Tyler Robinson

Design Engineer

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Summary

Design Engineer and technical leader who leverages emerging technologies to create better products. Over 10 years of experience focusing on cutting-edge full-stack development, design systems, and advanced prototyping. Most recently spearheaded AI/ML integration tooling that transformed workflows across all product orgs at Meta. Extremely passionate about building innovative systems that connect the design, engineering, and AI disciplines. Known for building high-quality systems that scale while focusing on great product experiences and key business outcomes.

Experience

Senior Design Engineer — Meta
Seattle, WA | September 2021 – Present

- Led the creation, design, and engineering of Meta's flagship AI design tools, scaling it from a hackathon prototype into a robust internal design platform across the entire company (Facebook/Instagram/WhatsApp/RL). After initial launch, spearheaded the transition to an AI agent architecture in 2023, enabling more autonomous and context-aware design workflows.
- Led efforts to create tooling that supports company-wide design infra such as RAG-based component search across design systems, AI-powered design quality checks, bulk accessibility label automation (on track to save Meta millions of dollars per day in EAA fines), and much more.
- Led the training execution and validation for Meta's internal LLM on hundreds of pages of internal design documentation.
- Architected full-stack internal AI integration inside Figma, combining frontend systems with internal ML and design specs.
- Led the creation of an innovative in-app prototyping tool in the Facebook app, allowing for new methods for user testing and company leadership review.
- Led the technical efforts to advance Meta's Design Engineer role from low-code prototyping to adopting production-quality code development practices and established the technical interview now used for all candidates interviewing for the role.
- Consistently mentored engineers and designers, ran org-wide technical training workshops, and created technical documentation and onboarding systems. Repeatedly recognized for influencing cross-org collaboration.
- Worked on top-priority design projects spanning FB Groups, Integrity/user agency, cryptocurrency economy, Meta accounts center, FB & messenger integration, Instagram grid UX, and FoA bridge to the Metaverse, etc. Top Meta executives, including Mark Zuckerberg, Chris Cox, and Tom Alison often reviewed my prototypes for these projects.

Senior Product Designer > Software Engineer— Legwork
Seattle, WA | August 2019 – September 2021

- Pitched and led development of an automated multi-tenant site-provisioning pipeline, reducing the team's manual workload by 80% (measured by mouse clicks) and saving 3,000 hours annually (~$250K OPEX).
- Created an internal Electron app that generates personalized marketing assets and websites in under 30 minutes (down from 3 days per client).
- Developed a client-facing web portal using React to optimize the new client intake process. The portal integrates with both the new internal tool and the flagship product's API.

Senior Web Developer & Designer — Blind Renaissance
East Wenatchee, WA | 2015 – 2019

- Creative brainstorming & technical execution on branding, web, and marketing projects for 30+ clients over the years.
- Mentored 3 junior designers (2 promotions to Mid); co-authored hiring rubric & brand strategy that doubled team size (3→7).

Additional Experience

Web Developer, Designer, and Photographer roles (2013-2015): Marketing design & real-estate photography; details on request.
Tylr Creative (2011-2021): Part time freelance graphic design & photography; details on request.

Key Skills / Areas of Expertise

Design

- Human-Centered Product Design
- Design Systems, Accessibility (WCAG, EAA), High-fidelity Prototyping
- Strategic Roadmapping & Team Enablement
- Figma, Origami, Framer, Photoshop, Illustrator, After Effects
- Creative Direction & Branding Design

Engineering

- Full-Stack Web Development (React Native, Node.js, TypeScript, Electron)
- AI/ML Integration & Prompt Engineering
- VIte, Webpack,, VSCode, Git, GitHub, GitLab
- JavaScript, CSS, HTML, Swift, Python, PHP/Hack, JSON, SEO & Schema