Austin Robinson

Design System Lead, Tesla

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Tesla Austin, TX

Staff UX Designer, Design Systems

Aug 2023-2024

- Created and documented 40+ new and existing components, which were then published to UI kits, code packages, and the design system website.
- Helped to scale design system adoption from 31 to 443 applications in 3 years.
- Created and maintained Figma UI kits, with millions of quarterly uses.
- Designed an iconography system with over 400 icons based on new foundations, which has been scaled across every major product and platform at Tesla.
- Determined strategic direction for the system, prioritizing initiatives and establishing and nurturing relationships cross-functionally with product teams and across organizations.
- Drove cross-platform consistency across web, native mobile (iOS & Android), vehicle, kiosk, and factory platforms, working to align different organizations to one standard.
- Led and trained designers contributing new and existing patterns to the system.
- Served as the design lead for the system, sending communications on new releases, providing support, and collaborating with product teams to take in requests and feedback.

Senior UX Designer, Design Systems

Apr 2021-Aug 2023



Paper Crowns

Freelance Jan 2020-Present

Front-End Engineer

Designing and building websites and web applications for big name companies in the gaming space such as Activision/Blizzard, Supercell, and more.



HP Austin, TX

Design Lead, Design Systems Feb 2020 – Apr 2021

UX Designer, Design Systems Jan 2019 – Feb 2021

UX Design Intern May 2017 – Jan 2019

Education

Texas A&M University

College Station, TX

Bachelor of Business Administration – Information Systems