

Ken Skistimas

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Experienced design leader and people manager with over 20 years of industry experience adept at working horizontally across complex product spaces. My background in visual design and passion for architecting the best-in-class user experiences led me to play a critical role in the creation of four large scale design systems at Salesforce, General Electric and Meta.

Strengths & Interests

- Design Systems & Visual Languages
- UI Kits & Design Tooling
- Visual Design
- UI Pattern Identification and Definition
- Brand Guidelines
- Storytelling
- Vision Work & Roadmapping
- Team Operations
- Design Team Culture
- Career Planning

Experience

Meta | July 2018 - April 2023 | Product Design Manager

Meta Ads & Business - Business Design System

- Led an 18 month effort to create and apply a new design system across more than 25 different Meta Ads and Business products used by more than 9 million customers.
- Supported a global team of 10 senior individual contributors and one manager by coaching, mentoring, and guiding them to grow and develop new skills, while increasing trust, transparency, and engagement.
- Responsible for the staffing and location strategy for the design system team. Set up setting up a presence in four offices across the US and EMEA and grew the team from 5 FTEs to 11 FTEs and several contractors.
- Organized a cross-team sprint to define a new design language. Led multiple stakeholder and leadership reviews to collect feedback and build support for the effort. Developed a long standing collaboration with the Ads Manager team, a product responsible for a bulk of the company's revenue, to validate new design patterns.
- Implemented a scalable support strategy including operation models, documentation and resource-sharing with the goal lowering the effort required for adoption of the design system. This contributed to the design system having more than 80% coverage on the top 80% user workflows.
- Drove the creation of a flexible and accessible WWW and mobile UI libraries and usage guidelines. The libraries were consumed by over 400 designers across three countries. Facilitated the transition of the UI libraries from an internal prototyping tool to Figma.

- Applied an evolution of the design system utilizing new corporate brand elements to Meta Business Suite, a new product targeted towards small businesses. The roll out resulted in a significant increase in engagement and a higher quality sentiment from customers.
- Drove the design quality strategy and contributed to the product quality program for the entire Ads and Business org. Defined design quality criteria and an audit process in conjunction with program managers. Supported the redesign of internal tools to track design work and product releases.
- Trusted partner to the recruiting team collaborating on strategies to attract and shepherd senior candidates through the hiring process. Mentored sourcers on selection qualities for candidates and regularly represented at recruiting events.
- Rolled out a program for the design manager community to assist in growing senior IC talent within the company. The program included a collection of best practices and regular coaching round tables.

Meta Reality Labs - Work Design System

- Led the creation of a design system for a 0 to 1 Meta-branded business communication product suite. Expanded the design system team charter to create a cross-platform visual language that drove experiential coherence across web, mobile and VR.
- Grew the team with 4 contractors and an additional FTE to support the new scope of the system. Supported 4 FTEs in developing career plans based on their strengths and interests and further aligned them to business goals.
- Defined a pragmatic roll out strategy for the design system in conjunction with product and engineering counterparts to theme existing components to bootstrap the design system quickly and accelerate the product's time to market.
- Supported the team in shipping 100% accessible Figma UI libraries for WWW, iOS, Android and VR.
- Revised the design team's working model in response to org strategy and roadmap changes. Developed multiple tiers of engagement and a design ambassador program to scale the effort across 5 teams.
- Collaborated closely with the Meta brand and visual systems teams to refine and apply brand primitives such as color, gradients, border radius, typography and iconography in product. The Work Design system was a pilot surface for the in product application of the new Meta brand.
- Outlined design quality criteria, worked closely with product teams to apply the criteria via design quality audits in Figma. Collaborated with program management to capture issues and track from design through engineering to ensure what was being built matched what was designed.
- Contributed to a cross-functional strategy to get the product suite to minimum viable accessibility standards by 2024. Co-created OKRs to track the success of the effort. As a result, all Portal UI components shipped were 100% accessible.

GE Digital | October 2016 - July 2018 | Director, User Experience

- Drove the launch of a refresh of the Predix Design System used in GE's Industrial Internet of Things applications across 8 industries including Power, Renewable Energy, Transportation, Aviation and Manufacturing.
- Planned and led multiple cross-industry, cross-functional design sprints to gather requirements and build buy-in for the direction of the design system resulting in a groundswell of support and excitement for the system.
- Initiated the creation of a custom icon set that better addressed the needs of the customers and gave the design language a signature element.
- Published regular communications on design system progress to stakeholders across the company to keep them informed and engaged.
- Contributed to the creation of a scalable Sketch UI kit containing over 100 design components. Personally wrote and published usage guidelines and documentation for the design system on GitHub.
- Developed a data visualization component strategy in collaboration with my engineering counterpart. The outcome was a scalable, flexible and performant library of 10 reusable charts that accounted for intense analysis-based use cases across multiple industries.
- Partnered with engineering to successfully lobby to open source the design system via GE's GitHub account, a unusual move for a company historically protective of their intellectual property.

Salesforce | February 2013 - October 2016 | Sr. Manager/Director, User Experience

- Supported the design team responsible for Sales Cloud, Salesforce's core product offering, with both people management and hands on design work.
- Designed many of the core patterns in the initial release of Lightning Experience, Salesforce's first substantial redesign since its inception. These served as the foundation of the Lightning Design System.
- Organized and led cross functional requirements-gathering sessions to collect historical knowledge and gather input on customer use cases which informed the design and construction of design system patterns.
- Collaborated with product leadership to define vision for the evolution of the [data.com](https://www.salesforce.com/data) product as a closely integrated tool to the core Sales Cloud product.
- Worked with product owners and product marketing to create customer-centered demo experiences for multiple Dreamforce keynote presentations.

Education

Communication Design | University of North Texas | Denton, TX

Presentations & Writings

- [Driving Quality and Consistency at Scale](#)
- [UX Strat 2020: How We Designed It - Facebook Business Design System](#)
- [UX India 2019: The Components of a Successful Design System](#)
- [UX Pin 2018 : Balancing Flexibility and Consistency in Design Systems](#)
- [Creating Cirrus : The Next Generation Predix Design Language](#)
- [Holding off on High Fidelity](#)

Ken Trivia

- I got my start in design by tagging along to my father's illustration studio when I was a kid.
- My family financed our Summer vacations by winning coloring contests.
- I once had dinner with Michael Douglas and Catherine Zeta-Jones.
- In my spare time I make picnic tables for squirrels and restoration parts for classic cars.
- I'm constantly in pursuit of barbecuing the perfect brisket.