



DARIOFIDANZA.COM  
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## SUMMARY

L6 design leader with 8+ years scaling systems at Instacart, Lyft, and EA. I specialize in bridging design and engineering, setting long-term roadmaps, and driving adoption across complex organizations.

My impact spans multi-platform design system rollouts, enterprise tooling modernization, and shopper app strategy—consistently aligning executives, engineering, and product teams around a shared vision.

## BEYOND THE DESK

I stay sharp by exploring emerging tools—currently a 100-day React/JS challenge and AI prototyping experiments. I co-host a podcast on mental health and gay dating, developing skills in facilitation, storytelling, and community building.

I published a digital short story, continue digital illustration and photography, and practice yoga and dance for focus and resilience. I also organize monthly board game nights—a steady practice in connection and facilitation.

### CAPABILITIES

**Design Systems:** Governance, Tokens, Documentation, Adoption Strategy

**Product Design:** Research Synthesis, North-Star Vision, UX Strategy

**Technical Fluency:** Figma, Storybook, Accessibility Standards, PR Reviews

**Leadership:** Cross-functional Alignment, Roadmap Strategy, Mentorship

### EDUCATION

**USER EXPERIENCE DESIGN**  
Austin Community College, Texas

**GRAPHIC DESIGN**  
Austin Community College, Texas

**INTERACTION DESIGN**  
UC San Diego, Online

**SOFTWARE ENGINEERING**  
Tech. #12 Gral. San Martin, Argentina

2025

## EXPERIENCE

**INSTACART • SR. PRODUCT DESIGNER II**  
DESIGN SYSTEMS DESIGNER II (L6) • TOOLING DESIGN SYSTEM LEAD

- **Tooling Design System** → Founded and scaled from zero to 80+ components and 45+ templates, adopted across 4 enterprise platforms in <1 year.
- Migrated 13% of Partner Platform in 3 months with repeatable retrofit model; increased adoption 35% via structured education. 97% Designer & Eng satisfaction score.
- Established governance forums aligning design, product, and engineering leaders.

2022

**SENIOR PRODUCT DESIGNER (L5) → SENIOR PRODUCT DESIGNER II (L6)**

- **Shopper App** → Architected 5-year north-star vision with executive leadership, integrating AI workflows and standardizing UX across shopper experience.
- **Enterprise Fulfillment** → Launched Store Manager and Partner Portal tools improving staffing, scheduling, and operational visibility.

2021

**LYFT • SR. PRODUCT DESIGNER**

- **Digital Workspace** → Architected unified workspace vision integrating Jira, Confluence, and Google Suite; drove adoption to 6.5M monthly queries, 75% NPS.
- **Risk & Compliance Systems** → Redesigned reporting and compliance tools, reducing resolution time and false positives, improving regulatory accuracy.
- **Accident Reporting Tool** → Delivered compliance-ready redesign with location/photo upload; processed 250+ accurate reports in first month.
- **Design system** support & contributions, enabling consistency across enterprise platforms.

2019

**ELECTRONIC ARTS • SR. PRODUCT DESIGNER**

- **EA World Redesign** → Led research and UX strategy for EA's global intranet, consolidating multiple portals into a unified experience used company-wide.
- Defined navigation, content strategy, and interaction models that improved discoverability and employee engagement.
- **Design System Integration** → Partnered with EA's Design System team to codify enterprise patterns, ensuring new platforms (EA World, Learning Management, Enterprise Search) aligned with brand and accessibility standards.
- **Enterprise Search v3.0** → Directed research and platform analysis to upgrade search experience; translated insights into technical requirements driving development.
- **Learning Management System** → Delivered UX requirements and mapped flows for SaaS learning platform; guided implementation into EA's broader enterprise ecosystem.

2017

**PRODUCT DESIGNER**

CONTRACTOR: **MUTUAL MOBILE** • **SALESFORCE** • **JACKRABBIT MOBILE**  
**CREATIVE TONIC** • **IDEATION LEAGUE**

2008

**GRAPHIC DESIGNER**

**THE BLOOM FILMS** • **LA WEEKLY** • **WESTATES AUTOMOTIVE**  
**THE PETERSON GROUP** • **EXO TRAINING CENTER** • **IRAOLA ARCHITECTURE**

1997

### ROLES AND AWARDS

**PRIDE ERG LEAD / '18 - NOW**  
EA & LYFT SF Lead for LGBTQAI+ Employee Group

**KEYNOTE SPEAKER / NOV '18**  
Handsome Agency for ADW Event • Austin, TX

**FRESH2DESIGN ORGANIZER / '16-NOW**  
Branding & Operations Director • Austin, TX

**AIGA BOARD MEMBER / '16-'18**  
UX for New Tech • Austin, TX AUSTIN

**AUSTIN DESIGN WEEK ORGANIZER / 2017**  
Program Lead Managed 25 Hosts • Austin, TX

**DESIGN THINKING FACILITATOR / 2017**  
Certified IBM Training • Austin, TX

**IDEO HUMAN-CENTERED DESIGN / 2016**  
Project Lead • Austin, TX

**UX HACKATHON 1ST PLACE AWARD / 2015**  
Team Lead • Austin, TX