

JOSEPH LAWSKY

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SYSTEM DESIGNER | OPERATIONS & DESIGN SYSTEMS

SUMMARY

Seasoned designer with 12+ years of experience blending storytelling, systems thinking, and visual design across digital and physical spaces. I've led enterprise-scale design systems, wrangled giant Figma libraries, and worked side-by-side with developers to ship accessible, high-impact UI. I came into UX from film, television, props, and production and bring that same creativity and collaborative energy to every project.

EXPERIENCE

The Home Depot

Feb 2022 – Present

UX Designer – Design Operations & Systems Lead

- Lead organization-wide AI experimentation through "How We AI" initiative (bi-weekly sessions, 60+ attendees) and resource site
- Advise Executive Leadership on AI adoption strategy across UX and IT
- Lead transformation from service model (dual-theme maintenance) to platform model (token foundation), enabling sustainable governance for 260+ designers
- Built component token generation agent that identifies system differences, missing tokens, and generates implementation code for Ant and MUI
- Built AI-powered design critique tool (Figma plugin + app) providing contextual feedback on design quality
- Testing Figma MCP server for design-to-code handoff, comparing native Figma vs Make code output, and evaluating VSCode + GitHub Copilot
- Own and manage two enterprise design systems (Ant Design, Material UI)
- Drive design system roadmap and vision, translating organizational constraints into scalable solutions
- Built universal color palette (10 palettes, 100+ tokens) and comprehensive token set unifying two enterprise systems
- Led company-wide research with 100+ designers on design system effectiveness and maturity, identifying systemic gaps and opportunities
- Provide design systems consultation supporting 5-10 product teams monthly, translating usage patterns into strategic guidance
- Develop and roll out design system guidelines to cross-functional partners (product, content, QA, engineering)
- Serve as org-wide Figma admin managing tooling, permissions, and workspace infrastructure; built enterprise-wide training curriculum
- Design modular, scalable, WCAG-compliant components; collaborate with engineering on design-to-code alignment and maintain documentation in Zeroheight

- Created Auto Scan feature for Carton Scanning app enabling hands-free scanning while restocking, reducing scan time by 40%

The Home Depot

Nov 2021 – Feb 2022

UX Apprentice – Merchandise Planning and Assortment

- Supported product designers with research, flows, and early prototyping
- Gained firsthand experience with agile, enterprise UX workflows

Art Department Leadership – Television & Commercial Production

2014-2020

Prop Master & Production Designer

- Worked with major television networks like Discovery and Lifetime, and commercial productions, to lead and support the creative execution of visual environments
- Designed and directed visual environments for nationally aired TV shows and branded content, translating narrative goals into cohesive spatial and graphic experiences
- Built scalable, repeatable workflows across production units
- Acted as a cross-functional bridge between directors, producers, and clients

SKILLS AND TECHNOLOGIES

Design Systems & Ops: Figma (expert/admin), Tokens, Variables, Component Libraries, Zeroheight, Accessibility (WCAG), Governance, Metrics, Adoption Strategy, Toolkit Distribution, Theming

Cross-Functional Collaboration: Engineering Handoff, Slack/Office Hours, Roadmapping, QA, Contribution Models

Design Practices: Design Thinking, Inclusive Design, Jobs to Be Done, UX Patterns, Prototyping, Usability, Documentation

Tools & Platforms: Figma, Adobe XD, Photoshop, Illustrator, Sketch, Canva, Webflow (familiar), Ant Design, Material, Flutter, VSCode, Github Copilot, Google Gemini, Claude, ChatGPT, Microsoft Cop

EDUCATION

DesignLab

UX Foundations and Academy

Feb 2021 – Nov 2021

Ithaca College

B.S. Film and Photography