

borischantel

Product Design Leader | Design Systems & Enterprise Platforms

Atlanta, GA | (478) 284-2119 | borischantel@gmail.com | borischantel.com | [LinkedIn](#)

Core Skills

Product & UX Design

Product Design, Interaction Design, UX Strategy, Object-Oriented UX (OOUX), User Research, Usability Testing, Journey Mapping, User Flows, Rapid Prototyping, Responsive & Native Mobile Design, Accessibility (WCAG)

Design Systems

Design system architecture & governance, component library development, design tokens & theming, Material UI (MUI), pattern documentation, DesignOps

AI-Assisted Design

AI design strategy & ROI planning, AI “skill file” development (personas, UI standards, UX flow logic), AI-assisted prototyping

Design & Front-End Tools

Figma, FigJam, Sketch, Mural, Adobe Photoshop, Adobe Illustrator, HTML5, CSS3, JavaScript, VS Code

Leadership & Process

Design mentorship, Agile collaboration, executive presentations, cross-functional stakeholder management, architecture decision records (ADRs)

Education

BA in Fine Art

Concentration: Graphic Design
Georgia State University, 2014

Summary

Product design leader with 10+ years across enterprise and consumer digital experiences, from strategy through engineering hand-off. Deep experience architecting and governing design systems at scale, including a full component library rebuild for a B2B fintech platform and a 120+ component system replacing a legacy e-commerce framework. Track record mentoring designers and partnering with founders, product, and engineering leadership to align feature strategy and projected ROI with business priorities. Hands-on experience building AI-assisted design workflows that accelerate prototyping while holding standards consistent across large portfolios.

Related Experience



Head of Design (Contract)

Dec 2025 – Present (concurrent)

Greenbox, Remote

B2B fintech SaaS practice management platform for independent RIA firms

- Own end-to-end design for the platform, defining product direction, information architecture, and interface standards across a growing set of product areas.
- Architected and delivered the design system that the entire platform runs on, individually rebuilding 300+ Material UI components to resolve MUI’s data-density limitations for advisor workflows. Retained only the token file structure from the base library.
- Apply Object-Oriented UX to identify platform objects and flows first, determining required components before design begins.
- Resolved dark-mode color accessibility across alert and error states, using the OKLCH color space to hold text within accessible lightness ranges while preserving contrast on dark surfaces.
- Partner directly with founders, product owners, and engineering to translate business requirements into a scalable, consistent product experience.
- Author architecture decision records and an AI + Designer process log for leadership, providing evidence-based rationale for design decisions.



Lead User Interface Designer

Dec 2022 – Present

Grainger, Chicago IL (Remote)

- Lead end-to-end design strategy for the KeepStock® platform (4 enterprise applications supporting 6,000+ customer locations), driving a 3-year phased modernization of legacy inventory management experiences that reduced task completion time by 35%.
- Own and govern the KeepStock® Design System, replacing an e-commerce-oriented framework with 120+ purpose-built components in active use by 8–10 designers and 30–35 engineers; cut new-screen design time 40%, from 5 days to 3.
- Build structured AI “skill files” (reusable knowledge bases covering user personas, UI design practices, and UX flow logic), reducing high-fidelity prototype time from approximately one week to one day.
- Built a custom Figma plugin applying predefined spacing variable presets to selected frames, enforcing spacing consistency across the design system.

Selected Outcomes

300+

Material UI components rebuilt for the Greenbox platform design system

120+

purpose-built components in the KeepStock® Design System, used by 8–10 designers and 30–35 engineers

35%

reduction in task completion time across modernized inventory experiences

40%

faster new-screen design, from 5 days to 3

Lead User Interface Designer, Grainger *continued*

- Contribute to the grainger.com design system alongside KeepStock platform work.
- Pitched and designed an in-context learning experience for new-feature education in a customer-facing web application.
- Partner across 5 cross-functional teams and 30–35 engineers to align feature strategy and projected ROI with business priorities; present to Director- and VP-level stakeholders.
- Received a Grainger RSU Recognition Award for contributions to enterprise initiatives.

Senior UI/UX Designer

Feb 2020 – Nov 2022

AutoZone, Memphis TN

- Led the checkout experience redesign across two separate products: a native iOS application and a web application, each built on its own design system.
- Replaced a multi-step wizard checkout with a single-screen flow, removing sequential navigation as a barrier to purchase completion.
- Designed the mobile checkout as part of a full native rebuild, transitioning the app from a web-wrapper implementation to native SwiftUI.
- Designed a custom tab bar that collapses into a checkout progress state, and reworked swipe-back gesture handling to disambiguate returning a screen from returning a step.
- Provided day-to-day design leadership for 2 designers; one was promoted.
- Conducted user research and usability evaluations, presenting recommendations to Director- and VP-level stakeholders.

Senior User Interface Designer

Jan 2016 – Feb 2020

Genuine Parts Company (NAPA Auto Parts), Atlanta GA

- Partnered with Product Management and multidisciplinary Agile teams to deliver enterprise digital experiences across 5+ applications.
- Applied customer feedback, site analytics, and research findings to shape feature roadmaps and prioritization.
- Developed and maintained scalable UI standards, design patterns, and documentation.
- Managed and mentored 3–5 junior and contract designers; one was promoted.

Graphic/User Interface Designer

Nov 2014 – Jan 2016

The Salvation Army Headquarters, Atlanta GA

- Designed digital experiences, marketing assets, and branded communications supporting national organizational initiatives.