Steven Deeds

Staff Design Systems Lead

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No sponsorship required

SUMMARY

Design systems leader with **18 years in product & design**. Six years and **$43M** measurable impact as design system leader for Edward Jones' **300 app portfolio**. Design, code and AI craft expert. I combine rigorous clarity, humanity, and less but better to achieve outsized results at scale.

- Founded and scaled a firm-wide design system adopted across **300 applications, 60 designers, and 500 developers**, with **$31M** in measurable impact; coded React + token libraries surpassed **85,000 downloads**.
- Led a **proprietary typeface program** that eliminated licensing risk and delivered **~$12M** in savings.
- Unified brand and product color into one accessible system (dark mode, data viz) and drove a portfolio-wide audit that **reduced accessibility defects by 80%**.
- Established an enterprise accessibility practice, securing investment for **20 embedded specialists** within three years.

SELECTED EXPERIENCE

Edward Jones — St. Louis, MO (Remote)

Senior UX Designer — Founder & Lead, AXIOM Design System · 2019 – 2026

Founded and led AXIOM, the enterprise design system, across a **300 app portfolio** — owning vision, foundations, governance, tooling, and adoption with a cross-functional team of UX designers, front-end engineers, and accessibility specialists.

- Scaled adoption to **300 applications, 60 designers, and 500 developers**, with coded React + Style Dictionary libraries passing **85,000 downloads**.
- Led the **EJ Sans** proprietary typeface program with Brand, Legal, and Technology — eliminating licensing risk and delivering **~$12M** in savings.
- Unified brand and product color into one accessible, themeable system and ran a portfolio-wide QA sweep that **cut accessibility defects 80%**.
- Designed the contribution model, intake, and measurement (Pendo, surveys, SLAs) that turned AXIOM from concept into enterprise standard; founded the **Design Guild (100 members)**.

Blackjack Apprenticeship, LLC — Seattle, WA (Remote)

Technology & Art Director · 2016 – 2019

- Partnered with the CEO on product strategy and led end-to-end UX/UI redesign, rebrand, and infrastructure stabilization of a subscription education platform.
- **Recovered 60% of renewal loss** post-relaunch and **grew new revenue 300%** over three years.

Love Lion Studio — St. Louis, MO

Founder & Chief Design Officer · 2010 – 2016

- Founded and scaled a five-person boutique studio serving **60 clients** across nonprofit, healthcare, and political work — owning delivery from discovery through launch.
- Built the digital campaign platform for Cara Spencer's successful alderman race (later Mayor of St. Louis); revived *The Weekly Online* into a monetized publication within **~9 months**.

Greenville University — Greenville, IL

Graphic Artist · 2008 – 2010

- Produced day-to-day graphic design for the **Marketing Department** across both web and print.
- Worked closely with the Senior Graphic Designer and Directors of Public Relations, helping shape the direction of deliverables.

EDUCATION

- **Greenville University** — Greenville, IL · Digital Media
- **Sauk Valley Community College** — Dixon, IL · Digital Media

CERTIFICATIONS

Nielsen Norman Group — UX Management · Scaled Agile — SAFe POPM · IBM — Enterprise Design Thinking Practitioner · Pendo Essentials

KEY SKILLS & TOOLS

Skills: Design Systems Leadership · Design Tokens & Theming · Typography · Color Systems · Accessibility (WCAG) · Governance & Contribution Models · AI-Augmented Design Systems & Workflows · Automations · Agentic Org Design · Enterprise UX Strategy · Cross-Functional Alignment · Mentorship

Tools: Figma / FigJam · Cursor · Wispr Flow · Xcode · macOS · Pixelmator Pro · Adobe Creative Suite · Microsoft Office 365