SASHA PETROV

Design System Designer

Design System Designer with 7 years at Atlassian and Salesforce. Lead Atlassian Design System (ADS); raised internal adoption from 71% to 92% across 1,800+ product teams and shipped 4 Figma Variables-based theming releases. NN/g UX Master + Salesforce Lightning Design System Certified + Adobe Certified Expert.

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EXPERIENCE

Senior Design System Designer

Atlassian

Aug 2021 - Present Seattle, WA

Senior designer on Atlassian's Design System team owning ADS components, theming, and documentation.

- Authored 60+ components and 14 patterns in Atlassian Design System (ADS); internal adoption rose from 71% to 92% across 1,800+ product teams over 24 months
- Shipped 4 Figma Variables-based theming releases enabling Confluence, Jira, and Bitbucket dark mode without component rebuilds
- Built ADS adoption analytics dashboard tracking 18 KPIs; informed quarterly OKRs across 6 design system contributors
- Coached 3 design system contributors via structured component-review training

Design System Designer

Salesforce

Aug 2018 - Jul 2021 San Francisco, CA

Designer on Salesforce Lightning Design System (LDS) team.

- Authored 38 components in Salesforce LDS used by 12K+ external developers building on the Salesforce platform
- Co-led WCAG 2.1 AA audit of 80 LDS components; remediated 240+ accessibility violations in 6 months
- Wrote 14 LDS pattern guidelines published to design.salesforce.com; combined views 480K+

HOBBIES

Reading design books

Attending design conferences

LANGUAGES

Russian

English

SKILLS

Figma & Figma Variables (theming)

Component & Token Architecture

Storybook & Component-Driven Development

Design Tokens (Style Dictionary, JSON)

WCAG 2.1 AA Accessibility

Documentation & Pattern Guidelines

Adoption Analytics (Tableau, Looker)

EDUCATION

B.S.

University of Washington

Sep 2014 - May 2018 Seattle, WA

Human-Computer Interaction · GPA: 3.81/4.0

CERTIFICATES

Nielsen Norman Group UX Master Certification

Nielsen Norman Group · 2023

Salesforce Lightning Design System Certified

Salesforce · 2022

Adobe Certified Expert — Adobe XD

Adobe · 2021