

# Kelby Gassman

Design Technologist at Amazon crafting the next generation of media-focused design systems.

## Experience

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**Amazon** — Design Technologist — Aug 2022 - Present

Led the design and technical development for the first games and entertainment Design System at Amazon Games. Established a designer and developer culture that actively collaborates and contributes to a distributed system. Created an extensible Design Token framework to automate scalable themes and elements for both designers and engineers. Designed and prototyped solutions for complex design and engineering problems with a focus on growth in cross-product and transmedia opportunities.

**Monster Worldwide** — Sr UX Engineer — Oct 2020 - Aug 2022

Transformed the Monster search platform and discovery services to simplify and enhance the process of job searching with a direct impact on job seekers, recruiters, and employers to match the right candidates to the right jobs. Created and launched the multi-tenant Monster Design System used across Monster and Randstad products. Built and enhanced designs, documentation, and tokens for a collection of guidelines, tools, and accessible components. Optimized and improved designer and developer workflows enabling faster iteration and product features.

**Expression Networks** — Sr UX Designer — May 2020 - Oct 2020

Launched a cross-product design system and component library to support rapid development workflows while ensuring consistency in user experience and design. Evaluated and iterated on designs and features to meet users' and customers' needs.

**Cvent** — Front End Software Engineer — Feb 2019 - May 2020

Built the design and technical implementation of the Carina Design System for web and mobile products at Cvent. Established guidelines, documentation, and best practices so designers and developers could collaborate and co-author the design system. Established a motion library and rapid prototyping tools.

**iFit** — Sr Front End Developer — Aug 2016 - Dec 2018

**Modus Create** — UI Engineer — Jul 2014 - May 2016

**Timberlake (Naylor)** — UI Designer — Dec 2012 - Jul 2014

## Skills

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### Hard skills

Design systems, wireframing, prototyping, UI design, color, typography, motion, animation, accessibility

### Soft skills

Problem-solving, empathy, creativity, collaboration, growth, personal development, communication

### Tools

Figma, Adobe Creative Suite, HTML, CSS, JS, React, Styled Components, Storybook, Git

## Education

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Bachelor of Fine Arts (BFA), Computer Game Design

George Mason University, Class of 2013

## Reference

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Parker Reed, Sr Lead UX Designer - Amazon Games

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