

Vilen Rodeski · Director of Design

AI-native design leader building teams, design systems and complete products with Claude Code and Codex. Led design at LI.FI and Jumper.xyz as combined platform volume grew from \$0 to \$3B+ monthly.

Claude Code

Codex

Product design

Design systems

People management

Brand identity

Figma

Experience · 15+ years



LI.FI & Jumper.xyz · Director of Design

Remote · 2022 – 2026

- Built LI.FI's design team from **1 to 7** as the company grew from 16 to 130+ people. Managed **6 direct reports**, reported to the CEO and led AI adoption across design, product and BD.
- Led development of an **AI-readable design system** with tokens, component documentation and working prototypes. Engineers used it to implement designs in their frameworks; BD used skills built on the system to create on-brand proposals and presentations in **hours instead of days**, with less design support.
- Built **Claude Code skills** used by BD for proposals and reports, and a **Figma MCP workflow** turning Word and Google Docs into editable, branded proposals, reports and some decks.
- Rebuilt the token-swap widget within months, then added portfolio tracking and gamified XP to **Jumper.xyz**. Combined LI.FI and Jumper platform volume grew **from \$0 to \$3B+ monthly**.
- Shipped **Playground** and **Theme Composer** so partners could preview the Widget in their own brand before integrating it. The B2B team adopted the demo as a **sales tool**.
- Redesigned **LI.FI's logo** in 2025 and created **Jumper's brand and website** from scratch. Led brand and marketing work across the company's B2B and consumer products.
- Established **two standing workshops a week**: design critique and reviews with product and engineering. Held designer one-on-ones for specific feedback.



PayPal · Sr. UX Designer, Revolving Credit

San Jose, CA · 2020 – 2022

- Created the **Assembly Design Framework** in Figma using PayPal UI components to build modules, views and screens; one published change updated every team's mockups. Led design for **Revolving Credit** in the PayPal App on iOS and Android.
- Drove Assembly adoption across PayPal App teams **without a central mandate**, enabling faster iterations and consistent designs. Taught designers, maintained the file and published updates; new components often reached PayPal's official UI Library through Assembly.
- Added persona-driven modules and a checklist for **research-ready prototypes**, covering consistent account data, realistic states and complete flows for product, engineering and content teams.

Experience · continued



Cake.co · Co-founder & Designer

Mountain View, CA · 2015 – 2020

- **Co-led product development through MVP**, using behavior, engagement and acquisition data to decide what to ship. Designed the brand, iOS and web apps, and their shared UI library.
- Co-founded Cake with three SmugMug colleagues. Designed and co-presented investor decks that helped raise **three seed rounds** as the team grew from **4 to about 10**.
- Designed and shipped **Panels**, a format for moderated conversations where invited panelists post and the public reads and reacts.



SmugMug · Director of Design

Mountain View, CA · 2010 – 2015

- Joined as SmugMug's first in-house designer and grew the team from **1 to 7**. Promoted to Director as the company grew from about 40 to about 150 people.
- **Led the rebrand in-house** after the agency's version failed user testing. Refined the existing logo and shipped new product pages and marketing materials.
- Redesigned signup and onboarding, **improving trials and paid subscriptions**.
- Designed **Camera Awesome**, a **#3 Free App** with **30M+ downloads**, and SmugMug's native iOS app, rated **4.8 stars across 28K ratings**.



FanIQ · UX Designer

San Francisco, CA · 2008 – 2010

- **Sole designer** for FanIQ, a sports social network with **11M+ fans**. Designed every feature, built component libraries and tested prototypes with users.

Patent application

Co-inventor, UI color theming

US 2013/0207994 A1

Education

BFA, Graphic Design & Technology

Emmanuel College, Boston · 2002 – 2006

Skills

AI workflows: Claude Code skills, Codex, Figma MCP, deck-building plugin; remotevsoffice.com: MCP server design.

Design systems: Figma libraries, tokens, variables, modes, documentation and adoption; vilendesign.com: AI harnesses.

Leadership: Hiring, people management, mentorship, product strategy, design critique and engineering partnership.

Product design: UX/UI, prototyping, user testing, fintech, Web3, DeFi, crypto, blockchain, iOS, Android, HTML/CSS/JavaScript.

Brand: Brand identity, typography, guidelines, campaigns, investor decks, partner proposals and marketing collateral.