

Ricky Sunay

Design System Leader

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312.613.7944

I'm a Designer

Design systems practitioner with 15+ years of experience building and scaling token-driven systems across fintech and data platforms. I build systems from zero, govern them at scale, and connect design and engineering through Figma and Storybook. I have shipped components across web, desktop, and mobile, tracked adoption to guide investment, and used AI to speed documentation and design operations.

I've worked with some awesome people

Design Lead | American Medical Association

Mar 2026 - Current

- Redesigned the AMA Ed Hub e-learning experience to resolve navigation friction and improve content engagement and click-through rates.
- Built a scalable design system with flexible templates and components to accommodate 50+ existing partner brands under a unified visual framework.
- Developed an AI-powered documentation workflow using Claude and Figma to accelerate design system output.
- Created a standalone brand identity system for an independent AMA sub-brand, designed to coexist within the broader AMA ecosystem.

Product Design Lead - Design Systems | Circana

Jun 2024 - Jan 2026

- Led design strategy for new enterprise analytics platforms serving thousands of clients across industries.
- Defined and shipped the design vision for Circana's new AI-powered analytics tool.
- Established a token-based architecture across all foundational design elements to support scalable theming across multiple product teams.
- Developed component analytics to track adoption rates and identify improvement opportunities, driving continuous system evolution.
- Partnered with engineering and product to align roadmaps and prioritize platform consistency.

Design System Lead | M1 Finance

Aug 2022 - May 2024

- Built and governed Liquid DS, M1's first centralized design system, from the ground up.
- Integrated Figma and Storybook to create a seamless cross-functional handoff workflow.
- Automated Figma workflows that reduced design-to-dev handoff time by 30%.
- Maintained component documentation supporting engineering teams across React.js, Jetpack, and Swift.
- Established governance processes and contribution guidelines to support multi-team adoption.

Senior Product Designer, Growth | M1 Finance

Mar 2021 - Aug 2022

- Redesigned the end-to-end onboarding flow, improving completion rates and reducing drop-off.

- Rebuilt premium upgrade experience, increasing sign-up conversions from 14% to over 50%.
- Designed A/B test variants for premium flows and collaborated with the growth team to analyze results.
- Facilitated Figma open hours and hands-on workshops to upskill the broader design team.

Senior Product Designer | Pangea Money Transfer**Mar 2019 - Nov 2020**

- Partnered with marketing and product to align growth experiments with brand and UX standards.
- Led end-to-end product design across mobile and web for a new debit card product.
- Designed and shipped a new B2B SaaS offering targeting small business remittance customers.
- Conducted user research and usability testing to validate design decisions across key flows.
- Produced detailed design specs and prototypes to support agile development cycles.

Senior UI/UX Designer | BMW Technology**Apr 2018 - Mar 2019**

- Led Android feature development for the MINI and BMW companion apps.
- Built BMW's first internal design system to align global design and engineering teams.
- Defined UI patterns and interaction standards across app surfaces for consistency at scale.
- Collaborated with Munich-based teams to adapt design decisions for international markets.
- Produced motion design specs and micro-interaction prototypes to guide front-end implementation.

Earlier Roles | GRate, Groupon, Walgreens, OpinionLab, eShots, Pathfinder Development

- Directed design standards and processes across apps, internal tools, and marketing sites.
- Unified visual and interaction style across multiple product lines and digital properties.
- Established token-based design architecture to ensure scalable, consistent experiences across global teams.

Skills

Design Systems / Design Thinking / Prototyping Design / Visual Design / User Research / Usability Testing / Motion / Workshop Facilitation / HTML / CSS / JavaScript

Tools

Figma / Make / MCP / Claude Code / ChatGPT / Token Studio / Style Dictionary / Adobe Creative Suite / Webflow / Storybook

Education

Columbia College Chicago - BFA 2008