

KAI KASH

Design Systems Lead · Senior Product Designer

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PROFESSIONAL SUMMARY

Design Systems Lead with 10+ years of experience owning and scaling enterprise-grade design systems across multi-team product organizations. At Electronic Arts (Frostbite), scaled the Frostbite Design System to 100% component cohesion across 50+ cross-functional teams, driving measurable adoption, reducing design-to-code drift, and establishing governance frameworks that span contribution standards, versioning, and deprecation lifecycles. Expert in semantic token architecture, component API design, accessibility (WCAG), and implementation-aware specifications. Proven track record of using AI tools and automation to streamline system audits, consistency checks, and enablement workflows. Passionate about delivering design system guidance in context, inside design and dev workflows, to reduce rework and accelerate safe system evolution.

WORK EXPERIENCE

Design Systems Lead / Senior Product Designer | **Electronic Arts, Frostbite Engine** | Vancouver, BC | *May 2024 – Present*

- ▶ Owned and scaled the Frostbite Design System (FDS) as a product, achieving 100% component cohesion and adoption across 50+ cross-functional teams spanning FC, Madden, and NHL studios globally.
- ▶ Defined and evolved component and pattern UX: anatomy, interaction states, responsive behavior, motion defaults, and WCAG accessibility compliance baked into system defaults.
- ▶ Led token strategy across primitive and semantic layers, defining semantics, theming, density variants, and scalable extensibility frameworks used across multiple product surfaces.
- ▶ Established and maintained system governance: contribution standards, quality bar, component review process, versioning, deprecation plans, and migration playbooks to minimize system drift.
- ▶ Authored implementation-aware specs (not just visuals), documenting edge cases, constraints, usage guidance, and acceptance criteria to ensure design-to-code fidelity with engineering partners.
- ▶ Redesigned legacy asset editors into a unified visual timeline, reducing authoring time by 40% and production errors by 25%, directly measurable adoption impact.
- ▶ Led discovery and design for real-time engine workflows, eliminating 50% of manual testing cycles and setting a new bar for system quality and craft.
- ▶ Used AI tools intentionally to streamline system audits, migration planning, consistency checks, and spec generation, contributing to automation workflows that reduce system toil.
- ▶ Partnered with design technologists and engineers to translate system guidance into in-tool guardrails, templates, and plugin experiences to deliver guidance in-context.

Senior Product Designer, Design Systems & Mobile | **This Game Studio** | Vancouver, BC | *Jun 2022 – Jan 2024*

- ▶ Led UX/UI team in architecting and shipping a robust, scalable design system with 100% UI scalability across native iOS and Android platforms.
- ▶ Drove system adoption through cross-functional enablement programs, metrics tracking, and iterative migration, reducing design inconsistencies and accelerating developer onboarding.
- ▶ Increased user retention by 40% in a core consumer mobile feature by identifying workflow friction and optimizing end-to-end user flows informed by qualitative research and usability testing.
- ▶ Decreased user errors by 25% through a human-centered design approach: iterative prototyping, usability testing, and data-driven pivots to system patterns.

Senior Product Designer, Design Language & Systems | **Capgemini** | India | *May 2018 – Nov 2020*

- ▶ Standardized design language, typography, and color systems across diverse product areas, improving overall development efficiency by 30% through cross-functional alignment.
- ▶ Reduced design inconsistencies by 50% by creating a centralized component library, establishing stronger design-to-engineering alignment and a repeatable contribution model.
- ▶ Partnered with engineering teams to define component APIs and token structures, ensuring consistent implementation across product surfaces.

UX/UI Designer, Information Architecture & Data Systems | Infosys | India | Aug 2014 – Feb 2018

- ▶ Achieved a 50% reduction in dashboard generation time for a high-traffic SaaS application by redesigning complex information architecture for clarity and efficiency.
- ▶ Designed real-time analytics modules that improved data-driven decision-making by 45% for 500+ managers, applying systems thinking to complex data visualization challenges.

CORE COMPETENCIES

Design Systems: Component architecture, pattern libraries, token pipelines (primitive + semantic), governance frameworks, versioning, deprecation & migration planning, adoption metrics

Token Architecture: CSS custom properties, semantic token systems, theming, density, multi-platform token tooling and pipelines

Technical Fluency: Component-based workflows (Storybook equivalent), HTML5/CSS3/JavaScript, design-to-code fidelity, implementation-aware specs, component API design

Accessibility: WCAG 2.1 AA/AAA compliance, accessibility baked into system defaults, interaction state standards

AI & Automation: AI-assisted design workflows, audit automation, consistency checks, spec generation, migration planning, AI-prototyping tools

Design Practice: Interaction design, visual systems, responsive patterns, motion design, high-fidelity prototyping, mobile-first (iOS/Android)

Research & Validation: Qualitative research, usability testing, A/B testing, affinity mapping, data-driven iteration

Collaboration & Leadership: Cross-functional strategy, design technologist partnership, stakeholder alignment, design sprints, mentorship

Tools: Figma, Sketch, Adobe Creative Suite (Photoshop, Illustrator, After Effects), Unity, AI-assisted coding environments (Cursor, Claude Code)

EDUCATION

Post-Degree Diploma, Web and Mobile App Design & Development | Langara College | Vancouver, BC | Jan 2021 – Apr 2022

Bachelor of Technology, Computer Science | Sir Padampat Singhania University | India | Aug 2009 – May 2013