

# Kevin Muldoon



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## Profile

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Innovative Design Systems Leader with 8+ years of experience architecting scalable design frameworks for enterprise organizations. Specializes in design token architecture, component-based systems, and cross-platform implementation. Proven track record of transforming design processes through technical innovation while ensuring accessibility compliance. Passionate about creating cohesive user experiences through systematic design thinking, engineering collaboration, and open-source contributions.

## Work Experience

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03/2022 – 02/2025

New York City Metropolitan Area

### Lead Design Technologist / Design Systems

#### Dow Jones

- Managed the architecture and support of the **Dow Jones Design System**, a white-label design system serving **brands such as the Wall Street Journal, Barron's, and MarketWatch**, ensuring consistency and quality across all platforms.
- Led the **Token-First initiative**, a strategic shift away from platform-specific components to position design tokens as the foundation of the Design System.
- Additionally, **reverse-engineered Figma plugins** whose code was solely owned by a former employee ensured that Dow Jones retained access and ownership of its **Design System tooling source code**.
- Developed the open-source **Genome Color Tool**, a comprehensive **design system palette site** that generates palettes for multiple leading design systems while embedding **WCAG accessibility standards**.
- Developed a custom **Style Dictionary platform** to transform design tokens from Figma into CSS-in-JS, SCSS, and native iOS and Android code, significantly accelerating the process of turning design decisions into production code.
- **Invented the CTI+ Taxonomy**, which is utilized to study and scientifically categorize design tokens, contributing to a deeper understanding and improved management of our design assets.

05/2021 – 03/2022

### Lead Product Designer, Enterprise Design Systems (iOS)

#### Aetna, a CVS Health Company

- Led innovations in Color Systems, Design-Tokens, and Style-Dictionary, which resulted in the creation of a white-label Design System in Figma that meets WCAG compliance standards.
- Collaborated closely with Designers, Engineers, Systems Architects, and Accessibility (A11y) teams to facilitate a smooth company-wide transition from Sketch to Figma, helping to streamline design processes and improve team efficiency.
- Advocated for the Design System across the organization, which significantly increased adoption rates and enhanced the overall user experience.

02/2021 – 05/2021

New York, New York, United States

### Sr. Product Designer, Design Systems

#### Creative Circle

- Researched and implemented a new design system taxonomy, which improved communication between Design and Engineering teams
- Collaborated with iOS engineers to create typography tokens, dark-mode definitions, and dynamic type support, helping ensure consistency across platforms
- Developed components in Figma based on pixel-perfect specifications from the Director of Product, which enhanced the precision and quality of our design output

## Work Experience

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03/2020 – 10/2020  
Cheshire, Connecticut,  
United States

### **Sr. Product Designer Medacist**

- Developed a comprehensive Design System in Figma, which significantly boosted design and engineering efficiency.
- Collaborated closely with engineering teams and stakeholders, ensuring that the design met all business requirements and aligned with company goals.
- Created interactive prototypes and detailed videos, effectively demonstrating user flows and the behavior of various elements through different states.
- Designed unique custom icons and illustrations, along with crafting UX copy, enhancing the overall user experience and visual appeal of our products.

06/2018 – 03/2020  
Greater New York City Area

### **Sr. Product Designer Dynata**

- Collaborated with engineering, product managers, project managers, and training teams to research mobile-friendly layouts for our internal survey fielding application, which improved usability for field staff.
- Designed and prototyped solutions for a diverse range of internal and external products, such as Coolazelle, CityHall, the Insights Platform, new client onboarding, and MS BOS, helping to enhance user engagement across multiple platforms.
- Created clear and engaging presentations of UX concepts, which aided in discoverability for users by showcasing multiple ways to perform tasks, benefiting both new and experienced users alike.

03/2015 – 06/2018  
Greater New York City Area

### **Sr. iOS Engineer / Designer Dynata**

- Collaborated with stakeholders and an external design agency to revamp the mobile app QuickThoughts, which plays a crucial role in generating over 20% of all survey completions company-wide.
- Developed production-ready code following a Test-Driven Development (TDD) and Continuous Integration (CI) workflow, ensuring high-quality software delivery and reliability.
- Designed and programmed two additional mobile apps, iPoll and mTHOUGHTS, broadening our product offerings and enhancing user engagement.

## Projects

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01/2024 – 03/2024

### **Design Systems Rodeo**

- Developed a six-episode podcast series, which focused on key topics such as accessibility, color theory, gamification, and design patterns, helping to educate listeners in these critical areas of design.
- Collaborated with ZeroHeight as the primary sponsor, enhancing the podcast's reach and credibility within the design community.
- Researched and curated content for each episode, ensuring that discussions were relevant and insightful, which engaged a diverse audience of designers and developers.
- Coordinated with industry experts and guests to share their insights, which enriched the conversations and provided listeners with valuable perspectives.
- Promoted the podcast across various platforms, boosting listener engagement and expanding our audience network in the design field.

present  
United States

### **Genome Color Tool**

- Developed the open-source Genome Color Tool, which serves as a comprehensive design system palette site for generating color palettes across multiple leading design systems.
- Integrated WCAG accessibility standards into the tool, helping ensure that all generated palettes are accessible to a wider audience, including those with visual impairments.
- Created an intuitive user interface, making it easier for designers to utilize the tool

# Projects

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effectively and efficiently.

- Collaborated with other developers on the project, fostering a community-focused approach that encouraged contributions and improvements from various users.

# Skills

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## - COMPETENCIES

Design Systems  
Architecture



Design Tokens



Figma



Accessibility/WCAG



Design-to-Code  
Automation



Style Dictionary



## - PROGRAMMING

Swift



JavaScript



Typescript



Figma Plugins

