

Kelly Harrop

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Product designer specializing in design systems, platform UX, and developer experience. I solve complex product problems by combining systems thinking, product strategy, and front-end engineering.

Professional Experience

Intuit

Sr. Software Engineer, Player

Aug 2024 – Present

- Identified that content teams lacked visibility into **render time** cost. Created an observability pipeline that surfaced metrics directly inside authoring workflows, enabling teams to troubleshoot performance issues on their own as part of **self-service maturity**.
- Reimagined build-time workflows for multi-language platforms by establishing a rules-based architecture **in Bazel** and developed a seamless migration strategy. Conducted user research to validate a transformation in developer feedback loops, reducing subsequent build times from **over 5 minutes to seconds**.
- Defined a centralized documentation strategy using Astro to unify technical guidance, streamlining product releases through automated, PR-triggered deployments across the organization, **reducing manual support intervention by 33%**.

Sr. Software Engineer, Consumer Group Design System (Technical Lead)

Aug 2022 – Aug 2024

- Automated the design-to-dev handoff process by creating a CI-based asset upload workflow, establishing a standardized and scalable product delivery pipeline that reduced integration time from **2 weeks to minutes**.
- Led the migration from legacy styling to **semantic design tokens**, establishing a scalable foundation that aligned multiple consumer products under a shared visual language, resulting in **10% smaller bundle size** and reducing visual refresh implementation time **from a quarter to weeks**.
- Scaled the design system to support external typography and brand expression from other Intuit products across TurboTax, resulting in optimized brand handshake experiences.
- Partnered with design and engineering to lead implementation for the newly designed Landing

Table experience focused on modernizing key launch flows for tax forms, successfully launched for the quarter's tax season.

Sr. Design Engineer → Principal, Intuit Design System
Jan 2020 – Aug 2022

- Architected company-wide design token management system, ensuring **brand consistency, accessibility compliance, and scalability across multiple business units**.
- Expanded the design system with reusable components and platform capabilities that accelerated product adoption while **improving accessibility and implementation consistency**.
- Drove cross-unit design alignment by auditing products and consolidating patterns into **unified design standards**, including a complete cross-company iconography overhaul.
- Established and led the UX Engineering practice within the Intuit Design System, scaling the discipline to drive technical excellence across the platform organization.

Sr. Product Designer, ProConnect
Oct 2018 – Jan 2020

- Partnered with the ProConnect design team to identify opportunities for design system adoption, improving consistency, usability, and development efficiency. This included successfully implementing the Intuit Design System **product navigation** pattern into the product.
- Conducted design audits, user research, and usability testing to validate product enhancements and uncover opportunities for new or improved design system patterns.

USAA

Product Designer, Design Language System Representative
May 2017 – Oct 2018

- Designed and prototyped an **augmented reality** car-buying app, leading user testing sessions to refine end-to-end experiences.
- Conducted service design research, mapping customer journeys to inform product strategy.
- Converted Illustrator assets into the first **Sketch UI library** for the P&C design group.

Fossil

Product Designer, Contract
Apr 2016 – Apr 2017

- Led **end-to-end** app design for multiple clients, from concept through interactive prototypes, delivering responsive, accessible, and user-centered experiences.
- Partnered with high-profile brands, including **Kate Spade and Fossil**, translating brand

guidelines into functional prototypes for hybrid watch experiences.

Alkami Technology

Product Designer → Sr. → Lead Product Designer

Feb 2013 – Mar 2016

- Led UX design and strategy for desktop and mobile banking for **1M+** users.
- Built style guides and front-end libraries, reducing development effort.

Selected Earlier Experience

- **Tekzenit** — Product Designer, Contract, 2012 – 2013
 - **id Software** — Assistant Producer, 2009 – 2012
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Leadership & Community

Co-host, Code & Pixels Podcast

2023 – Present

- Host discussions on design systems, front-end engineering, and accessibility with industry experts.
 - Curate topics, edit episodes, release across platforms, and manage the newsletter to engage listeners.
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Education

The University of Texas at Dallas — B.A., Arts & Technology

Skills

- **Technical:** React, JavaScript, TypeScript, CSS, CI/CD, Workflow Automation
- **Design:** Design Systems & Tokens, Accessibility (WCAG, ARIA), UX Prototyping
- **Leadership:** Stakeholder Alignment, Cross-Functional Team Management, Documentation Strategy
- **Tooling:** Copilot, Storybook, ZeroHeight, Astro, Tailwind, Next.js, Jenkins, CircleCI, Auto, Player, Figma, Cursor

