CHRIS SULLIVAN
SYSTEMS DESIGNER

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ABOUT

I'm Chris Sullivan, a systems-minded product designer based in Boston, MA. Through my work I strive to solve meaningful, complex problems with clear, thoughtful solutions.

EDUCATION

BFA Graphic Design

George Mason Univsersity

2010-2014

EXPERIENCE

Associate Director, Product Design, Design Systems — Tripadvisor

NOVEMBER 2023 - PRESENT

- Design director overseeing the Tripadvisor cross-platform design system, used by team of 20+ designers and 200+ web and native engineers.
- Provided strategy and direction to team of system designers.
- Audited the legacy design system and mapped out the roadmap for the cross-functional design system team to execute a North Star vision.
- Defined and executed the direction of Tripadvisor's design system covering: governance and contribution models, strategy to bring legacy design system to parity, revamped design tokens architecture, adopter support channels/processes, adoption tracking and UX pattern libraries.

Associate Design Director — BASIC/DEPT®

JANUARY 2021 - OCTOBER 2023

- Design director for Google Store's design system, used by team of 30+ designers.
- Provided creative and UX direction to dedicated team of systems designers.
- Presented concepts, designs, and creative vision to Google Store's lead creative directors and executive team.
- Defined and executed the direction for Google Store's design system, covering: governance and contribution models, style and component libraries, design tokens architecture, style guide website, and Figma library organization.
- Played a key role in defining the roadmap, North Star vision, and success metrics for Google Store's design system.
- Through the creation of the design system: reduced VQA bugs by 63%, saved designers on average 12+ hours per week, and reduced time it takes to build a new product page by an average of ~4 weeks.
- Established and defined the design systems practice at BASIC/DEPT®.

Senior Product Designer — Huge

DECEMBER 2018 - JANUARY 2021

- Specialized in leading the direction of design systems for clients including Brooks Running, Sothebys International Realty, and the Federal Government.
- Led the creative direction for the Centers for Medicare and Medicaid Services' Quality Payment Program's six person design team.
- Key contributor in concepting and developing the user experience and visual design for Brooks Runnings' site redesign.

Product Designer — The Atlantic

MARCH 2017 - NOVEMBER 2018

- Designer on initiatives including the iOS app redesign, article redesign, premium subscription service and paywall experience.
- Key contributor on the creation of The Atlantic's first design system.
- Established processes for operations including design library creation, version control, sharing designs for feedback, and developer handoff.
- Built design assets for styles, components, and pages that created consistency across designs and established source of truth for design team.

Product Designer — USA TODAY

MAY 2014 - MARCH 2017

- Key contributor in designing the organizations's iOS and Android applications.
- Drove the initiative to build USA TODAY's first design system.
- Led the user experience and visual design of USA TODAY's Apple Watch app.