

Alex David Johnson

Design Systems Designer

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Experience

Senior Product Designer, Design Systems | Intuit TurboTax

Oct 2021–Present

- Collaborated with engineering to build and scale multi-platform design system libraries with 30+ reusable UI components for web and native products.
- Primary TurboTax contributor collaborating with the Intuit Design System team on the definition of a new, flexible semantic token system resulting in a ~90% reduction in tokens globally (from 1,347 to 131 tokens).
- Increased filing completion by 2% through evolving and building new components for TurboTax Hub.
- Key contributor for the TurboTax 2023 visual refresh, including typography, color, and accessibility improvements, ensuring system-wide adoption.

Senior System and Visual Designer | Apple

Dec 2019–Aug 2021

- Designed and launched an accessible web component library for Apple's Search Ads tool, improving efficiency and accessibility compliance.
- Standardized design patterns and interaction flows, driving consistency across a high-scale product.
- Maintained visual accuracy and ensured pixel-perfect implementation in partnership with engineering.

Product Designer | Eversight

Oct 2018–Aug 2019

- Led product design strategy and user research for an AI-powered retail pricing platform.
- Established and scaled Eversight's first design system library, collaborating with engineers to build reusable React components.

Product Designer and Prototyper | GoPro

May 2016–Jan 2018

- Designed and launched the UI for GoPro's first drone, Karma.
- Built GoPro's first component library in Sketch, improving consistency across hardware and software experiences.
- Created interactive prototypes in Framer for executive presentations and user testing.

Designer | Shop at Home

Nov 2015–Dec 2015

User Experience Intern | Universal Mind

Jun 2015–Aug 2015

Education

University of Colorado Denver

BFA Digital Design | May 2015

Danish Institute for Study Abroad

Human-Centered Design | Summer 2014

Honors

UCD Digital Visions

Best 3D Animation | May 2015