

Adrian Roman

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Principal Product Designer and Design Systems Lead with 20+ years designing products used by millions and building the systems that scale them. Built and led enterprise design systems at Walmart, AT&T, and DirecTV, each adopted as the org-wide standard, while simultaneously owning end-to-end product design across web and mobile. Most recently served as Director of Product Design for Metafide, an AI-powered trading platform featured on Bloomberg and The Street. Combines component architecture, DesignOps infrastructure, and governance frameworks with hands-on UX craft, research-validated design, and measurable business impact. Comfortable setting vision with executives and equally at home refining a single user flow, prototype, or component.

EXPERIENCE

Metafide, Director of Product Design, Consultant

Remote | June 2025 to April 2026

AI-powered predictive finance platform at the intersection of gaming, trading, and on-chain mechanics, featured on Bloomberg and The Street. Players compete head-to-head and against a proprietary AI model to predict real-time prices for Bitcoin and NVDA.

- Set design vision and strategy at the executive level, working directly with the CEO, CTO, and cross-functional leadership.
- Led and mentored a team of 3 designers across desktop and mobile, remaining deeply hands-on across end-to-end product design spanning onboarding, portfolio management, market insights, and AI-driven decision support.
- Built the design system from scratch: 50+ components in Figma, while leading product design for an AI-powered trading platform, translating complex machine-learning predictions into intuitive experiences for everyday investors.

Walmart Inc., Principal Product Designer and Design Systems Lead

Hoboken, NJ | September 2019 to June 2025

Led design across three major product areas after the Jet.com acquisition, building each from scratch and reaching org-wide adoption every time.

- Led Merch One, consolidating 6+ separate Merchandising tools into one unified platform: 85% of merchants actioning opportunities weekly, 3x platform adoption in two quarters, and root cause analysis time cut from 3+ hours to under 30 minutes
- Led the complete MVP experience for Walmart Logistics Services (WLS), a new enterprise logistics platform. Directly designed 5 core surfaces and established a unified client lifecycle model that connected 8 workflows into one coherent platform despite dependencies across three separate product teams.
- Built Walmart's first Merchandising design system from scratch: 80+ components adopted across 6 teams and 12 designers, reducing design-to-handoff time by 30% and eliminating 20+ redundant component additions.
- Led the 100% org-wide migration from Sketch to Figma and established cross-pillar governance that scaled across 6 Merchandising pillars under one design systems model.
- Led and mentored a team of up to 8 designers; directed an embedded Accenture team and participated in designer hiring across the org.
- Established governance including daily design syncs and cross-team office hours.

AT&T, Lead Product Designer

New York, NY | July 2015 to March 2019

Came over through the DirecTV acquisition and joined AT&T's Innovation and Ideation team, working on products years ahead of what was on the market.

- Redesigned the Compare Services experience, driving an 18% increase in package upgrades, 24% reduction in drop-off during package selection, and 30% faster time-to-decision
- Designed an AR-powered self-service support experience for the Innovation and Ideation team. Consolidated three help pathways into one Digital Manual with AR-guided troubleshooting.
- Led end-to-end design of Project Crush, a concept app reimagining AT&T's entertainment experience with a touch-first interaction model built specifically for tablet, as part of AT&T's Innovation and Ideation team.

DirecTV, Lead Product Designer

New York, NY | August 2009 to July 2015

- Led the full platform redesign, video player overhaul, and first mobile experience across iOS, Android, and BlackBerry; the launch drove a 28% increase in video streams, 34% lift in user authentication, and 18% quarter-over-quarter growth in PPV revenue within 90 days
- Built Pattern Cloud, DirecTV's first enterprise design system, spanning 200+ components and patterns serving 8 user types across 4 platforms. Adopted as the AT&T org-wide standard in 2015, it cut design-to-development handoff by 1 week per feature cycle and reduced onboarding time by 35%
- Solved a company-wide design file fragmentation problem with a BOX-integrated DesignOps system adopted across both design and content teams, and drove org-wide buy-in among non-designers through a hands-on Atomic Design workshop built around LEGO blocks
- Awarded the 2014 CableFAX Best TV Everywhere Portal Site. Design system and visual language adopted as the AT&T org-wide standard following acquisition.

PRODUCT DESIGN

End-to-End Product Design, UI/UX Design, AI Model Interface Design, Data Visualization, Interaction Design, Information Architecture, Prototyping, Responsive Design, Cross-Platform Design, Mobile App Design, Enterprise Tool UX, Zero-to-One Product Design, Gamification.

DESIGN SYSTEMS

Component Libraries, Design Tokens, Pattern Libraries, Governance Frameworks, DesignOps, Library Migration, Accessibility, Documentation, AI-systems, workflows, component documentation, design-to-code exploration.

RESEARCH

Usability Testing, Heuristic Evaluation, Research Synthesis, Journey Mapping, Analytics

LEADERSHIP

Team Leadership, People Management, Vendor and Agency Direction, Designer Hiring, Executive Presentations, Product Strategy, Stakeholder Management, Cross-Functional Collaboration, Agile, Waterfall

AI TOOLS & WORKFLOWS

AI-assisted design tools, Figma AI, generative workflows, agentic prototyping, AI-augmented documentation and ideation, ChatGPT, Claude, Gemini, Grok

TOOLS

Figma, Figma AI, Adobe Creative Suite, Webflow, HTML, CSS

EDUCATION

New York Institute of Technology | New York, NY Digital Media Design | 2002 to 2004

New World School of Art | Miami, FL Drawing and Environmental Sculpture | 1999 to 2001

ART PRACTICE

Recognized interdisciplinary visual artist part of the permanent collection at the Smithsonian National Portrait Gallery, and has exhibited at the Whitney Museum, Tacoma Art Museum, and was artist in residencies at Google X and Facebook. www.viajeroart.com