

SAMUEL JONES

Systems Designer · Design Systems, Tokens & Accessibility

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SUMMARY

Systems designer with seven years building and governing design systems as products, most recently a token-driven, multi-brand foundation supporting 28 global hotel brands. I work at the layer where a core library meets the domains that extend it: defining token taxonomy, setting contribution and graduation criteria, normalizing naming between Figma and code, and keeping accessibility and documentation coherent as adoption scales. I ship coded prototypes and use AI and agentic workflows daily for audits, component generation, and engineering handoff, with a clear bar for when that output is good enough to land in a system. I am currently building the agentic context layer of a design system so coding agents can produce on-system UI without a designer in the loop for every screen.

CORE FOCUS

Design system architecture and governance · Base and alias token systems · Core-and-domain library models · Contribution workflows and adoption auditing · Design-to-code taxonomy alignment · Component, pattern, and composition design · WCAG 2.2 AA and inclusive design · Figma libraries and variables · Storybook and design tokens · Coded prototyping (React / React Native) · AI and agentic pipelines for system work · Multi-timezone team leadership and mentorship

EXPERIENCE

Product Designer, Design Systems · Quandri

February 2026 – Present · Vancouver, BC (Remote)

- **Building an agentic design system:** structuring tokens, components, and usage rules as machine-readable context so Claude and other coding agents can generate on-system UI reliably. The design work is deciding what an agent needs to know, and in what form, to clear the system bar without a designer reviewing every screen.
- Systems-led product design for a broker-facing SaaS platform, translating recurring interface problems into reusable components rather than one-off screens.
- Build coded prototypes to validate interaction and motion decisions with engineering before committing them to the shared library.

Product Design Lead, Design System · IHG Hotels & Resorts

July 2025 – February 2026 · Atlanta, GA

- **Architected and delivered a multi-brand design system supporting 28 global hotel brands** across luxury, premium, and mainstream segments: a core layer plus brand-level themes, closely analogous to a core-and-domain library model.
- Built a token-driven foundation that unified brand expression at the core while allowing controlled flexibility at the theme layer, so brands could differentiate without forking components.
- Defined which decisions belonged in the core versus a brand theme, and the criteria a brand-level pattern had to meet before being promoted into the shared foundation.
- Partnered across design, engineering, product, and content to align component taxonomy, documentation, and naming conventions between design libraries and the codebase.
- Coordinated releases and communicated core direction to brand-side stakeholders, advocating for system health against short-term brand asks.

Design System Manager, Genesis · Sense

April 2022 – July 2025 · San Francisco Bay Area

- **Created the Genesis design system from the ground up** and grew it into the foundation for a platform-wide redesign.
- Established the foundational token standard (base tokens and alias tokens) and the naming conventions that let product teams theme and extend without breaking the core.
- Designed the component, pattern, and composition layers, and governed documentation and interaction standards as adoption spread across product teams.

- Led and mentored designers across multiple timezones, running contribution and review workflows that kept a distributed group contributing to one system.
- Planned and executed the platform-wide redesign on top of the system, auditing adoption and migrating surfaces incrementally rather than in a single cutover.

Principal Product Designer, Design System · Olive

August 2021 – April 2022

- Built the Olive design system from the ground up: foundations, component library, and the standards other designers worked against.
- Led design direction on the system and established the review bar for what qualified as system-ready.

Senior Product Designer, Design System · Baker Hughes

January 2019 – August 2021 · Houston, TX

- **Creator of the Baker Hughes Design System**, setting the design standard for the OFS Digital product portfolio.
- Worked as a systems thinker across a large portfolio, prioritizing initiatives by their cascading impact on downstream product teams rather than by individual team request.
- Balanced system-wide standards against the platform and domain constraints of individual products.

Senior Product Designer · Home61

July 2017 – December 2018 · Miami, FL

- Redesigned the Home61 front end and back office; established the design standards and style guide that became the platform's first shared foundation.
- Partnered directly with the CEO and CTO to tie design strategy to company OKRs.

User Experience Designer · DEVENEY

November 2015 – June 2017 · Greater New Orleans

- End-to-end product design and front-end development: user research and interviews, competitive research, wireframes, prototypes, UI design, and UX documentation.

Earlier

- UX Designer roles at Tropics Software Technologies, LabTech Software, and RunBook (2014–2015): research, usability testing, style guide and design standards work, and high-fidelity prototyping. Co-founder of E-Torial and Kanect (2013–2014), both product-design-led ventures.

INDEPENDENT PRODUCT WORK

Two shipped consumer social apps built solo, covering design system, front end, and release pipeline, on iOS and Android.

- **Shooters Club:** a community app for competitive shooters covering match discovery, performance tracking, and club management. Shipped through multiple App Store releases on a token-based component library with a defined color and type system.
- **Pipeline Sports:** a youth travel-ball platform for teams, coaches, and families, live on iOS and in closed testing on Google Play.
- Both run on **AI-assisted and agentic development pipelines** for component generation, audits, and CI, including automated testing and release workflows. That judgment about when AI output clears the system bar comes from shipping on them.

AWARDS & CERTIFICATIONS

AVA Digital Platinum: Best Website · AVA Digital Platinum: Best Blog · AVA Digital Platinum: Marketing, PR, Advertising, Digital Agency · AVA Digital Gold: Small Business · OSHA-10