Will Rodenbough
Senior Staff Product Designer, Design Systems

Portfolio	LinkedIn	Email	Phone	Location
willrodenbough.com	linkedin.com/in/willrodenbough	willrodenbough@gmail.com	(206) 310-9640	Seattle, WA

Modern Health • Senior Staff Product Designer, Design System • Seattle, WA • 07/2025 – Present
Leading the design system, driving consistency, scalability, accessibility, and bidirectionality across web and mobile
Directing design strategy and implementation of platform-wide right-to-left (RTL) language support
Unlocking access to over 500 million RTL-language users and $200B+ in new annual market opportunity
Optimizing WCAG 2.2 Level AA compliance and resolving issues flagged by an external Deque accessibility audit
Deploying biweekly design system releases to fix issues, enhance functionality, and introduce new solutions

Avalara • Senior Designer, Design System • Seattle, WA • 07/2018 – 03/2025 • 7 years
Led the creation of the Avalara design system from the ground up
Built a comprehensive Figma component library and over 100 pages of documentation at skylab.avalara.com
Earned WCAG 2.1 Level AA compliance certification through an external CanAdapt accessibility audit
Ran design system onboarding for new hires and provided ongoing mentorship across product design teams
Drove widespread adoption, leading to a policy for all new products to be built using the design system
Increased design and development velocity by 25 to 35% and design system satisfaction by 69%
Generated over 17 weeks of efficiency gains and $12M to $20M in annual cost savings
Contributed to a 15% reduction in negative product feedback from customers in 2024
Nominated for Avalara's Excellence in Product Delivery award

Google • UX Designer III • Seattle, WA • 06/2017 – 10/2017 • 6 months (Contract)
Designed a new website hosting service for Google Domains
Ran usability testing to ensure design solutions fulfilled user needs and business goals
Utilized Material Design and other Google branding materials

Ranku • UX Designer II • Seattle, WA • 07/2016 – 06/2017 • 1 year
Designed a new web-based CMS and company website
Ran usability testing to ensure design solutions fulfilled user needs and business goals
Initiated an early-stage design system and partnered with engineering lead on implementation

Tune • UX Designer • Seattle, WA • 10/2013 – 03/2016 • 2.5 years
Designed web and mobile apps that enabled marketers to measure the performance of ad partnerships
Brought analytics to the flagship web app to enable data-driven design decisions
Helped initiate an early-stage design system

Education
Rochester Institute of Technology
BFA: Graphic Design
Minor: Psychology
Dean's list: 7 terms
GPA: 3.4

Skills
Design Systems, Design Tokens, Product Design, UX Design, Interaction Design, Mobile Design, UX Research, W3C WAI WCAG, Agile Methodology, Enterprise SaaS

Tools
Figma, Framer, Adobe CC, Lovable, Webflow, HTML/CSS, Zeroheight, UserTesting.com, Maze, Heap, Google Analytics, SurveyMonkey, Google Material Design, Jira