Priyanka Rajagopalan Senior Design Systems Designer

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PROFILE SUMMARY

- **Senior Design Systems Designer** with **8 years** in banking and fintech, currently owning the design system behind **4 products** used by 26 designers and 90 engineers on web and mobile.
- Works in **Figma** (variables, modes), **Tokens Studio** and **Style Dictionary**, **Storybook** with **Chromatic**, and **Zeroheight**, with enough React and CSS to review component code with engineers.
- Deep in **multi-theme token architecture**, **component API design** and **adoption measurement**, running the system like an internal product with a roadmap, releases and user research.
- Partners with the web and mobile platform leads on the coded library and with design managers on intake, and sits on the fortnightly system review that sets priorities.
- Mentors **3 designers** on systems work and runs the contribution workshop that every new designer joins in their first month.

TECHNICAL SKILLS

Figma & Library Tooling:	Figma, Figma Variables, Auto Layout, Component properties, Figma Dev Mode, Figma Plugin API
Token Pipelines & Formats:	Tokens Studio, Style Dictionary, W3C Design Tokens format, CSS custom properties, iOS asset catalogs, Android XML resources
Front-End & Storybook:	Storybook, Chromatic, React, TypeScript, CSS, Figma Code Connect
Accessibility Standards & Testing:	WCAG 2.2 AA, WAI-ARIA, axe DevTools, VoiceOver, TalkBack
Docs Platforms:	Zeroheight, Storybook Docs, MDX, Notion
Release & Contribution Workflow:	GitHub, Semantic versioning, Changesets, RFCs, Linear
Research & Adoption Analytics:	User interviews, Usability testing, Figma Library Analytics, Omlet, Amplitude

EDUCATION

University of Technology Sydney — **B.Des. in Visual Communication** — Sydney, Australia · Feb 2014 to Nov 2017

Nielsen Norman Group — **UX Certification, Interaction Design Specialty** — Remote · Jul 2021

WORK EXPERIENCE

Airwallex — Senior Design Systems Designer — Sydney, Australia · Apr 2022 to Present

- Rebuilt the token architecture in Tokens Studio and Style Dictionary so **4 products** now share one source for light and dark themes on web, iOS and Android.
- Rewrote the contribution model with an RFC template and a fortnightly review, growing accepted contributions from product teams from 6 to **31 a year**.
- Took system adoption from **41% to 87%** of shipped UI in 2 years, tracked in Figma Library Analytics and Omlet and reported to design leadership every quarter.
- Set up Chromatic visual tests on every Storybook story with the web platform team, catching **120+ unintended UI changes** before release in the first year.
- Redesigned the table, filter and form components behind the payments dashboards, cutting the time teams need to build a new admin screen from 3 days to **1 day**.

Westpac — Product Designer, Design System — Sydney, Australia · Jan 2018 to Mar 2022

- Led the accessibility review of **70 components** in the bank's shared design system, fixing contrast, focus order and screen reader labels to meet WCAG 2.1 AA.
- Wrote usage guidelines and do and don't examples for the form patterns, cutting a new designer's onboarding to the system from 3 weeks to **5 days**.
- Reworked the color palette into **24 semantic roles** with tested contrast pairs, shared by the digital banking apps of the group's consumer brands.