Parallel Devs

SANDOZ A Novartis Division

Decouple Site Development & Design Systems — React + Contentful

Biosimilars in MS

Challenge

We were brought in to architect the digital presence for a Biosimilar Unbranded platform in the pharmaceutical space. The client needed more than a website—they needed a reusable design system capable of powering multiple sub-brands and product microsites from a single, consistent component library.

The core tension: deliver a UI that feels fluid and visually engaging while respecting the scientific rigor and accessibility standards required in healthcare. Every animation, layout, and interaction had to serve a purpose—guiding clinicians and patients through complex medical content without friction.

Our Solution

*High-performance frontend architecture built on Next.js with a fully documented, modular design system using **Atomic Design and Storybook**.*

Atomic Design System & Storybook

- Organized the entire UI into Atoms, Molecules, and Organisms—creating a shared visual language between design and engineering
- Built and maintained a living component library in Storybook, serving as the single source of truth for every element on the platform
- Enabled isolated testing of each component, catching visual regressions before they reached production

Next.js Static Architecture:

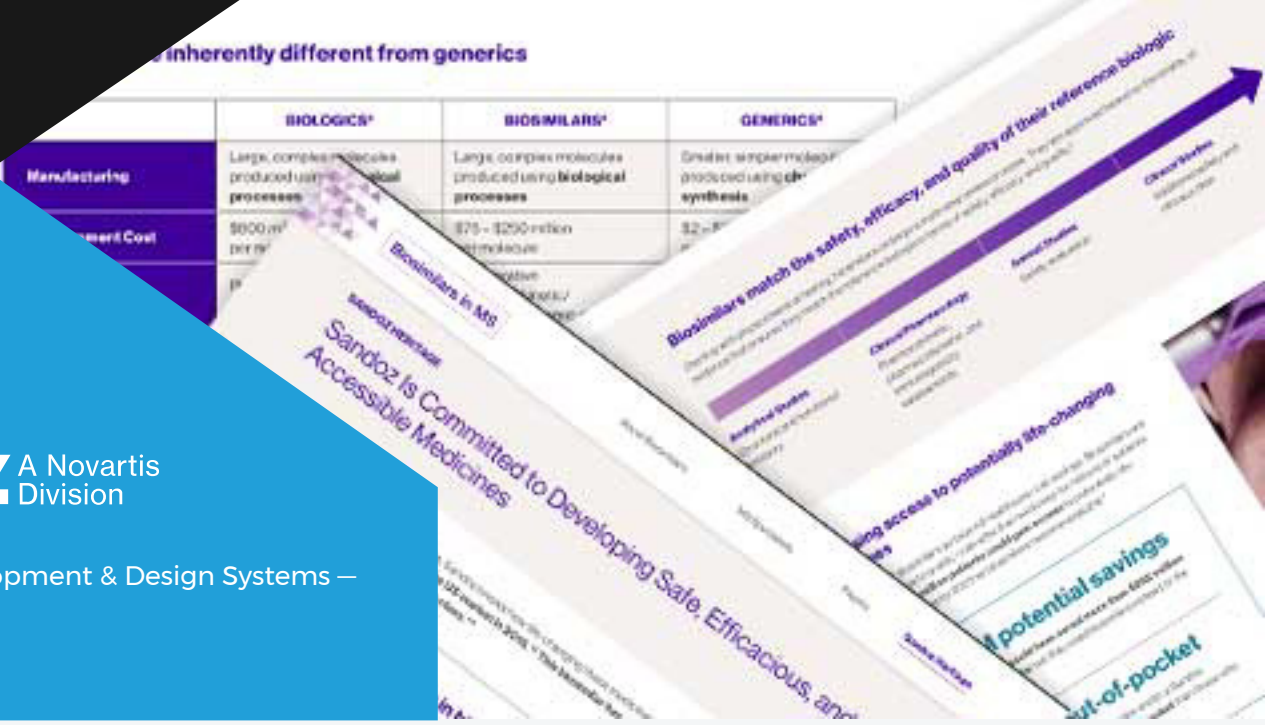
- Leveraged Static Site Generation (SSG) for near-instant page loads and strong SEO out of the box
- Structured the codebase for scalability—new pages and sub-brand microsites can be assembled from existing components without rebuilding from scratch

info@paralleldevs.com
www.paralleldevs.com
USA 954 400 1310

Parallel Devs

SANDOZ A Novartis Division

Decouple Site Development & Design Systems — React + Contentful



Motion & Interaction Design:

- Implemented hardware-accelerated animations with Framer Motion to guide user attention through dense scientific content
- Translated high-fidelity Adobe XD prototypes into pixel-perfect React components, preserving every design intention from concept to production

Technologies & Tools

- Next.js (Static Site Generation)
- React + TypeScript
- Atomic Design Methodology
- Storybook (Component Library & Documentation)
- Framer Motion (Animation Engine)
- Adobe XD (Design Prototyping)
- CSS Modules / Styled Components
- CI/CD Pipeline + Automated Testing

Results and Impact

- The modular design system allows the client to launch new pages or sub-brands 50% faster, turning what used to be full development cycles into simple component assembly.
- Lighthouse performance scores consistently above 90 across all metrics—delivering a platform as reliable as the medical products it represents.
- Storybook documentation reduced onboarding time for new developers and eliminated design drift across teams and product lines.
- The architecture is built to scale: additional biosimilar microsites can be rolled out using the same component library, maximizing the return on the initial build.
- Ongoing collaboration ensures the design system evolves alongside the client's growing product portfolio.