Angie Yoo

DESIGN SYSTEMS LEADER · PLATFORM DESIGN EXPERT

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7 years building design systems at scale. Principal designer specializing in platform-level problems: navigation architecture, global patterns (search, notifications), and **cross-product experiences**. Track record of shipping systematic solutions used by 30+ teams and millions of users.

EXPERIENCE

Lead Product Designer, Platform Patterns (2024 — 2026)
Dayforce (Ceridian)

• **Co-architected Global Patterns for Everest**, scaling persona-driven experiences across multiple product domains in enterprise HCM platform used by **millions of customers**

• Led migration from fragmented legacy UI to modern, **token-driven system**, improving consistency and engineering velocity across teams

• Designed and shipped **enhanced Table 2.1 pattern**, establishing accessible, tokenized, data-dense patterns now used across **80% of the product**

• Designed first AI chat experience and **foundational AIX components**, creating scalable pattern layer for future agentic and intelligent UI enhancements

• Drove adoption across **32 product teams** with shared library of **94 components generating 27.6K+ weekly insertions**, demonstrating organization-wide adoption

Lead Product Designer, Everest Design Systems (2022 — 2024)
Dayforce (Ceridian)

• Led **0→1 creation** of Dayforce's modern design system, moving organization from fragmented legacy UI to shared, scalable platform

• Replaced legacy design system with **modular, token-driven architecture**, enabling teams to build consistently without constant overrides

• Aligned foundational tokens, components, and styles with engineering implementation, **reducing UI drift and long-term maintenance cost** while increasing development velocity

• Introduced documentation, usage guidance, and **contribution workflows**, helping teams adopt, extend, and evolve the system with confidence

• Mentored **60+ designers** through weekly Office Hours, building systematic thinking org-wide

Design Operations Manager, Global Design Systems (2020 — 2022)
Sunlife

• **Established global design system** foundation supporting products across multiple countries

• Architected **cascading structure** enabling regional markets to extend patterns without fragmentation

• Defined contribution models and **governance frameworks** for scale

Design Systems Lead (2019 — 2020)
Loblaw Digital

• Led **0→1 creation** of white-label, multi-brand design system supporting **13 eCommerce sites**, enabling multiple grocery brands to ship from single, token-driven foundation

• Separated brand identity from system structure through **tokens and theming**, allowing each brand to express itself without forking components

• Provided **design systems thought leadership** in environment initially resistant to standardization, helping teams understand long-term value of shared system

• Built alignment with design and engineering partners to drive adoption of system that had not previously existed

Product Design IC & Manager (2008 — 2019)

Various Verticals

• Led product/UX design across SaaS, eCommerce, enterprise, financial services

• Shipped in both fast-moving startup and highly regulated enterprise environments

SKILLS & EXPERTISE

Systems Thinking
Platform design · Navigation architecture · Global patterns · Cross-product experiences · Tokens

Technical Fluency
HTML/CSS · JavaScript · React · Design tokens · Component architecture

Design Tools
Figma (advanced) · Storybook · Chromatic · CodeConnect

Leadership
Mentorship · Governance · Contribution models · Cross-functional collaboration

EDUCATION

Bachelor of Applied Science, Interactive Arts & Technology

Simon Fraser University

Interdisciplinary study combining design, technology, and human-computer interaction

Computer Science (2 years of coursework)

University of British Columbia

Coursework in algorithms, data structures, and software engineering principles