Colt Fulk

PRODUCT & DESIGN SYSTEMS IC

Contact

www.colt.fyi

linkedin.com/in/coltfulk

hello@colt.fyi

415-577-5685

Skills & Expertise

Design Systems

Figma Plugin Development

Visual Design

Human-Centered Design Thinking

User-Centered Design Principles

User Experience Frameworks

Pixel-Perfect Design Assets

Pattern Library Management

Design Reviews, Audits, & Critique

Rigorous Detail

Technical proficiency

Figma, Photoshop, Illustrator

Figma Plugin Dev

Rapid prototyping

UX frameworks

Sprint facilitation

Icon and illustration

Motion design

HTML, CSS and JS

Education

Northern Arizona University
BA of Science PR / Advertising

Career Highlights

- **Led major redesign of YouTube on TV app inventing new simplified navigation paths** to creator and official content verticals (Music, Gaming, Movies & TV) increasing year-over-year watch-time, sign-in and purchase revenue metrics
- **Built and scaled cross-platform design systems at YouTube and Apple**, including 200+ components and 600+ artwork diagrams streamlining workflows across teams and platforms
- **Created and managed pattern library of 200+ pixel-perfect cross-platform UIs for YouTube Movies & TV,** enhancing speed and efficiency during later design engagements
- **Championed Figma adoption across 100+ Google teams,** leading to widespread design tool standardization and more cohesive collaboration across products

Professional Experience

Design Systems Lead Snapchat • Los Angeles, CA • 03/2024 to Present

- Led design cohesion for light and dark mode themes by introducing color primitives and tokens, with an emphasis on enhancing A11Y accessibility to ensure a seamless and consistent visual experience across both modes.
- Led end-to-end design for Snapchat's first iPad launch, adapting key screens and components for tablet-specific constraints—driving significant user growth and earning organic coverage in The Verge, TechCrunch, Vanity Fair, and more.
- Facilitated five cross-functional workshops with core teams to develop scalable design patterns for Friends Feed, Chat Conversations, and New User Experiences, driving consistency and usability across Snapchat's core features.

UX Design Manager YouTube Primetime • Zürich, Switzerland • 11/2021 to 06/2023

- Orchestrated global leadership strategy summits, sprints, and quarterly presentations to executives, spanning departments worldwide, ensuring cross-functional alignment achieving key business objectives across 100+ countries
- Collaborated with senior leaders & executives in designing and launching YouTube's 'Free-with-ads' and 'Primetime Channels' monthly subscription tiers, driving YoY increases in ad revenue, and creating new recurring revenue streams

Senior UX Lead YouTube Movies & TV • Zürich, Switzerland • 04/2019 to 10/2021

- Generated 10+ UX frameworks for entertainment content addressing international rights management, content versions, artwork, metadata and pricing tiers resulting in substantial YoY increases in ad, transaction, and recurring revenue
- Drove customer-obsessed growth design & expansion by designing three new consumer storefronts for YouTube Movies & Shows across mobile, tablet and TV platforms *increasing overall revenue and subscribers from 64M to 175M*

UX Designer, Pattern Librarian YouTube on TV • San Bruno, CA • 01/2014 to 04/2019

- Created and maintained component pattern library of 500+ UI Sketch assets utilized by YouTube design teams resulting in speed and efficiency during design exploration and creation
- Led foundational user experience design for mobile to TV casting and magic sign-in, and launched the platform's first continuous play UX driving significant revenue

Lead Designer, Production Artist Apple • Cupertino, CA • 03/2011 to 08/2012

- Established rigorous style guide and pattern library for Apple's Developer Documentation and Publishing group, and led team of 4 designers in creating 600+ technical artwork diagrams for iOS and MacOS developer documentation
- Executed Adobe suite technical expertise resulting in creation of 1500+ pixel-perfect UI assets meeting brand guidelines for Apple software (*iTunes, Garage Band, Keynote, Pages, Safari, etc)*