



## Amy Diehl

### Principal UX Designer | Design Systems & Scalable Architecture Leader

Visionary UX leader with 13+ years of experience designing and scaling multi-brand, cross-platform design systems. Proven expertise in Figma library architecture, design token standardization, and accessibility by default. Trusted partner to engineering, product, and research. Known for driving adoption, enabling innovation, and optimizing systems for AI-powered design tooling. Passionate about building systems that reduce complexity, spark creativity, and scale with integrity.

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#### CORE COMPETENCIES

- Design Systems Leadership | Scalable UI Architecture | Token System Strategy
- AI-Ready Component Design | Multi-Brand Theming | Inclusive & Accessible Design
- Figma Library Management | Cross-Functional Collaboration | Governance at Scale

#### PROFESSIONAL EXPERIENCE

##### Expedia Group - Principal UX Designer

*Apr 2021 - Present*

Led architecture and strategy for EGDS, Expedia's unified design system spanning 90+ brands across web and native platforms.

- **AI-Compatible Components:** Re-architected foundational components and patterns to be structured for machine learning compatibility, enabling future integration with AI design tooling and intelligent authoring.
- **Token System Simplification:** Reduced over 6,000 legacy tokens to a streamlined, semantically structured system—enhancing theming flexibility while significantly reducing maintenance complexity.
- **Accelerated Brand Onboarding:** Cut onboarding time for new brand styling from over a week to minutes by implementing scalable token contracts and modular design logic.
- **System Consolidation:** Unified four legacy systems into a single cross-platform framework, eliminating redundancies and aligning global product teams under one scalable architecture.
- **Governance & Adoption:** Developed lightweight governance processes, auto-documentation tooling, and cross-discipline training—driving consistent system adoption across 100+ designers.
- **Accessibility by Default:** Embedded WCAG-aligned accessibility defaults across core components and documentation, ensuring inclusion and compliance without added lift.

##### Expedia Group - Lead UX Designer

*May 2018 - May 2022*

Focused on system adoption, token strategy, and performance-optimized interfaces.

- Introduced a semantic token layer, aligning design and engineering logic—paving the way for scalable theme contracts and resulting in promotion to Principal.
- Partnered with feature teams to align system updates with user and business priorities—driving feature parity across platforms and brands.
- Progressive Web App (PWA) Transformation: Spearheaded design and migration of lodging flows to PWA architecture—improving mobile performance and user satisfaction, while enabling reusable patterns now adopted across brands.

## **Expedia Group - Senior Visual Web Designer**

*Feb 2015 - May 2018*

- Drove test-and-learn experiments for the lodging platform, directly contributing to multi-million dollar revenue gains through optimization and conversion improvements.
- Built strong collaborations across analytics, product, and engineering to ensure insights translated to outcomes.

## **Expedia Group - Web Designer**

*May 2012 - Feb 2015*

- Researched and redesigned internal flight tools used by global agents—modernizing a complex, high-frequency workflow and improving efficiency at scale..

WORK HISTORY CONTINUED

## **Bigfin.com - Lead Graphic Designer & Developer**

*May 2010 - May 2012*

- Led end-to-end redesign of company website—doubling client requests for digital services.
- Built and maintained client relationships, translating needs into intuitive, conversion-focused web products.

## **Freelance Designer**

*2008 - 2012*

- Delivered branding, web design, and visual systems for small businesses and organizations.

EDUCATION

## **University of Washington**

**Certificate:** User-centered design

## **Western Washington University**

**BA:** Design, concentration in production

**BA:** French, French language

## **Université Stendhal Grenoble 3**

**Study Abroad:** French language + culture study