Wesley Kay

Staff Product Designer
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PROFESSIONAL SUMMARY

- 8+ years product design across web and mobile, with a portfolio of 0→1 products taken from concept to launch and enterprise systems taken to 40M+ users
- Co-founded a DeFi protocol to make on-chain trading usable by non-experts; led design and operations for a 25-person org through a $4M seed and 0→100K+ community
- Built cohesive visual systems for unreleased products: Overlay's entire visual language, brand, and component library from zero; Qualcomm's first design system, with a 1,500+ icon library built on Lucide across three brands
- Drives visual design direction for an enterprise AI platform at BNY, from the product surface through the design system components every team inherits
- Designs and prototypes in code, shipping in shared repos with engineers; senior leadership calls on me for production-ready prototypes for CEO-level review, delivered within 24 hours
- Works in high ambiguity and holds a point of view: defined two platform frameworks adopted org-wide, and built my own research loop when none was handed to me
- Toolkit: Claude Code, Codex, Figma, HTML/CSS, Git/GitLab, Adobe Suite

PRODUCT DESIGN & 0→1 EXPERIENCE

BNY

Oct 2025 – Present

Senior (Staff) AI Designer Contract

- Own product design for the core experience of an enterprise AI platform serving 40K employees, across web, mobile, tablet, and desktop. Drive its visual design: set the system's initial visual direction, pitched and shipped light mode in three days after selling it to the Head of Design, and drive component-level design decisions across the system
- Originated product concepts adopted onto the roadmap, including a new core experience shipping Q4 2026
- Own the experience through which every employee at the bank works with Eliza AI. The top nav had run out of room as the bank kept adding AI products, so I replaced it with a unified IA and a front door for the whole platform. Launched March 2026, shipped bank-wide July 2026. Also own the agent marketplace end-to-end
- Every new AI product at the bank kept relitigating the same two questions, so I defined the frameworks that settled them: where a product lives (native, integrated, external) and how work reaches a user (self-created, assigned, AI-proposed). Both adopted; every downstream product inherits them
- Run research for the core experience: study design, recruiting, and 1:1 sessions on a standing cadence. Those sessions have reversed decisions I had already committed to

Qualcomm

Feb 2025 – Sept 2025

Senior (Staff) Product Designer · Design Systems Lead Contract

- At the manual pace, 60+ components would have shipped as roughly 12 and the system would have launched half-empty. I built an AI-in-the-loop documentation workflow instead: 120x less writing effort, 95% less CMS time, all 60+ documented on schedule for enterprise beta
- Direction setting for Qualcomm's first design system: wrote the design principles the rest of the team built from, defined UX patterns, and responsible for a 1,500+ icon system built on Lucide, unifying marketing and product across three brands, now public at react.qui.qualcomm.com
- Defined what a UX pattern *is* for the system, then which ones it would ship. Original research, peer benchmarking (Carbon, Material, Polaris, Atlassian), validated against shipping products, presented to Heads of Design for buy-in
- Designed the documentation architecture, then the contribution and review workflow that let a team spread across time zones add to the system without it fragmenting

Autonomy / Overlay Sept 2021 – Feb 2025
Co-Founder, COO

- Took a DeFi protocol from zero to one. Owned all visual design, UX, branding, and design language across web app, mobile, and marketing site, through four full app iterations
- Built the visual identity from nothing: logo, mascot, design ethos document, and a component library that let a distributed team ship without me in the room
- Grew community 0 → 100K+ (77K Twitter, 50K Discord), shipped 12 products, and built the team from 3 to 25
- Raised and managed a $4M seed, owning investor relationships and a $3.4M budget across four regulatory jurisdictions

T-Mobile Feb 2020 – Sept 2021
Senior UX Designer, Lead

- Design lead for Global Navigation, rolling out multiple changes to 30+ LOBs for 40M monthly active users across web and mobile
- Design lead for Search, reducing the share of searches with zero results from ~13% to 0.7%
- Ran research end-to-end so the deadline held without designing blind: wrote the questions, briefed in-house researchers and outside vendors, translated findings into direction. Also contributed components to the system serving 40+ designers

EARLIER EXPERIENCE

Field Design Co. Jun 2023 – Feb 2025
Principal Designer, Founder

Toptender 2019
UI/UX Consultant

Opolis 2018 – 2019
UI/UX Designer

SELECTED SIDE PROJECTS

- **Iona Tracker** (2026) · Self-hosted app for tracking a newborn across caregivers. Used daily at home
- **frog** (2026) · Terminal workspace that runs on one machine and picks up on my phone, mid-session
- **Juno** (2026) · Household agent over iMessage. Email to calendar, Face ID to approve spend
- **Blue** (2026) · AI-native architecture practice. Turns local building code into cited answers for real jobs

EDUCATION

Master of Architecture · University of Colorado Denver · 2014–2017
B.A. Environmental Studies, cum laude · University of Colorado Boulder · 2008–2010

SKILLS

Visual & Interaction: Visual systems for new products, iconography, brand-to-product translation, typography, motion, prototyping
Product Design: 0→1 greenfield, end-to-end domain ownership, mobile and web, high-ambiguity exploration
Design Systems: Component patterns, tokens, governance, multi-brand scaling, AI-consumable foundations
Prototyping in Code: Claude Code, Codex, HTML/CSS, shared-repo collaboration with engineers, MCP
Research: Independent qualitative research, interview synthesis, usability testing, A/B validation