

T. Shawn Olson

SLC, UT

tshawnonlson@gmail.com

olsondesignco.com [linkedin.com/in/tshawnonlson](https://www.linkedin.com/in/tshawnonlson)

Creative Leader | Sr. Brand Designer & Strategist | Design Systems Architect



Summary

Senior Brand Designer & Design Systems Architect with 18+ years of experience, including 5 years leading design teams in an informal capacity. Moves complex multi-product companies from a house of brands to a unified branded house, builds scalable Figma/Framer design systems and self-serve asset frameworks for revenue marketing teams, and integrates AI-augmented workflows (MCP, Claude, Codex, Playwright, Zapier) to cut creative overhead while driving Annual Contract Value (ACV) and landing page conversion rates.

Core Competencies & Technical Skills

- **Brand Strategy & Visual Leadership:** Brand Architecture, Brand Evolution, Creative Direction, Visual Identity, Brand Design Systems, Typography, Illustration, Design Sprint Facilitation, Executive Stakeholder Management.
- **Web & Digital Experience:** Web Architecture, Desktop & Mobile Web Design, Landing Page Optimization, Conversion Rate Optimization (CRO), SaaS Product Marketing Design, Micro-interactions, Design Hand-off.
- **Systems, AI & Automation:** Figma Asset Libraries, Framer Publishing, MCP Integration (Model Context Protocol), Claude AI Workflow Integration, Playwright Web Automation, Zapier & Slack Automation, Design System Governance.
- **Design Tools & Platforms:** Figma, Framer, React Component Collaboration, Agile / Scrum Methodology.

Professional Experience

PODIUM | Sr. Brand Designer

2025 – Present

- **Architected Unified Brand Strategy:** Spearheaded the strategic visual migration from a fragmented house of brands to a unified branded house, establishing end-to-end brand cohesion across Podium's core enterprise platform and three vertical product lines (Aesthetics, Home Services, and Automotive).
- **Engineered Scalable Design Systems:** Created and maintained multi-tier design systems across Figma, Framer, and LLM context models; deployed self-serve template frameworks for Product Marketing (PMM) and Revenue Marketing (VMM) teams to ensure 100% brand consistency across product verticals.

- **Automated Creative Operations & Workflows:** Built AI-augmented creative workflows leveraging Figma and Framer MCPs with Claude, Playwright web-to-Figma component extraction, and Zapier-to-Slack triggers, streamlining the creative request pipeline and reducing dedicated project management overhead.
- **Drove Annual Contract Value (ACV) Growth:** Partnered directly with the Brand Director, Sr. Product Marketers, and Sr. Revenue Marketing leaders to conceptualize and deploy high-converting digital assets and web experiences designed specifically to accelerate deal cycles and meet ACV targets.
- **Led Core Web Refresh:** Owned design and visual execution for Podium.com and its core industry vertical sites, ensuring brand integrity and high-performance digital engagement across web touchpoints.

AHA! | Sr. Web Designer

2022 – 2025

- **Co-Led Brand Evolution:** Co-led the end-to-end brand modernization for Aha!, refining typography, color systems, user personas, and marketing web standards across all digital channels.
- **Implemented Atomic Design Methodologies:** Modernized the core web design system using Atomic Design principles, creating scalable, reusable component libraries in Figma that accelerated web page deployment speed and improved overall user experience consistency.
- **Optimized Web Experiences:** Collaborated with cross-functional product and marketing teams to build responsive landing pages that streamlined conversion funnels and reinforced brand positioning.

BAMBOOHR | Sr. Web UI/UX Designer

2017 – 2022

- **Led Enterprise Redesign:** Directed the full redesign of BambooHR.com, collaborating with multi-channel stakeholders, creative teams, and developers to elevate visual consistency and user experience across the entire web presence.
- **Increased Conversions by 63%:** Designed and optimized responsive web components and landing page templates in Figma and Adobe Experience Designer, driving a 63% increase in paid landing page conversions over 12 months.
- **Established Developer Hand-off Standards:** Partnered with front-end engineers to enforce responsive breakpoints and pixel-grid systems, guaranteeing seamless implementation and scalable web architecture across marketing properties.

REQLESS DESIGN CO. | Principal & Brand Architect

2007 – Present

- **Strategic Brand Architecture & Positioning:** Direct full-lifecycle brand strategy, visual identity creation, and positioning frameworks for 30+ B2B SaaS startups and high-growth consumer clients across technology, healthcare, and retail sectors.
- **End-to-End Visual Identity Design:** Conceptualize and construct complete brand identity suites, including logo design, custom typographic systems, brand color theory, iconography, and multi-channel asset kits, built to establish long-term market authority.
- **Design System & Design Operations Consulting:** Partner with early-to-mid stage startups to design, document, and deploy zero-to-one design systems in Figma, establishing design operations frameworks that scale visual consistency as client teams grow.
- **Product UX/UI Strategy & Design:** Execute high-fidelity user interface design, user flow mapping, interactive prototyping, and visual design for enterprise SaaS web applications and iOS/Android mobile apps.
- **Cross-Functional Executive Advisory:** Function as an embedded fractional Creative Director, advising founders, product leads, and marketing executives on visual strategy, conversion rate optimization (CRO), and digital go-to-market strategies.