TONY FOLENTA
DESIGN SYSTEMS MANAGER
CHICAGO

PORTFOLIO .... **TNFLNT.CO**
EMAIL .... **HI@TNFLNT.CO**
PHONE **862.812.2945**

BACKGROUND

I'm a design leader with over a decade of experience building design systems, products, and teams.

I am a design systems expert, leading the design, implementation, and adoption of systems; my work includes building foundations and tokens, component library design and development, and establishing teams to govern, maintain, grow, and evangelize the system.

SKILLS & EXPERTISE

Design Systems & Component Libraries

Product & UX Design Management

Product Design Strategy

Agile Project Management

Visual Design & User Experience Design

User Research

Web and Mobile Accessibility

Responsive Web Design

iOS & Android Native App Design

Figma, Sketch, Abstract, InVision

Front-End Development

EDUCATION

BFA, New Media Design

ROCHESTER INSTITUTE OF TECHNOLOGY
ROCHESTER, NY

**CHAPTER PRESIDENT,
ALPHA PHI OMEGA SERVICE FRATERNITY,**
2009 & 2010

EXPERIENCE

Keller Williams

Product Design Manager, Jul 2021–April 2023;
Design Systems Manager, Jan 2020–Jun 2021;
Senior UX Designer, May 2019–Dec 2019
AUSTIN & CHICAGO (REMOTE)

Designed the KW design system, Figma component libraries, and documentation; drove adoption across 5 product lines.

Established and managed the KW design systems development team (4 front-end engineers, 2 designers); led design system evangelism, governance, and processes.

Product design manager, design operations manager, and hiring manager; helped scale the design team from 5 to 20 designers over 2 years.

Strava

Senior Product Designer, Mar 2017–Apr 2019
SAN FRANCISCO

Product design lead for core experiences (activity feed, activity analysis, and Apple Watch native app).

Designed Strava's product design system and led implementation in a cross-functional team of front-end, iOS, and Android engineers.

Established a design standards working group across product, brand, and marketing to build a cohesive design system and visual language for all Strava brand experiences.

Odopod

Senior Visual Designer, Jan 2016–Feb 2017;
Visual Designer II, Aug 2013–Dec 2015;
Visual Designer I, Jul 2012–Jul 2013
SAN FRANCISCO

Designed products and services for agency clients, delivering responsive web apps, retail experiences, iOS and Android apps, and TV/media platforms.

Established design documentation standards for client work.

In-house design consultant for Eventbrite iOS design system and experimental apps.