

**Evgeny Gushchin, design leader specializing in
AI-native design system platforms, cross-functional
team leadership, and scalable product architecture.**

EDUCATION

01/2014 — 12/2017

MA Graphic Design and Digital Media
Academy of Art University, San Francisco, CA

09/2010 — 05/2012

MS in Economics
Higher School of Economics, Moscow, Russia

SOFTWARE

Figma Design · Figma Make
Claude · Cursor · Codex
Storybook · Code Connect
Style Dictionary · Token Studio
GitHub · Vercel
Adobe CC
MS 365 products

SKILLS

Design System Strategy,
Governance & Evolution
Cross-Functional Alignment:
Design, Product, Eng, Brand
Performance Management,
Mentorship & Team Growth
AI Skills: Vibe-Coding &
Machine-Readable Systems
Inclusive Design &
Accessibility (WCAG 2.1)
Cross-Platform Architecture:
Web, Mobile, Desktop
Executive Communication
Brand Expression &
Visual Language
Typography & Editorial Layout

WORK EXPERIENCE

01/2024 — current (Joined as a consultant; converted to full-time Director in 11/2024.)

Director, Enterprise Design System / Estée Lauder Companies

Drive the strategic vision, governance, and evolution of a global design system serving 16 of ELC's 26 prestige beauty brands: a single component library, themed per brand, allowing each to keep a distinct look while every team ships on shared patterns.

Sustained near-zero override rates at enterprise scale: 51 detachments across 21,000+ component inserts in a month (99.8% override-free), resolved through 29 maintenance requests.

Architected the system as machine-readable AI infrastructure, with design decisions encoded in components, token and styling data in JSON, and self-healing rules codified as markdown skills and plugins.

Enabled PMs and non-designers to prototype within DS guardrails via Figma Make, the easiest path to adoption rather than a mandate.

Grew the design team from 2 to 6 ICs, led a 26-member cross-functional group (Design, Product, Engineering), and present roadmap, KPIs, and impact to VP-level stakeholders; mentored emerging leaders.

11/2021 — 01/2024

User Experience Designer II (Design Systems, B2B) / Expedia Group

Led the development of Expedia's enterprise design system revamp across 20+ brands.

Served as a primary architect on the small team that built Expedia's server-driven DS POC, pioneering platform-agnostic layout primitives (Blocks, Sections, Grid) that became the system's foundation.

02/2020 — 11/2021

Product Designer / Stockpile

Led, designed and re-branded a federated, token-based design system for a fractional-investing fintech.

01/2018 — 02/2019

Brand Designer / Siegel+Gale

Created core brand identity for Wells Fargo — brand mark updates, iconography, and color guidelines.

Built and delivered executive brand-education decks and training for 130k employees and third-party agencies.

09/2015 — 02/2020 (non-consecutive)

Print, Photography & Design Ops / Plotnet

Directed product photography and creative delivery for Apple and Google.

Ran end-to-end production across brand, print, and packaging for enterprise accounts.

Shipped an AR-enabled eCommerce platform in under four months on a modular Figma system.