

Zandt VanZandt

Brand & Systems Design Leader



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PROFILE

Design leader pairing brand craft with systems rigor. Fifteen years at Apple, Google, Airbnb, and Meta, elevating the world's biggest brands, building the design systems that scale them, and leading the teams that deliver both. Built the production design operating model four times: invented it at Google, scaled it through teams at Airbnb and Meta, and moved to a Staff Designer role to pilot the discipline within Meta Superintelligence Labs (MSL), Meta's flagship AI division, leveraging AI to provide team-scale support. Seeking design leadership and principal IC roles.

EXPERIENCE

Meta

Staff Designer, Design Systems & Product Creative • Dec 2022 – Present • San Francisco, CA

- Sole production design lead for Meta Superintelligence Labs (MSL): established the discipline from zero, authored the charter and support model for a function serving ~100 product designers, built the Meta AI asset library adopted by 60 teams, and partnered with directors and VPs on design vision and execution.
- Led production design for Reality Labs' first fully tokenized design system, a 288-component, multi-platform library that shipped and unblocked a three-year UI refresh across Meta's AR/VR products. With tokenization new to the team, built shared understanding by presenting at multiple org on-sites, and negotiated an early pivot to deeper foundations that prevented a major refactor.
- Cut video effects asset production from 5–10 minutes to 2–5 seconds with AI-powered video automation, part of a self-serve tooling suite spanning Figma design file audits, legally compliant deck generation for program managers, and Model Context Protocol (MCP) automation of design systems tasks in complex multi-stakeholder files.
- Owned the launch asset pipeline for Meta's standalone AI app: 21 marketing screens to App Store and Google Play requirements, Meta Newsroom launch assets, a 38-asset regulatory turnaround that cleared the app's Brazil launch, and templates and tooling automating localization into 20+ languages, cutting delivery from days to hours.

Senior Design Manager, Design Systems • Jun 2020 – Dec 2022 • Remote

- Led the production design arm of Messenger's design systems team, and turned the practice's early impact into the business justification that scaled it from a team of one to seven at its peak, growing both the product and the people building it.
- Defined the production design function for Messenger, codifying its services, comms plans, and the support model that gave dedicated coverage to Messenger, Messenger Kids, Instagram Direct, and Communities; consulted for other orgs, including Instagram, on adopting the practice and calibrating performance.
- Rebuilt the Messenger design system (MDS) Figma libraries for iOS, Android, and desktop and shipped a library-swapping capability that partially automated iOS-to-Android flow translation.
- Ran a pilot requested directly by the VP of Design, managing a design engineer dedicated to Messenger tooling before Meta had formalized design engineering; the role is now official across the company.
- Architected the org's design request intake and metrics-tracking system and helped found the design systems ambassadors program.

Facebook (Contract)

Design Consultant, Design Systems • Apr 2018 – Jun 2020 • Seattle, WA

- Embedded with the team through the Messenger 4 redesign, evolving the design system as the app simplified from nine tabs to three and shipped a new design language across iOS and Android.
- Carried the new design language across features and teams post-launch, including Messenger's first dark mode, laying the groundwork for the design systems org Meta later hired me to lead.

Airbnb

Design Manager, Design Systems & Product Creative • Apr 2016 – Apr 2018 • San Francisco, CA

- Joined Airbnb to lead production design for brand and product, redefining the nine-person team within the Design Operations group and restructuring it to support everything from maintaining and distributing the Design Language System (DLS) to marketing campaigns.
- Shipped systems and assets for the launch of Trips, Airbnb's expansion beyond homes, and staffed dedicated production design support for the pre-launch build of Airbnb Luxe.
- Solved a capacity gap without headcount by negotiating an Airbnb sponsored studio with the Savannah College of Art and Design (SCAD), delivering an illustration system of 100+ pieces in the DLS style for host and guest education.

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EXPERIENCE (CONTINUED)

Google

Design Manager, Production Design • Nov 2014 – Apr 2016 • Mountain View, CA

- Built and led the 12-person production design team supporting design and engineering across the Search, Maps, and Identity UX groups, inventing the charter, support models, and request-tracking playbook later scaled at Airbnb and Meta.
- Led the brand audit of Google's entire product portfolio for the 2015 rebrand.
- Drove the Nintendo partnership for The Legend of Zelda's 30th anniversary, turning Street View's Pegman into the main character, Link, and creating the social campaign imagery; the collaboration set the template for Google Maps' later Nintendo crossovers.

Apple

Design Lead, Interactive Graphic Production • Dec 2012 – Nov 2014 • Cupertino, CA

- Led production on apple.com's responsive conversion, the Life on iPad editorial series, and the 30 Years of Mac anniversary site.
- Served on the leadership team supporting 40+ designers producing and localizing marketing creative for every major product launch across apple.com, the online store, and campaigns.

Senior Production Designer, Marcom • Jan 2011 – Dec 2012 • Cupertino, CA

- Remade apple.com's asset library for Retina displays as the first high-density screens shipped.
- Built and localized product UI assets spanning print, interactive, and launch keynotes for Apple's major product launches, most notably successive iPhone and iPad releases.

CAPABILITIES

Brand Design

- Brand stewardship
- Visual systems
- Marketing & launch creative
- App Store & newsroom assets
- AI product creative

Design Systems

- Design tokens
- Component libraries
- System documentation
- AI production pipelines
- Governance & adoption

Team Leadership

- Hiring & mentoring
- Design operations
- Cross-functional partnerships
- AI workflow automation
- AI enablement

EDUCATION

Savannah College of Art and Design • Bachelor of Fine Arts (BFA) • Illustration • Sep 2000 – Jun 2004 • Savannah, GA

REFERENCES

Available upon request.