DAVID PONINSKI

Design Systems Leader | UX Manager

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SUMMARY

UX leader with 13+ years of experience and a track record of building and scaling four design systems (Skyline, Ethos, Ember, Momentum) across fintech, financial services, and retail. Owns systems end to end — from token architecture and component design to production code — including AI-assisted design-to-code delivery. Managed teams of up to 8 designers while driving adoption across product and engineering organizations.

CORE COMPETENCIES

Design Systems Architecture • Design Tokens • Component Libraries • AI-Assisted Design-to-Code • Design System Governance & Adoption • People Management & Mentorship • Interaction & Visual Design • User Research & Testing • Cross-Functional Collaboration • Prototyping

Tools: Figma, FigJam, Sketch, Adobe Creative Suite, InVision, Axure, Webflow, Useberry

WORK EXPERIENCE

Trepp | UX Manager May 2024 – Present

- Own the Skyline Design System end to end — from Figma libraries and design tokens through production-ready code — delivering a versioned component package that engineering imports directly across all 4 Trepp products.
- Pioneered an AI-assisted design-to-code workflow, enabling a single front-end team to consume and ship a 40+ component system without a dedicated design system engineering staff.
- Partner with product teams across the portfolio to deliver user-centric solutions, grounded in ongoing user research with customers.

Projects: TreppCRE, TreppCLO, TreppCMBS, Skyline Design System

TIAA | Sr. UX Designer May 2022 – May 2024

- Drove the Ethos Design System to full adoption by every design and engineering team across 4–5 B2B product lines, each supported by multiple delivery teams.
- Collaborated with development to integrate design tokens into the shared component library, aligning design and code as a single source of truth.
- Designed components and patterns spanning multiple product lines, balancing product-specific needs with system-level consistency.

Projects: PlanHealth, Ethos Design System

Solo Stove | Lead UX Designer Sep 2021 – Apr 2022

- Led UX across US and European retail websites during migration from a legacy platform to a headless architecture.
- Created and maintained the Ember Design System to unify the brand's e-commerce experience across regions.

Projects: solostove.com, Ember Design System

GM Financial | UX Manager Aug 2018 – Aug 2021

- Managed and grew a team of 8 designers spanning B2C, B2B, and international products.
- Scaled the Momentum Design System from UI kits to framework-level engineering, driving adoption across ~6 engineering teams.
- Defined UX frameworks, processes, and career growth plans that raised design maturity across the organization.

Projects: MyAccount B2C/B2B, GM Financial Mobile App, Momentum Design System