

Shaun Patrick Cronin

Lead Interaction Designer | Product, Systems & Interface Design

Lead Interaction Designer with 12+ years across brand, product, and enterprise design systems. Currently lead interaction design on Arrow, T-Mobile's enterprise design system.

Proven across product experiences, user interfaces, and the systems that scale them, for T-Mobile, Verizon, Nike, Samsung, and P&G, with a craft foundation that runs from print and brand into digital product. Build production AI-assisted design tooling with Claude, Cursor, and the Anthropic API.

Operations

Brooklyn, New York
<https://shauncronin.design/>
[linkedin.com/in/shauncronindesign](https://www.linkedin.com/in/shauncronindesign)
shaun.cronin.design@gmail.com



Education

The School of Visual Arts (SVA)
Bachelor of Fine Arts (BFA)
New York, NY • '12 - '15



Capabilities

Design & Craft: Interaction Design, Product Design, UI/UX Design, Brand & Visual Identity, Prototyping, Motion & Lottie Animation

Design Systems: Design Systems Architecture, Design Tokens & Figma Variables, Multi-Brand Theming, Component Documentation, Accessibility (WCAG 2 AA), Design Operations

Technical: Front-End Literacy (React, TypeScript), Figma Plugin Development, AI-Assisted Workflows (Claude, Cursor, Claude Code, MCP), 3D & Spatial (Spline, Blender)

Leadership & Strategy: Team Leadership & Mentorship, Design Strategy, Cross-Functional Collaboration, Stakeholder Management



Tooling

Design & Prototyping: Figma, FigJam, Figma Make, Framer, Spline, Adobe Illustrator, Photoshop, InDesign.

Build & AI: Cursor, Claude, Claude Code, VS Code, Git, React, TypeScript.

Collaboration: Confluence, Jira, Workfront, Microsoft 365, Slack.



Experience

'23—
Present

Lead Interaction Designer

Kettle – New York, NY

- Lead interaction design for Arrow, T-Mobile's enterprise design system: 210 components, 609 icons, and 1,456+ pages of documentation adopted by hundreds of developers across the US, India, Brazil, and Canada.
- Shipped 25 major releases while maintaining WCAG 2 AA compliance across the full component library.
- Architected multi-brand theming across three brands (T-Mobile, Metro by T-Mobile, and Assurance Wireless) with Figma Variables and design tokens, so one system serves every brand without duplicate work.
- Built Arrow Design Support, an internal Figma plugin (React, TypeScript, Anthropic Claude API) that routes design requests through SharePoint via the Microsoft Graph API, cutting intake friction for the team.
- Introduced AI-assisted workflows that help the team research, document, and ship faster, shaping the practice's approach to emerging tools.
- Manage and mentor a team of 5 designers as the primary design system subject matter expert for client stakeholders.

'21—'22

Senior User Interface Designer

Rockstar Games – New York, NY

- Redesigned the Rockstar downloads experience and rebuilt the legacy games library spanning 25+ classic titles.
- Built reusable UI components adopted by other teams, keeping the experience consistent across Rockstar marketing pages including GTA Online Guides.
- Established shared patterns and accessibility standards that sped up handoff and eliminated duplicate design work across titles.
- Partnered with engineers, brand designers, and marketing leadership to move work from concept through front-end delivery.

'19—'21

Senior Designer

Saatchi & Saatchi – New York, NY

- Senior designer on the P&G oral care account, owning DTC and eCRM design for two flagship brands, Oral-B and Crest.
- Redesigned both brands' homepage experiences, contributing to higher conversion across the DTC sites.
- Rebuilt the eCRM programs end to end, lifting email open and click engagement for both brands.
- Created reusable email and page template systems that sped up campaign production and held visual consistency across markets.

'18—'19

Senior Designer

R/GA – New York, NY

- Designed product UI for Verizon's new website and app, delivering user flows, screens, and reusable components.
- Created Samsung's holiday campaign experience, working directly with executive creative directors and senior leadership.
- Contributed design direction to high-stakes new business pitches for prospective clients.
- Volunteered to design month-long social campaigns for Pride and other Business Resource Groups, supporting company-wide inclusion efforts.

'15—'18

Senior Designer

AKQA – New York, NY

- Began in brand and print design, applying Verizon's rebrand consistently across events and advertising, before moving into digital product work and growing from junior to senior responsibilities over three-plus years.
- Contributed to the My Verizon app redesign serving 100M+ subscribers, where streamlined self-service helped lift mobile sales conversion and raise in-app bill payment from 68% to 85%.
- Designed the Nike Connected Jersey app, a Cannes Lions shortlisted project bringing courtside NBA content to fans, and built editorial pages for the Nike+ app.
- Helped develop a first-in-class app experience for Volvo connecting customers with their dealers.