

Alison Joseph

Senior Engineering Manager

Personal Info

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Skills

TECHNICAL

HTML
CSS/SCSS
React
Javascript
Typescript
NextJS
Gatsby
Accessibility
Web Standards
Github
CI/CD

TOOLING

VS Code
Figma
Photoshop
Illustrator

PRACTICES

Design systems
Agile
Hiring
Interviewing

Education

The Art Institutes, Denver, CO
B.A. Multimedia and Web Design
1999 - 2003

I am an experienced Design systems leader, currently a senior engineering manager for the Carbon Design System. I manage cross-functional teams, foster professional growth, and drive technical excellence. My leadership style emphasizes collaboration, innovation, and fostering an inclusive environment.

With a background in design, I bring a keen eye for detail and typography, and specialize in delivering clean, efficient code. I excel at conceptualizing, testing, and implementing innovative ideas while ensuring an accessible and inclusive user experience.

Experience

IBM

Senior engineering manager - Carbon Design System

May 2019 – Present

Manage and lead a cross functional team of software engineers and designers, guiding contributions to the Carbon ecosystem (React, Web Components, Carbon Labs, internal tooling).

Actively participate in interviewing and hiring processes to foster team growth and uphold high engineering standards.

Launched a cross-functional enablement program that accelerated design system adoption for newly acquired product teams, significantly improving onboarding and reducing time-to-migrate to Carbon.

Advocate for robust documentation, usage guidance, and contribution models to support a healthy design system ecosystem and scale adoption across IBM. Work in an agile workflow cross-functionally with product, design, research and our accessibility team to align on shared goals. Led the development effort integrating Carbon with Figma Code Connect, improving the design-to-code experience for IBM teams.

Senior front end development lead - Carbon Design System

November 2017 – May 2019

Core contributor to Carbon React, driving improvements and updates for a unified user interface in all IBM products, with a focus on enhancing accessibility standards and expanding test coverage.

Led the development of a Carbon-specific Gatsby theme now powering hundreds of IBM and partner websites, significantly reducing development time and simplifying configuration and maintenance across the organization.

Led development for the ecosystem of ibm.com/design websites, the Enterprise Design Thinking application, and Plex releases, ensuring consistency, performance, and accessibility at scale.

Advisory Front end development lead - Watson Data Platform

April 2015 – November 2017

Co-led a team of visual designers, ux designers and front end developers that designed and coded a Visual Design Guide for both design and engineering to use within the Analytics Platform, and now Watson Data Platform. Founded the IBM Analytics Component library and worked with a team on developing the set of core html/css/js components that product teams can leverage when building products to ensure teams

stayed aligned. Worked closely with designers to develop prototypes to help explain interactions during the design process.

Ellucian — Senior design and development lead

May 2011 – March 2015

Operated in dual roles as both a Creative Director and Web Developer, leading the design and development of several large-scale university and collegiate websites. Managed client relationships from initial meetings through usability testing, overseeing the entire project lifecycle, including design, development, deployment, and training.

Vertasource — Lead front end developer

July 2007 – MAY 2011

Provided comprehensive training and guidance to the design team in front-end development techniques for client websites. Collaborated closely with the development team to create HTML controls tailored for a custom ASP.NET Content Management System, enhancing the efficiency of website management.

Engaged with a diverse clientele, including notable names such as New Era, Mighty Taco, Hilbert College, M&T Bank, Key Bank, and various other small businesses, ensuring the delivery of tailored and effective web solutions.

Aurora consulting — Front end developer / Designer

2005 – 2007

Contributed as a full-time consultant for Fisher-Price and Mattel, taking on dual roles as a designer and front-end developer within the ASP.NET framework and emails.

The Space Foundation — Interactive media designer

2004

Contributed to HTML, CSS, and Flash design for internal company websites and presentations, blending technical skills with creative expertise.

Real Performance Marketing — Designer

2003 – 2004

Crafted impactful designs for letterheads, web banners, and direct mail pieces tailored for the automotive industry. Took the lead as the designer for a corporate website redesign, ensuring a cohesive and visually appealing online presence.

Speaking & Publications

Speaker: Design Systems Leadership Summit

November 2024

<https://www.knapsack.cloud/patterns>

Carbon and Figma Code Connect: Redefining the Design-to-Code Experience

September 2024

<https://medium.com/carbondesign/carbon-and-figma-code-connect-redefining-the-design-to-code-experience-836eb3f454fc>

Speaker: IBM and Gatsby Themes: Driving Impact Through Design

October 2019

<https://www.gatsbyjs.com/ibm-themes-webinar>