

brianboehlke

user experience/interface designer | Seattle, WA | 708.404.6232 | brian.boehlke@gmail.com | www.brianboehlke.com

professionalexperience

Lead Product Designer, Design Systems Sep 2023 - Present, Aptos Labs, Remote
Architected and scaled the first centralized Aptos Labs Design System, unifying fragmented product libraries into a single, scalable design system. Owned the system end-to-end including visual language, component architecture, theming, accessibility, and developer handoff across web and mobile.

- Consolidated 5+ disparate product libraries into two uniquely branded systems (Aptos Labs and Petra), increasing efficiency, clarifying ownership, and removing design system maintenance burden from product teams.
- Rebranded the Aptos Labs Design System in under one month by translating agency brand work into a complete, production-ready system including color, typography, iconography, 30 redesigned components, and light/dark mode support; adopted by four Aptos products.
- Built a white-label UI system (TokenUI) that accelerated go-to-market speed for Aptos's latest products including Petra and Decibel, enabling a complete rebrand of their web3 wallet across mobile and extension in two months while launching a decentralized exchange in parallel using shared tokens and component foundations.

Lead Product Designer, Design Systems Feb 2022 - Sep 2023, Chainlink Labs, Remote
Owned and evolved Chainlink's Design System and design ops framework, defining the Figma architecture, ownership model, and library strategy across a multi-product web3 platform. Directly supported API documentation and core developer tooling through scalable source files, reusable components, and standardized handoff practices.

- Architected the foundational Chainlink Design System across component libraries, global patterns, and helper libraries, enabling consistent UI adoption across internal and external products.
- Designed and implemented the full Figma library source-of-truth, branching, and ownership model used across product teams, reducing redundant components, improving discoverability, and significantly accelerating developer handoff across seven Chainlink Labs products.

Lead Product Designer, Design Systems Nov 2018 - Feb 2022, Rover, Seattle, WA
Led the creation of a cross-platform design system to unify Rover's product experience across platforms. Owned the vision, roadmap, and tooling for the system while aligning engineering and design on accessibility best practices and a shared visual language.

- Designed and wrote content for the first iteration of the Rover documentation site, view at rover.com/design-system.

educationbackground

DePaul University Chicago, IL, B.S. in Computer Graphics & Animation

technicalskills

Design Systems

System Architecture
Design Tokens
Theming
Accessibility (WCAG)

Tools & Platforms

Figma/Sketch
Storybook
Adobe Creative Suite
Airtable

Front-End Design

HTML/CSS
React
React Native
Native iOS and Android