

Adam Dutton

Staff Product Designer,
Design Systems

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Skills

Design Technology
Design Systems Architecture
Component Design
Design Tokens
AI Design Operations
Accessibility (WCAG)
Interaction Design & Prototyping
Design Governance
UX Auditing & User Research

Tools & Languages

React	Claude/Codex
Javascript	Claude Design
HTML/CSS	Git/Github
Tailwind	Storybook
Figma	VS Code
Notion	Jira/Linear

Education

CDIA at Boston University
Graphic & Web Design - 2006 to 2008

Interests

Family, Hiking, Disc Golf,
Astronomy & human spaceflight
Timelapse/night sky photography

Work Experience

Staff Product Designer, Design Systems / Fleetio
September 2025 to Present

- Proposed and established the DS team and my role leading it. Developed the overall vision and team roadmaps for both design and engineering goals.
- Lead architect of Fleetio's new design token system (300+ semantic tokens) meeting WCAG AA contrast requirements. This made possible the successful Q2 2025 launch of a high-profile global web app brand refresh with dark mode.
- Owner and manager of mature system of 70+ UI components, refactoring Figma component prop APIs to maintain a 1:1 match with production React components. Introduced Figma Code Connect files into our codebase in order to surface valid, clean code snippets directly to designers and engineers.
- Built AI-assisted workflows using Claude Code/Design, including automated design guidelines which constantly improve themselves. Integrated production code components into Figma Make templates.
- Ran an AI-driven web app audit in June 2026 generating visually identified UX patterns, providing a source of truth for existing design rules. I enhanced and validated the rules, then compiled them into a library optimized for AI coding agents, providing context and confidence to build pattern-adhering, consistent features for the Fleetio platform.

Senior Product Designer / Fleetio
July 2019 to September 2025

- Lead designer for complex technical features including Saved Views, Shared Documents, and Enhanced Data Imports.
- Assisted engineering with building production-quality React components, ensuring their front-end implementation had clean code and tight interactions.
- Initiated Fleetio Design System (FDS) design foundations, establishing Tailwind library conventions and Storybook documentation to tighten the discrepancies between design intent and development.

Lead Product Designer / Volusion
November 2015 to July 2019

- Led product design strategy for core e-commerce platform products, contributing to all main product areas, including onboarding, store & order management, as well as customer checkout experiences.
- Directed the full overhaul of Volusion's legacy visual brand identity and built out its first real UI/UX component & pattern library.
- Mentored junior designers, validated designs & prototypes through usability testing, and personally coded prototypes in HTML/CSS/JS and React.

Senior UI Designer / Volusion
July 2010 to November 2015

- Advanced from web designer to core product designer, leaning into my passion for precision UI/UX for a high-volume global e-commerce platform.