

LUKE SYDOW

Senior Product Designer | Design Systems, Builder Enablement and Design to Code

Denver, CO | (630) 660-3171 | lukesydow@gmail.com | linkedin.com/in/lukesydow | lukesydow.com

PROFESSIONAL SUMMARY

Senior Product Designer and design-oriented technologist specializing in the systems that connect design to engineering. I build design systems, AI-enabled workflows, and practical tooling that solve day-to-day friction, automate repetitive work, and get teams unstuck. My strength is combining product craft, enterprise design-system thinking, and technical fluency to turn complex design problems into scalable, usable infrastructure.

CORE CAPABILITIES

SYSTEMS Design systems, component architecture, design tokens, Figma variables, multi-brand governance, documentation, migration, design QA

CODE AND DELIVERY Figma REST API, GitLab workflows, design-to-code delivery, validation, implementation review, cross-codebase alignment

AI AND PRODUCT Agentic workflows, human-in-the-loop systems, MCP tool integration, structured knowledge, interaction design, functional prototyping, cross-platform UX

PROFESSIONAL EXPERIENCE

Sling TV / DISH Network Senior Product Designer

Englewood, CO | 2023-Present

Lead design-system strategy, AI-enabled design operations, and product design across Sling TV and DISH Anywhere, connecting enterprise governance and implementation workflows across connected TV, web, tablet, and mobile.

Dark Matter Design System

- Lead an enterprise multi-brand design system supporting 13 teams across 5 platforms and 2 brands, aligning component architecture, product patterns, documentation, governance, and implementation guidance.
- Architected and implemented the complete design-side workflow for delivering design-system code. Generated output moves from Figma into GitLab for pull request review and validation before approved changes enter engineering's platform translation pipeline.
- Own system health across 204 components, 219 styles, and 1.9K variables, using adoption data, QA feedback, product needs, and engineering input to prioritize improvements, migrations, deprecations, and rebuilds.
- Design component architecture, interaction states, variable structures, motion standards, accessibility-aware behavior, documentation, contribution workflows, and lifecycle guidance.
- Designed most of the downstream validation model for identifying source, translation, rendering, and application-integration failures. Engineering owns its implementation and the translation pipeline itself.
- Govern contribution standards, QA, versioning, documentation, and migration while balancing consistency with the needs of distinct brands, platforms, and product teams.

AI Enablement and Agentic Systems

- Planned, designed, and implemented an active seven-agent framework that runs semi-autonomous design system workflows from intake through documentation. Human approval is required before consequential changes are accepted, and task outcomes inform ongoing improvements.
- Defined permissions, isolated-change workflows, checkpoints, rollback, revision limits, and validation before merge. Some controls are enforced by the system; others remain part of the team's manual operating process.
- Configure MCP connections that give specialized agents controlled access to design, documentation, work management, and repository tools.
- Built an AI Enablement Library containing 9 agent specifications, 5 validated prompt templates, 6 tracked projects, structured knowledge, permission guidance, and evaluation rubrics.
- Built a Python/JSONL context-memory system designed to reduce context bleed between agents through structured session history, scoped workstream context, and auditability.

Product Design and Prototyping

- Lead Guide and Detail Page experiences across connected TV, web, tablet, and mobile, turning complex navigation, discovery, metadata, and content-decision problems into reusable product patterns.
- Build high-fidelity and functional prototypes to expose edge cases, test interaction models, clarify technical requirements, and align product, engineering, research, QA, and leadership before development.
- Built a Python analysis tool comparing 51 metadata fields across 7 major streaming platforms, producing structured data, competitive analysis, and content-model recommendations.

Earlier Roles at Sling TV / DISH Network

Product Designer II | 2021-2023: Designed cross-platform product experiences, reusable patterns, design system improvements, motion standards, and implementation-ready specifications.

Product Designer I | 2020-2021: Designed UI components, flows, prototypes, and motion specifications; contributed to Dark Matter's early foundation.

Producer | 2018-2020: Created motion, video, and visual design across product, brand, marketing, and customer experiences.

EARLIER EXPERIENCE

LS Studios, Founder | 2016-2018: Independent motion and visual design practice.

Melco, Motion Design and Media | 2007-2014: Motion design and media production.

ManiaTV!, Creative and Motion Design | 2005-2007: Creative and motion design.

TOOLS AND TECHNOLOGIES

DESIGN Figma, FigJam, Figma Variables, Figma REST API

AI AND BUILD Claude, Claude Code, ChatGPT, Gemini, Kiro, MCP, Python, TypeScript, React, JSON / JSONL

DELIVERY GitLab, Jira, Confluence, Airtable, UserZoom, Adobe Creative Suite

CERTIFICATION

AI Aware Certification