

11+ years bridging brand and product through design systems and AI-native foundations.

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Santa Clara, CA

SKILLS

Design systems

Primitive & semantic tokens, component libraries, Figma Variables, documentation, cross-team practices

AI tooling

Claude Design, Claude Code, Gemini, Cursor, Figma Make

Craft

UI/UX, Branding, Digital, Visual systems

Tools

Figma, Claude Design, Claude Code, Adobe Creative Suite

Research & ops

UX research, A/B testing, Usability studies, Salesforce, Hubspot, Webflow, Craft CMS, Shopify

EDUCATION

2022
Google Career Certificate
UX Design

2015
Shillington Education, QLD AU
Graphic Design

2013
The University of Queensland, AU
Business / Commerce

EXPERIENCE

2015 — PRESENT

Senior Visual Designer • **Juniper Square**

APR 2025 — PRESENT

San Francisco, CA • Remote

- Built and maintain Juniper Square's brand design system—extended into Claude so the team generates on-brand marketing assets from a single source of truth.
- Partner with product designers, PMs, and PMMs to create product UI visualizations across web, email, social, and video.
- Storyboard, wireframe, and prototype videos and web pages in Figma and Claude Design, compressing concept-to-shippable cycles from weeks to days.

Founding Product Designer • **DSLeague**

AUG 2024 — MAR 2025

Remote • Concurrent founding role

- Sole designer for a live multi-sport fantasy platform — 100+ MAU, shipping on Vercel; live on Apple app store.
- Built the brand, token architecture, and component library; shipped the product UI end-to-end.
- Partnered closely with the founder and founding engineer to translate product vision into production-ready features, iterating rapidly from design through implementation.

UI/UX Designer • **Myridius** (formerly RCG)

SEP 2023 — DEC 2024

New Jersey • Remote

- Built the Daiverse design system in Figma Variables — tokens, component library, and ZeroHeight docs for DAI's planned consolidation of 13 enterprise apps across 150+ countries.
- Partnered with UX designers, researchers, data analysts, and engineers to refine user journeys, evolve the UI, and implement production-ready components.

Senior Visual Designer • **Natera**

JUN 2020 — JUN 2023

San Carlos, CA • Hybrid

- Led visual design and IA on the full website overhaul — new design system and brand language across hundreds of pages. Drove +54% engagement, +23% conversion in six months.
- Partnered with Creative and Product teams to develop brand guidelines, scale the design system, and standardize templates across web, email, and social, improving brand consistency and reducing campaign production time by 50%+.

Lead Visual Designer • **Zenfolio**

APR 2017 — JUN 2020

Menlo Park, CA • Onsite

- Led the redesign of Zenfolio's homepage and pricing experience, improving mobile UX and increasing Direct-to-Paid conversions by 59% through A/B testing.
- Designed the UI, visual identity, and brand guidelines for PhotoBooker—a new marketplace web app connecting photographers with clients.
- Collaborated with Product and Research teams on UX strategy, user journeys, personas, usability testing, and A/B experiments to inform Zenfolio's web and product decisions.
- Directed biweekly acquisition campaigns — 15%+ subscription revenue, 20%+ photo product sales YoY.

Visual Designer • **Bespoke Insights**

JUL 2015 — OCT 2016

Queensland, Australia • Onsite

- Led the end-to-end brand identity for Bespoke Insights, designing the website, monthly financial newsletters, email templates, brochures, social media assets, and presentation templates.

AI-NATIVE PROJECTS

DESIGNED WITH & FOR AI TOOLS

JSQ Brand System in Claude Design

2025 — PRESENT • IN DAILY USE BY THE JSQ TEAM

Structured JSQ's brand system to be natively usable in Claude Design — the team generates on-brand pages, slides, and social directly from it. Tokens, voice, and guidelines made machine- and human-readable.

Mobile app “The Lists”, built with Claude Code

2026 • SHIPPED • IN DAILY USE

Designed, built, and use a personal mobile app daily — problem framing, IA, interactions, and shipping, the full UX loop in my own hands.