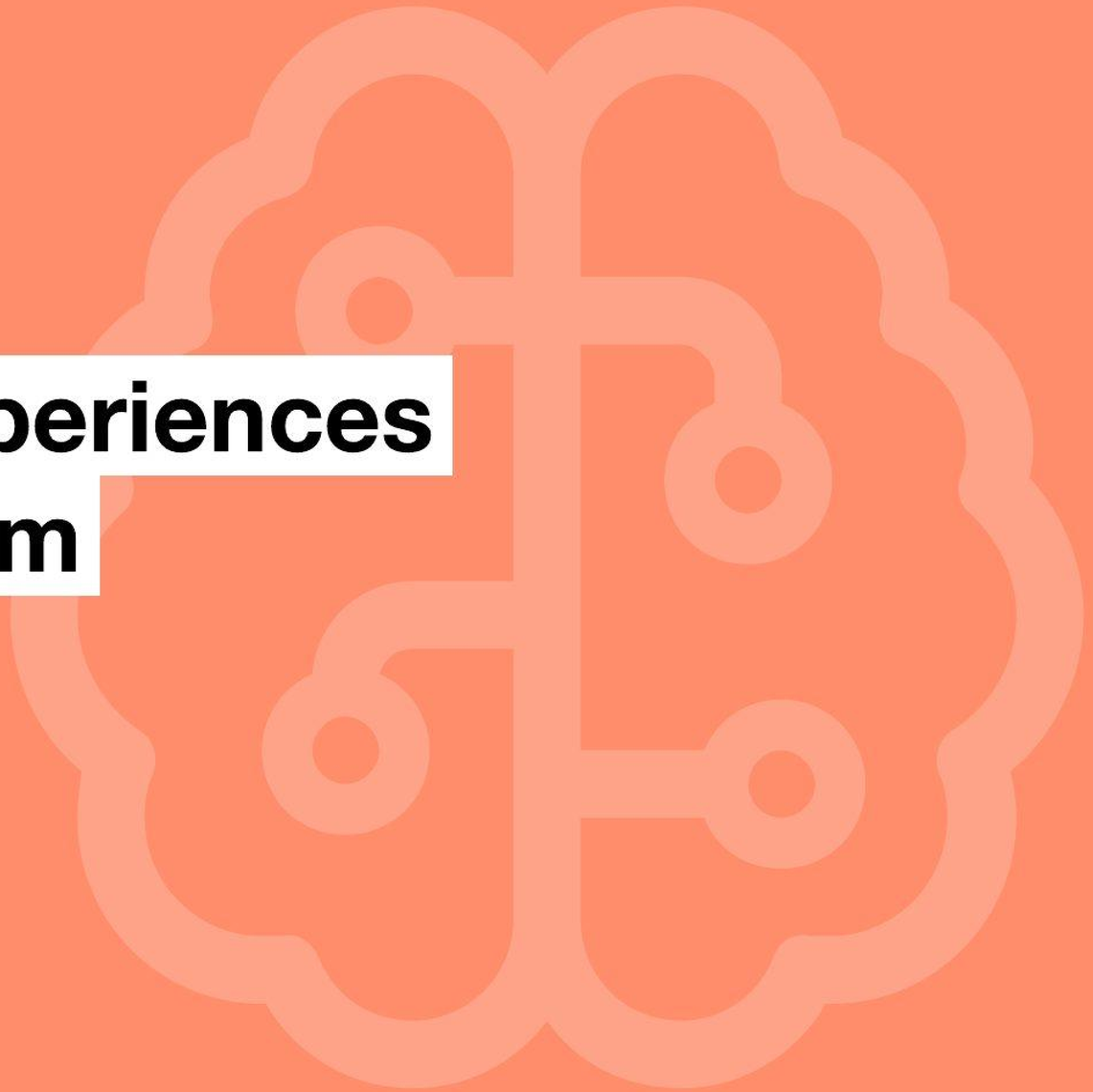
Generating digital experiences with the design system powered by AI



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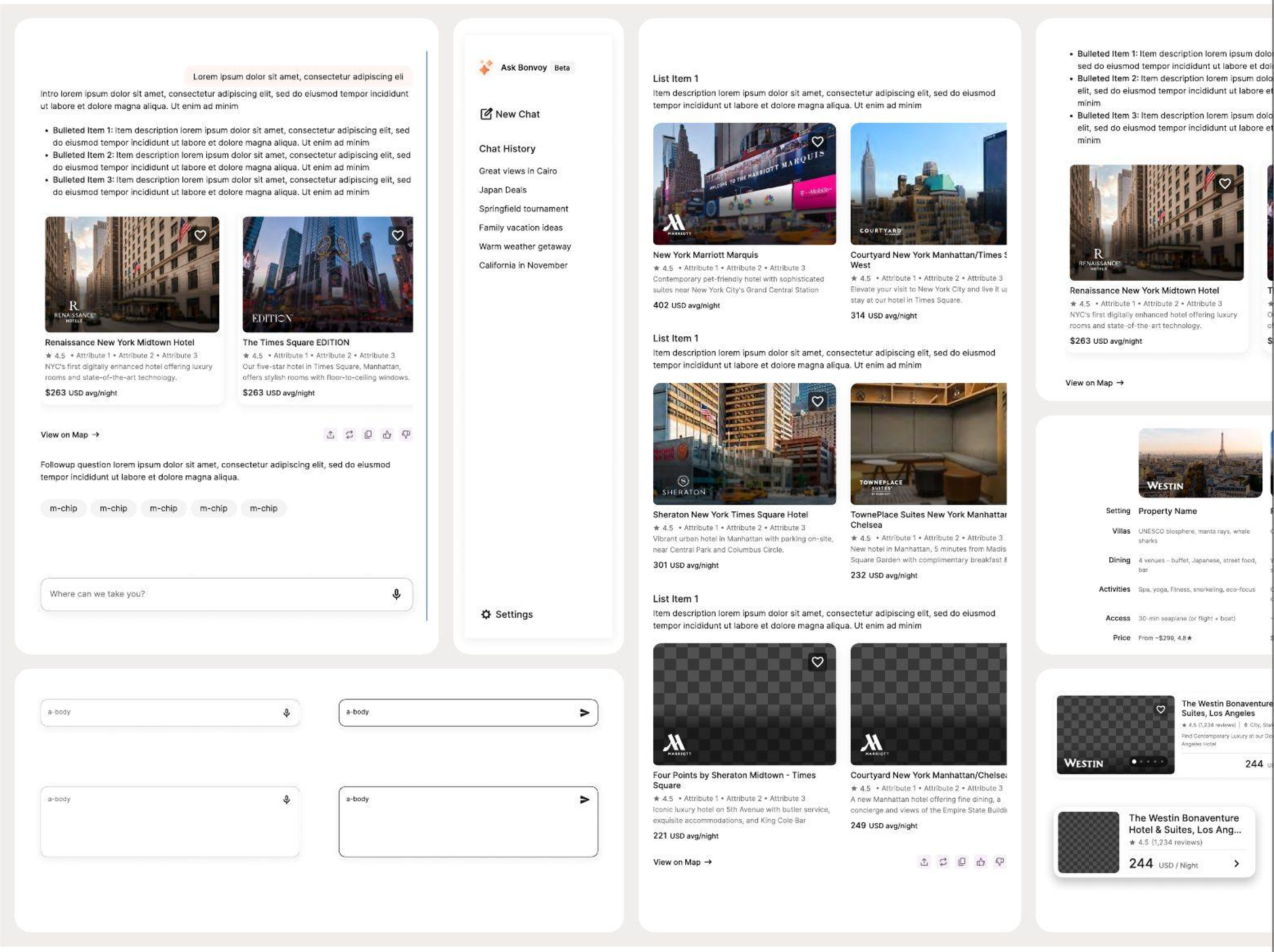
AI conversational search built with the design system

Collaborated on a component library for Marriott's first AI conversational search experience.

Partnered with the product team responsible for building Ask Bonvoy, which helps travelers find the Marriott hotel and room that fit their trip.

Designed 21 new components, using existing design system atomic elements, including cards with 16 response variations.



FUTURE GOAL

Personalized digital experiences built with the design system & powered by AI

Design System

Standards & guidelines

Styles & Design Tokens

Components

Primary Large

a-header

Signals

- Past Stays
- Search Behavior
- Preferences
- Loyalty Status
- Location
- Time & Context
- Device

AI Engine

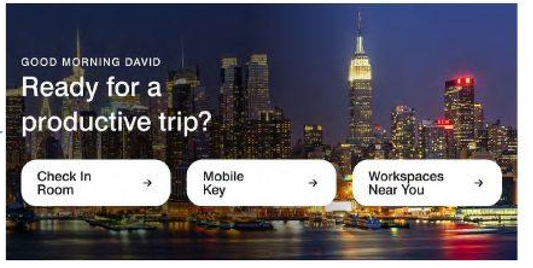
Real-time understanding & personalization

Personalized Experiences



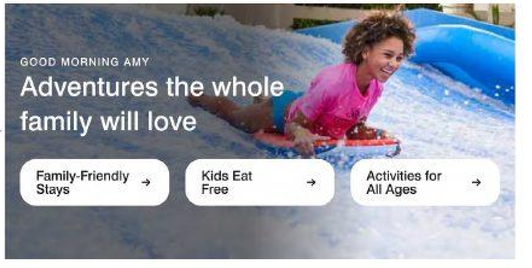


Leisure Traveler





Business Traveler





Family Traveler

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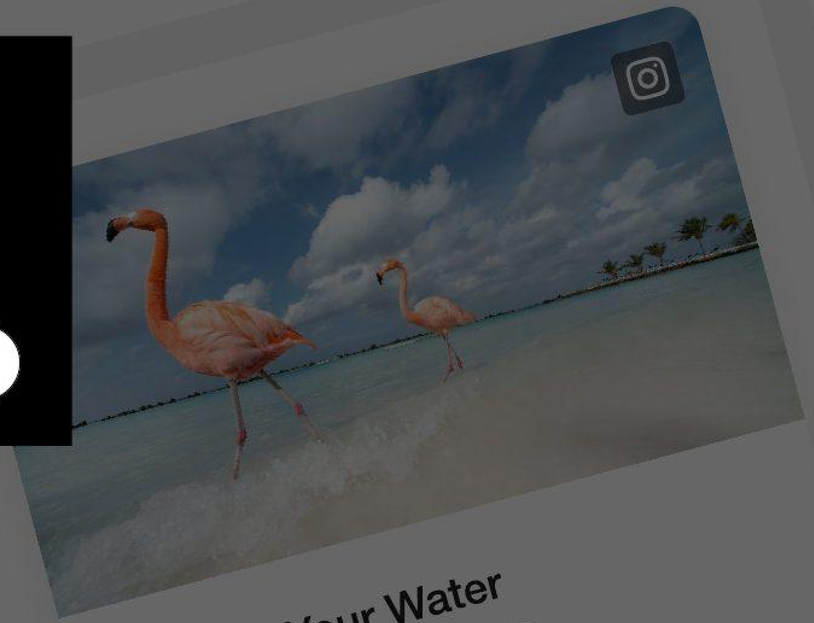
MARRIOTT BONVOY®



Choose Your Water Adventure: Aruba vs. Curacao

Aruba and Curacao? Each island nation offers diving with colorful coral reefs and fascinating marine life. Discover which island offers your perfect escape. …

Aa

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