Yusra Al-Amin Principal Design Systems Designer

Seattle, WA · yusra.alamin@gmail.com · +1 206-555-0165 · linkedin.com/in/yusraalamin

PROFILE SUMMARY

- **Principal Design Systems Designer** with **13 years** in travel and marketplaces, setting the direction for one shared design system behind **3 consumer brands** on web, iOS and Android.
- Works across **Figma** (variables, modes, Code Connect), **Style Dictionary**, **Storybook** and **Supernova**, and holds the **WCAG 2.2 AA** bar for every component the system ships.
- Known for **multi-brand token architecture**, **federated governance** and **accessibility programs**, with migrations that moved large product orgs onto the system without freezing their roadmaps.
- Works with design and engineering directors, the brand team behind each brand and the mobile platform leads, and chairs the monthly design system council that approves breaking changes.
- Mentors **5 senior designers** across the system team and product areas, sits on design hiring loops, and talks about multi-brand theming at design system meetups.

TECHNICAL SKILLS

Figma & Library Tooling:	Figma, Figma Variables, Component properties, Figma Dev Mode, Figma Plugin API, Figma Enterprise admin
Token Pipelines & Formats:	Style Dictionary, W3C Design Tokens format, CSS custom properties, iOS asset catalogs, Android XML resources
Front-End & Storybook:	Storybook, React, TypeScript, CSS, Figma Code Connect, Chromatic
Accessibility Standards & Testing:	WCAG 2.2 AA, WAI-ARIA, axe DevTools, VoiceOver, TalkBack, Section 508, IAAP CPACC
Docs Platforms:	Supernova, Storybook Docs, MDX, Confluence
Release & Contribution Workflow:	GitHub, Semantic versioning, RFCs, codemods, Jira
Research & Adoption Analytics:	User interviews, Figma Library Analytics, react-scanner, Looker Studio

EDUCATION

School of the Art Institute of Chicago — **B.F.A. in Visual Communication Design** — Chicago, IL · Sep 2009 to May 2013

IAAP — **Certified Professional in Accessibility Core Competencies (CPACC)** — Remote · Apr 2021

WORK EXPERIENCE

Expedia Group — **Principal Design Systems Designer** — Seattle, WA · Mar 2018 to Present

- Designed the multi-brand token architecture that themes Expedia, Hotels.com and Vrbo from one component set, cutting the design work to launch a brand theme by **60%**.
- Set up federated governance with an RFC process and a design system council, growing accepted contributions from product teams from 4 to **52 a year**.
- Led the accessibility program for the system with legal and platform engineering, clearing **2 external WCAG 2.2 AA audits** with no open findings on core components.
- Planned the move of **40+ product teams** from 3 legacy UI kits onto the shared system over 18 months, with codemods, office hours and a migration tracker for each team.
- Agreed one component API spec with the web, iOS and Android platform leads, so Figma and code names matched on **94%** of components in the yearly parity audit.

Groupon — **Senior Product Designer** — Chicago, IL · Jul 2013 to Feb 2018

- Led the first company-wide component library for the consumer and merchant sites, replacing **4 separate UI kits** with one shared Sketch library.
- Rebuilt the type, color and spacing foundations for the responsive redesign, which lifted mobile web conversion by **12%** on the consumer site.
- Wrote the first pattern library site with usage rules for **60 components**, which design and engineering used for every new merchant tool.