

Adam Tellefsen

Product Designer - Design Systems, Tokens,
Figma | Lincolnshire, UK

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As a UI Designer focused on design systems and UI with 10+ years across e-commerce, SaaS and design. I built scalable Figma systems (tokens, variables, components) and clear documentation that improved adoption, consistency, and handoff with engineering. I delivered accessible, brand-aligned interfaces from wireframes to polished UI, collaborating closely with dev on token alignment. Exploring AI-assisted tooling, to speed prototyping while maintaining usability.

UI Designer — ThriveCart (via Deel) | Oct 2024 – Oct 2025

- Evolved the Figma design system (tokens, variables, components) across product teams to improve consistency and reuse.
- Delivered app features from UX wireframes, ensuring usability and brand alignment through documented patterns.
- Built a component toolkit that sped delivery and reduced duplication across teams.
- Documented updates in Figma to drive easier adoption by designers and developers.
- Integrated AI tools to accelerate prototyping while maintaining usability and accessibility standards.
- Collaborated with developers to align tokens with engineering variables, improving design-to-dev efficiency and reducing handoff friction.

UI Designer (FTC) — Mainline Menswear | Jan 2024 – Sept 2024

- Built and launched the company's first design system in Figma, achieving department-wide adoption.
- Introduced token-based colour and typography structures that improved handoff to engineering.
- Created annotated documentation that clarified processes and supported onboarding for new designers.
- Designed app features and flows that delivered a consistent user experience across journeys.

UX/UI Designer / Graphic Designer — Myenergi | Mar 2022 – Aug 2023

- Designed and maintained UI libraries, ensuring consistency across projects.
- Delivered MyEnergi account feature: data and charging data screens.
- Partnered with engineering on smoother handoff processes.
- Contributed to an 18% boost in client satisfaction scores.

Digital Designer — Frasers Group | Oct 2019 – Mar 2022

- Designed multi-brand campaigns, email templates, and graphics for retail and e-commerce.
- Increased engagement with email campaigns, achieving a 35% lift in open and click-through rates.

Core Skills

- Design systems, token management, variables; components and variants.
- Figma libraries, documentation and guidelines.
- UI design; UX wireframing; prototyping and accessibility.
- Cross-team collaboration and developer handoff.
- AI-assisted prototyping, and tooling: Figma, Figma Make, FigJam, ProtoPie, Notion, Confluence, Jira, Miro.

Tools

- Stakeholder communication.
- Collaboration with engineering.
- Documentation clarity, system thinking
- Attention to detail and prioritisation.
- Problem solving, and adaptability.

Education

BA (Hons) Creative & Interactive Design
Teesside University