

Kirsten Stryker, CPACC

Director of Product Design · Strategy, Systems, Teams & Design Operations

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PROFILE

Product design leader with 15+ years of experience shaping digital products, leading teams, and scaling design practices across enterprise SaaS, fintech, and consumer technology. Former Director of Product Design and Product Design Manager with experience building teams, guiding product strategy, mentoring designers, and aligning design with engineering and business priorities. Combines people and organizational leadership with deep expertise in design systems, accessibility, and design operations to improve delivery quality and accelerate adoption.

PROFESSIONAL EXPERIENCE

FICO | Lead Systems Designer

Design Systems & Governance · Remote · 05/2025–Present

- Own the strategy and modernization roadmap for FICO's enterprise design system, aligning scalable foundations and shared component standards across product teams.
- Set cross-product design standards for accessible theming, interaction patterns, and visual foundations, balancing brand consistency with enterprise usability.
- Drive design–engineering alignment on reusable libraries and production components, reducing implementation ambiguity and development time by approximately 60%.
- Introduce AI-assisted design and implementation reviews grounded in design-system standards and WCAG 2.2 requirements, strengthening quality controls across workflows.
- Establish governance, intake, and contribution practices across product teams while supporting hiring and designer career development to strengthen design-system capabilities.

lululemon | Product Design Lead, Supply Chain Operations & Tooling

Vendor Tools & Design Systems · Remote Contract · 03/2023–05/2025

- Led design direction for enterprise supply-chain and vendor tooling, hiring and developing designers while guiding multiple product initiatives and the Canvas design system.
- Aligned design and engineering on reusable product patterns, accessibility standards, and scalable implementation practices.
- Established governance and contribution processes that enabled consistent design-system adoption across multiple product teams.
- Led concurrent product-design initiatives transforming manual vendor workflows into digital tools that achieved 100% adoption.

ForgeRock | Principal Product Designer, Operations & Design Systems

IAM / SaaS · Remote · 02/2022–03/2023

- Drove design-system strategy for a complex cloud product ecosystem, scaling two Figma systems to approximately 85% adoption across teams.
- Partnered with engineering to align design and production standards, strengthening consistency and reducing fragmentation across teams.
- Helped shape the migration strategy for legacy experiences toward a more scalable cloud platform.

Mission Lane | Product Design Manager

Fintech · Remote · 08/2021–02/2022

- Directed design integration strategy for acquisitions, aligning previously separate product experiences around a cohesive user experience.
- Mentored designers and established a design-system contribution model to improve consistency and scale delivery.

Possible Finance | Director of Product Design

Fintech · Remote · 05/2020–08/2021

- Directed redesign of the consumer application and established a reusable React-based design system to support product evolution.
- Recruited and built a remote design team from zero to five, combining team leadership with hands-on product direction.

Filter, a Merkle Company | Senior User Experience Designer

Consultancy · Seattle, WA · 05/2019–02/2020

- Led UX and visual design for complex client products, collaborating with engineering on feasibility and implementation.
- Presented design direction to senior stakeholders and facilitated cross-functional design workshops.

Slalom | Lead Product Designer

Consultancy · Seattle, WA · 06/2017–10/2018

- Led product design for a major proof-of-concept engagement with an 11-person multidisciplinary team.
- Translated complex enterprise requirements into workflows and product experiences using Salesforce Lightning.

Avanade | Senior Designer

Consultancy · Seattle, WA · 03/2015–06/2017

- Led an eight-person, multi-agency design team delivering visual design for T-Mobile's Fuse 1.0 design system.
- Established processes connecting visual design, UX, engineering, implementation, and QA.

EDUCATION & CERTIFICATIONS

BFA, Graphic Design: Cornish College of the Arts, 2002–2006

Instructor: UI Design, School of Visual Concepts, Seattle, 2019–2021

Certified ScrumMaster (CSM): Scrum Alliance

Certified Associate in Project Management (CAPM): PMI

Certified Professional in Accessibility Core Competencies (CPACC): IAAP

EXPERTISE

Leadership & Strategy: Product Design Strategy · Team Building · Mentorship · Organizational Alignment · Design Operations

Systems & Accessibility: Enterprise Design Systems · Governance · WCAG 2.2 AA · Inclusive Design · CPACC

Delivery & Operations: Cross-Functional Collaboration · Design-to-Code · Documentation · Quality Review

Product Leadership: Enterprise UX · Product Modernization · Adoption Strategy · Design & Engineering Alignment

Tools: Figma · Claude · Claude Code · VS Code · Bolt · Jira · Confluence · Adobe Creative Cloud