

Shaun Cronin

Lead Interaction Designer | Product, Systems & Interface Design

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SUMMARY

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.

CORE COMPETENCIES

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

Design Systems: Enterprise Systems, Systems Architecture, Token Studio, 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 & Claude Code, Cursor, MCP, 3D & Spatial

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

EXPERIENCE

Lead Interaction Designer 2023 – Present

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.
- Elevated the enterprise system with improved variables, skills, and MCP for support across Figma.
- Manage and mentor a team of 5 designers as the primary design system subject matter expert for client stakeholders.

Senior User Interface Designer 2021 – 2022

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.

Senior Designer 2019 – 2021

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.

Senior Designer

2018 – 2019

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.

Senior Designer

2015 – 2018

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.

TOOLING

Design & Prototyping: Figma, FigJam, Figma Make, Framer, Spline, Adobe Creative Suite

Build & AI: Cursor, Claude, Claude Code, VS Code, GitLab, React, TypeScript

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

EDUCATION

Bachelor of Fine Arts (BFA)

2012 – 2015

The School of Visual Arts (SVA) — New York, NY