Kara Black

As a senior level design systems specialist, I bring a hybrid mindset: part strategist, part craftsperson. I lead high-impact, cross-functional projects, from brand architecture to component design, while staying deeply hands-on with Figma, UX, and implementation. I'm known as a go-to mentor, educator, and systems thinker: someone who raises the bar, scales clarity, and helps teams work smarter across design and engineering.

Experience

Lead Designer of Design Systems │ Salesforce

2021 - Present

- Lead UI / UX efforts to launch updated Lightning Design System
- Created styling hooks, tokens, and theming systems
- Directed SLDS 2 Figma kit and Web Component Library
- Lead and contributed to building & documented 90+ components with accessibility & usage guidance
- Led rebrand of Lightning Design System 2
- Drove adoption through office hours, & talks (Dreamforce, TDX)
- Redesigned documentation site.

Sr. Product Designer │ DockYard

2017-2020

- Led design system efforts for a suite of internal enterprise tools, building scalable libraries and accessible components from scratch
- Designed complex product experiences across production, education, and scheduling tools from research to launch
- Partnered with engineers to deliver responsive, WCAG-compliant UIs and improve design–dev workflows across teams

Lead Brand Designer │ Hardly Square

2013-2017

Built visual brands from the ground up including logos, systems, sites, and interiors, for startups and established businesses.

Contact

kara.black
hello@kara.black

Education

Biola University — BFA
Nielsen Norman Group —
UX Certification

Skills

Design Systems,
UX Strategy, Design Tokens,
Visual Design, Accessibility,
Theming, Documentation,
Mentorship, Collaboration,
Presentation, Figma,
Vibe Coding / AI, Brand
Systems, Component
Architecture, Illustration

More employment history
on Linked In
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