

ROBERT J. DELL'AQUILA

Senior UX Designer | Product Designer | Design Systems Lead and Architect

rob@thumpwerks.com | 847-309-4658 | Huntley, IL 60142

linkedin.com/in/rdellaquila

Primary portfolio: portfolio2026.thumpwerks.com | thumpwerks.com

PROFESSIONAL SUMMARY

Senior UX and Product Designer with 20+ years building scalable enterprise design systems and leading high-performing design teams. Expert in design systems architecture, component architecture, design tokens, variant strategy, and design governance. User-centered designer across research, interaction design, prototyping, and accessibility (WCAG 2.1 AA). Partners directly with engineering to deliver production-ready components, implementation guidance, and clean design-to-code handoff, including React web component work and Android/Kotlin collaboration. Architected the NOVA Design System, generating 85,000+ Figma component inserts across 6 production applications. Seeking a Senior, Lead, Principal, or Staff role in UX design, product design, or design systems leadership.

CORE COMPETENCIES

Design Systems: Design Systems Architecture, Component Architecture, Design Tokens, Variant Strategy, Design Governance, Cross-Platform Parity, Pattern Libraries, Component Libraries, Design System Audits, Design System Maturity Models, Design Ops

Product and UX Design: User Experience (UX) Design, Product Design, Interaction Design, User-Centered Design, Information Architecture, Accessibility (WCAG 2.1 AA), Responsive Design, User Research, Usability Testing, Wireframing, Prototyping, Design Strategy

Technical: Figma, React, Design-to-Code Translation, Component Handoff, HTML5, CSS3, SASS, JavaScript, Git, Mobile Platform Collaboration, Specification Documentation

Leadership: Team Leadership, Mentoring and Coaching, Cross-Functional Collaboration, Developer Partnership, Design Culture Building, Process Establishment, Stakeholder Management, Strategic Planning

PROFESSIONAL EXPERIENCE

Design Consultant

Thumpwerks Inc. | Huntley, IL | 2024 - Present

Independent UX and design systems consulting and custom product work. Available for selective engagements while seeking a full-time role.

- Advise on design systems architecture, component libraries, and design-to-code workflows for client product teams
- Build interactive prototypes and working code examples to speed developer handoff

Senior UX Designer IV / Design Systems Architect

Ahold Delhaize USA | Salisbury, NC | 09/2023 - 02/2026 | Remote

Architected and built the NOVA Design System from the ground up for enterprise retail operations spanning 2,000+ store locations, leading design system strategy and execution.

Design Systems Leadership

- Designed 38+ reusable components for Android, web, and tablet platforms within 6 months, exceeding organizational standards
- Built accessibility into the system at the component level, meeting WCAG 2.1 AA across all platforms
- Established and led a design system governance model with a contribution framework for a 12-person design team
- Achieved 55% cross-channel readiness faster than industry standard through direct developer partnership
- Generated 85,000+ Figma component inserts across 6 production applications in 2025
- Scaled the design system larger than both legacy systems combined, making it the organization's single source of truth

Product Design and Delivery

- Lead Designer for the Associate Mobility Team supporting store operations and workforce management
- Designed 6 fully responsive, WCAG 2.1 AA compliant associate applications for handheld devices, tablets, and web with a consistent cross-platform experience
- Created working code and interactive prototypes, reducing developer implementation time by 40%
- Conducted user research and usability testing with 200+ store associates to validate design decisions

Developer Collaboration

- Worked directly with development teams, providing design specifications, implementation guidance, and code examples

- Delivered component specifications with detailed implementation requirements and interaction documentation for seamless handoff
- Collaborated on Jetpack Compose component architecture and Android design pattern implementation with native developers
- Provided React component code and implementation support for web platform components
- Reduced design-to-development cycle time by 40% through direct developer collaboration and specification clarity

AI Innovation and Leadership

- Led an AI initiative for the UX team, developing a prompt library for design workflow optimization
- Pioneered AI-assisted processes for UX research, wireframing, final design, and prototyping
- Accelerated design iteration cycles by 50% through automation of repetitive tasks
- Created best-practices documentation and training for AI-assisted design across all UX stages
- Mentored the design team on AI-assisted workflows, component thinking, and design system best practices

Tools: Figma, FigJam, Design Tokens, Android, Kotlin, Jetpack Compose, React, Component Architecture, Cross-Platform Design Systems

Senior Product Designer / Design System Lead

CDK Global | Hoffman Estates, IL | 03/2017 - 12/2022

Led design system strategy and product design for enterprise automotive software serving 15,000+ dealerships. Managed a design team and mentored junior and mid-level designers.

- Headed the design system team supporting multiple B2B automotive products and 50+ product designers across the organization
- Built component libraries and design standards used by 50+ product designers, enabling consistency across the portfolio
- Partnered directly with engineering teams on component implementation and code-level specifications
- Provided design-to-code support enabling developers to build production-ready components from specifications
- Designed UX for CRM, Text Connect, DriveFlex, and Hailer products, each serving thousands of users
- Improved user task completion rates by 35% through iterative design improvements and usability research
- Contributed to the Fortellis Platform generating \$450M+ in annual revenue (10x growth trajectory post-launch)
- Established a design review process ensuring quality and consistency across the product portfolio
- Facilitated Design Thinking workshops for cross-functional teams of 20+ participants
- Mentored 5 junior and mid-level designers on UX best practices, design systems thinking, and career development; several advanced to senior and lead roles

Tools: Figma, Sketch, Design Systems, User Research, Prototyping

Senior User Experience Designer

Echo Global Logistics | Chicago, IL | 06/2010 - 10/2016

Led UX strategy and product design for an enterprise logistics platform processing \$2B+ in annual freight volume. Managed and mentored a team of 3 UX designers.

- Created a comprehensive design pattern library, reducing development time by 30% across the product suite
- Worked directly with engineering teams to provide component code and implementation guidance
- Streamlined design-engineering collaboration through the pattern library and handoff documentation
- Established a design QA process ensuring UI consistency across 15+ product features
- Improved user satisfaction scores by 40% through data-driven design iteration
- Conducted usability testing with 100+ logistics professionals to validate design decisions
- Drove adoption of user-centered design as a foundational phase of all product development

Tools: Design Systems, User Research, Prototyping, Design Pattern Libraries

TECHNICAL SKILLS

Design Tools: Figma, FigJam, Adobe Creative Suite (Photoshop, Illustrator, XD), Miro

Development and Developer Collaboration: React, HTML5, CSS3, SASS, JavaScript, JSON, Git, Component Implementation, Design-to-Code Translation, Mobile Architecture Guidance, Developer Handoff, Specification Documentation

Research: UserTesting, Google Analytics, A/B Testing, Usability Testing, Journey Mapping, Personas, Qualitative Analysis

Collaboration: SharePoint, Microsoft Office 365, Confluence, Jira, Slack

AI Tools: Claude, ChatGPT, Gemini, Grok, Midjourney, Prompt Engineering, AI-Assisted Research, AI-Driven Prototyping, Figma MCP

SELECTED ACHIEVEMENTS

- 85,000+ Figma component inserts across the NOVA Design System serving 6 production applications
- 40% reduction in design-to-development cycle time through process improvements and developer partnership
- 35-40% improvement in user satisfaction scores across multiple product suites
- 8+ designers mentored to senior and lead roles
- 50+ designers enabled through scalable component systems and governance frameworks
- \$450M+ platform revenue contribution through design strategy and execution
- 30% reduction in development time through design patterns, specifications, and collaboration

EDUCATION

Bachelor of Fine Arts in Industrial and Product Design

University of Illinois at Urbana-Champaign

EMPLOYMENT FOCUS

Position Type: Full-Time

Desired Roles: Design Systems Lead, Principal Designer, Staff Designer, Senior UX Designer, Senior Product Designer, Director of Design

Industries: Enterprise Software, SaaS, Retail Technology, Automotive Technology, Financial Services, Healthcare

Location: Remote preferred; Chicago hybrid secondary