

Jax Engel

Staff Product Designer & Design Engineer

Fort Worth, TX (Remote) | hello@jaxengeldesign.com | [linkedin.com/in/jaxengel](https://www.linkedin.com/in/jaxengel) | jaxengeldesign.com | github.com/jaxatto

Summary

11+ years of experience architecting scalable design systems, complex enterprise tools, and AI-assisted workflows. Proven track record of bridging product design and front-end engineering to reduce UX friction, unify multi-team ecosystems, and embed accessibility at scale. Built Toyota's multi-brand token system and now applies tokens to the Nova design system at Spectrum.

Experience

Senior Design Engineer

Spectrum | Contract | Remote | Sep 2026 – Present

- Migrate and refactor Nova (the eCommerce design system) components in Figma and code to apply design tokens.
- Guide product designers as they move their work onto the tokenized Nova components.
- Ship token-based components to production while product teams adopt them.

Senior UX Engineer (Design Systems & Tokens)

Toyota | Contract | Plano, TX (Hybrid) | Oct 2025 – Sep 2026

- Architected an enterprise design tokens framework and automated pipeline, keeping Figma and multi-platform production code in sync to streamline design system delivery.
- Designed token taxonomy, rollout strategy, and adoption roadmaps, establishing foundational infrastructure capable of scaling beyond supply-chain products into multi-channel enterprise applications.
- Supported 40+ product teams building on the React design system, driving component adoption, resolving integration blockers, and coordinating releases using Storybook, GitHub, and Jira.

Staff UI/UX Engineer (Design Systems)

ServiceNow | Contract | Remote | Feb 2024 – Oct 2025

- Spearheaded the design of an AI-driven insights platform, centralizing qualitative research assets to institutionalize knowledge-sharing and eliminate redundant studies.
- Advanced inclusive, scalable UX by embedding accessibility into reusable patterns and design documentation, supporting designers across the org. Worked on Oolong, the employee intranet design system.
- Accelerated product delivery by launching a shared component library that cut repetitive UI design by 60%, improving speed and consistency across design.

Senior Product Designer (Design Systems)

Albertsons | Contract | Remote | Jun 2023 – Sep 2023

- As part of the design system team, drove adoption across 20+ teams and improved consistency and delivery speed across a merchandising platform serving 5,000+ stores.

Senior Product Designer

ActBlue | Remote | Mar 2022 – May 2023

- Redesigned core admin and integration flows, simplifying reporting workflows and setup while reducing confusion. Helped cut support costs by an estimated \$1.5M annually.
- Partnered closely with engineers to scope complex integration logic and ensure robust error handling and sync visibility across third-party systems.
- Contributed to Blueprint, the ActBlue design system. Improved product usability and inclusion by leading accessibility efforts and documenting inclusive patterns adopted across multiple product teams.

Senior Product Designer

Routable | Remote | Nov 2021 – Mar 2022

- Streamlined bulk invoicing for financial power users with batch actions and grouping, and reduced support volume by improving key flows based on small business client interviews.

Senior Product Designer

FireHydrant | Remote | Nov 2020 – Nov 2021

- Architected mission-critical incident management workflows for enterprise engineering teams (Spotify, Peloton, Snapchat), reducing cognitive load during high-severity outages.
- Created the company design system and designed key workflows for role assignment, communication handoff, and postmortem documentation, increasing incident response efficiency across engineering teams.

UX Designer (Design Systems)

Indeed | Remote | Feb 2020 – Oct 2020

- Enabled consistent UX at scale with shared UI patterns adopted across B2B and B2C products on web and mobile.
- Improved accessibility, localization, and responsiveness in design assets used by over 100 designers.

Senior UX Engineer

Visa | Austin, TX | Nov 2015 – Feb 2020

- Redesigned fraud investigation tools for enterprise clients, improving usability and flow efficiency across global teams. Led usability testing and alignment workshops that contributed to a 20% reduction in case resolution SLAs.
- Helped craft, build, and implement the front-end framework library used by developers across Visa.

Case Studies

Toyota PRIME token system: jaxengeldesign.com/case-studies/toyota

AI-assisted survey analysis at ServiceNow: jaxengeldesign.com/case-studies/servicenow

Accessible, rebranded design system at Indeed: jaxengeldesign.com/case-studies/indeed

Self-serve Salesforce integration at ActBlue: jaxengeldesign.com/case-studies/actblue

Skills

Design Systems & Engineering: Design Tokens, Token Taxonomy, Token Automation, Figma Variables, Component Libraries, Storybook, React, HTML, CSS, SCSS, Prototyping

Product & UX: Accessibility (WCAG), Inclusive Design, Product Discovery, Usability Testing, User Research

Operations & Leadership: Cross-Functional Governance, Technical Documentation, Mentorship, Team Alignment

Tools & Platforms: Figma, Zeroheight, GitHub, Jira, Confluence, Notion, Miro, Claude Code, Kiro

Education

The Art Institute of Austin | Bachelor of Fine Arts, Web Design & Interactive Media