
Ryan Underwood

Design System Lead | Brand
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Work Experience

Design Lead | Systems and Brand at Alight Solutions

Remote | 2022 — Now

Branding & Design System:

- Build, maintain, and develop reusable UI components that ensure brand consistency across all digital experiences.
- Collaborate with designers and developers to define and implement design system standards for colors, typography, imagery, icons, and other branding elements.
- Create and maintain comprehensive documentation for the design system, including usage guidelines, code snippets, and best practices.
- Conduct regular audits of the design system to identify areas for improvement and ensure continued alignment with brand guidelines.

Marketing Design & Development

- Led the design and development of high-impact marketing assets, including Marketo landing pages, product pages, reports, social media tiles, and email campaigns.
- Collaborated with cross-functional teams to ensure designs were aligned with brand strategy, customer needs, and marketing objectives.
- Created responsive Marketo landing pages and optimized product pages to drive lead generation and enhance user experience, ensuring seamless integration with marketing automation tools.
- Designed and developed email templates and assets, implementing best practices for deliverability, user experience, and cross-client compatibility.
- Produced social media tiles and digital ads to support brand promotions, campaigns, and product launches, adhering to brand guidelines and optimizing visual appeal across platforms.
- Worked closely with marketing and product teams to refine designs and ensure consistent messaging across all digital touchpoints.

Front-End Development:

- Develop front-end code for marketing emails and landing pages using the established design system components.
- Collaborate with designers and copywriters to translate marketing concepts into visually appealing and functional user experiences.
- Ensure code is optimized for performance, accessibility, and responsiveness across different devices.

Branding Asset & Template Management:

- Operationalize branding assets and templates by creating a centralized library with clear version control and usage guidelines.
- Develop processes for requesting and approving new branding assets to maintain brand consistency.

- Partner with marketing and design teams to ensure easy access and utilization of branded assets.

Communication & Collaboration:

- Proactively communicate design system updates, best practices, and resources to designers, developers, and other stakeholders.
- Collaborate with cross-functional teams (marketing, product, engineering) to ensure alignment between brand strategy and digital experiences.
- Foster a culture of design system adoption by providing
- ongoing support and training to internal teams.

Senior Art Director at CrossCountry Mortgage

Cleveland, Ohio | 2019 – 2022

- Lead a team of 10 to consistent and cohesive branding Develop internal and external facing design systems Design and develop large scale branding systems Develop large scale SASS-based component system
- Structure project management system for a department of 40+ people
- Design and build large scale email campaigns

Art Director & Front-End Dev at PERL Mortgage

Chicago, Illinois | 2016 – 2020

- Lead design department to develop and design new branding and marketing systems for Loan Officers
- Write and design marketing pieces for regionalized marketing
- Design and develop WordPress Marketing site
- Design and develop individual Loan Officer and Branch pages
- Establish brand guidelines for company of 500+ employees
- Design and build large scale email campaigns

Education

Bachelor of Design at Illinois Institute of Art Chicago

2010 – 2013