Diana Wolosin

Sr. AI Design Systems Architect, Ads

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Professional Summary

I build design systems that turn design decisions into reusable foundations for products, teams, and AI agents. Over 10+ years in design, my work has grown from building interfaces to leading component architecture, governance, and adoption for systems serving 500+ designers and engineers. At Netflix and previously Indeed, I've focused on making design systems usable by AI through context engineering, machine-readable guidance, and design-to-code workflows. My work connects product design and engineering, **making design intent explicit** so humans and agents can build with purpose.

Professional Experience

Sr. AI Design Systems Architect, Ads at Netflix, May 2026 - Present, Full-time, Remote

- Audited production components against the design system and surveyed product designers to identify coverage gaps, inconsistencies, and priorities for systematization.
- Led a context engineering initiative to codify designers' knowledge into structured guidance for LLM consumption, establishing pipelines to keep that context current.
- Enabled designers to prototype with AI agents that retrieve and apply Ads design system guidance through the AGENTS.md orchestrator (MCP, rules, skills and docs).
- Building a machine-readable Netflix Ads design system, combining Figma Code Connect mappings and JSON contracts to support workflows from Figma to code and from code to Figma.
- Designing reusable UI React components and patterns across the Ads platform, partnering with engineers to implement them into the Ads design system.

Senior UX Designer, Design System at Indeed.com, April 2024 - May 2026, Full-time, Remote

- Architected scalable multi-platform design system infrastructure governing components used by 500+ designers and engineers and supporting 100B+ annual email communications.
- Defined and operationalized AI-ready React patterns by building the the context metadata infrastructure and JSON contracts that enabled LLMs to reason about design intent rather than assemble isolated components.
- Built a Figma analytics dashboard to optimize seat allocation across Indeed + Glassdoor, reducing contracted seats from 1,295 to 920 and saving $54,420/year (16%) for the UX marketplace budget.
- Operationalized AI-ready pattern infrastructure by transforming design guidelines into machine-readable systems, enabling the Design Technologist team to implement a Partner Library MCP that significantly improved prototype accuracy and system consistency.
- Contributed Figma-to-code mappings with Code Connect, driving 97% adoption of AI-assisted workflows across the design organization within weeks.
- Collaborating on platform-wide architectural strategy and AI workflow roadmap with senior leadership, aligning long-term infrastructure investments with product velocity and ecosystem durability goals.

UX Designer, Design System at Indeed.com, May 2022 - April 2024, Full-time, Austin, Texas

- Led the standardization of the Email Design System across 25+ product teams, ensuring consistent implementation of templates, components, and states within operational workflows.
- Conducted ecosystem audits to identify UI inconsistencies and architectural drift on email communications and identified multiple opportunities to expand out design system catalog, including the introduction of expressive color tokens for email marketing purposes.
- Contributed to the design system by building and maintaining the component catalog and created a contribution system for the community design system, streamlining delivery across high-volume, multi-product environments.

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Skills

- Context engineering
- Rapid prototyping
- Information Architecture
- Data Visualization
- Analytics and Dashboards
- Design-to-code AI workflows
- Versioning
- Governance
- Leadership
- Mentorship
- Foundational tokens
- Front-end (HTML, CSS, JS, React)
- Accessibility (WCAG)
- Pattern libraries
- Component architecture
- Systems thinking
- System Scalability
- Systems Adoption

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Professional Experience

Product Designer at Fast Radius, May 2021 - May 2022, Full-time, Chicago, Illinois

- Designed and launched a high-density internal operations platform supporting multi-state 3D printing production workflows.
- Improved traceability and operational visibility across factory systems through dashboard-level interfaces and structured process flows, and simplified complex manufacturing workflows into intuitive, scalable UI patterns for internal stakeholders.

Interaction Designer at Platform Science, June 2018 - April 2021, Full-time, San Diego, California

- Built and scaled the company's first design system for an infotainment automotive platform using Material Design and Android Auto standards and introduced 30+ reusable components supporting complex in-vehicle navigation and interaction states.

UX Designer at Transport Systems S.A.S., Oct 2017 - April 2018, Full-time, Chicago, Illinois

- Designed mobile apps for iOS and Android devices, working closely with developers and product managers.

Frontend Designer at Vision Mobile SAS, May 2017 - Oct 2017, Full-time, Bogota, Colombia

- Designed mobile apps using Ionic, HTML, CSS and JS for a variety of industries

Web Designer at BlueCaribu, February 2017 - May 2017, Full-time, Bogota, Colombia

- Developed multiple landing pages and marketing Ads with HTML, CSS and JS at a fast pace for multiple clients.

Graphic Designer at Corferias, May 2016 - February 2017, Full-time, Bogota, Colombia

- Assisted the marketing department with design tasks such as motion graphics and social media.

Education

ESDesign Escuela Superior De Diseño De Barcelona, Spain

- Master's Degree in Multi-Device UX/UI Design (2020-2021)
- Master's Degree in Mobile App Design (2019-2020)

Universidad Jorge Tadeo Lozano, Colombia

- Bachelor's Degree in Graphic Design (2011-2017)
- Bachelor's Degree in Audiovisual Media Production (2013-2017)

Additional certifications

- AI & Design Systems - Brad Frost and TJ Pitre (2026)
- AI Design System Bootcamp - Memorisely (2025)
- Practical AI for UX Professionals - Nielsen Norman Group (2024)
- Introduction to AI for Product Design – ELVTR UK (2024)
- Foundations of Project Management – Coursera (2024)
- Design Systems 101 – Design System University (2024)

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Password: human

Tools & Platforms

- Figma (Code Connect, MCP)
- Storybook
- GitLab/GitHub
- Jira
- Zeroheight
- Claude (Claude Code)
- Google Antigravity
- Cursor
- Replit
- Vercel
- Gemini
- ChatGPT
- Nano Banana
- Adobe CC