

Dias Tuleubay

Design Systems Lead / Systems Designer — tokens, multi-platform component architecture, AI-assisted design-to-code

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SUMMARY

Design systems specialist with 6+ years in product design, 4+ of them focused on design systems at scale. Currently Design System Lead at Bank CenterCredit, where I own a 300+ component system used by 70+ product teams across five platforms (Figma, React, iOS, Android, Flutter/mPaaS). My depth is foundational — semantic token architecture, variable structure, naming, governance and contribution models — not surface component styling. I build my own tooling: two Figma plugins in production, and MCP-based connections between Figma and AI coding assistants (Claude Code, Cursor) so generated code respects the system instead of guessing at it. Comfortable in regulated, compliance-heavy banking environments where design-to-production handoff stays deliberately manual.

CORE SKILLS

Design systems	Semantic design tokens (color, typography, spacing, effects), Figma variables & modes, component & variant architecture, white-label theming, versioning & release policy, contribution workflow, health scorecards and adoption metrics
Documentation	zeroheight, Confluence, structured component specs, usage & variant rules, guidelines written to be legible to both humans and AI tools
AI-assisted workflow	Claude / Claude Code, Cursor, MCP integrations (Figma MCP, custom MCP servers and skill libraries), Figma Make, plugin & agent development, prompt and spec-driven workflows
Tools & code	Figma (incl. Dev Mode), Figma Plugin API, TypeScript/JavaScript, Python, JSON token pipelines, Git; reading-level familiarity with React, Swift, Kotlin and Flutter component code
Ways of working	Stakeholder alignment across design and engineering, mentoring, governance, timeboxed independent engagements, public speaking
Languages	English (professional), Russian (native), Kazakh

EXPERIENCE

Design System Lead — Bank CenterCredit (BCC), Almaty

Feb 2026 – Present

Staff Design System Designer, Mar 2025 – Feb 2026

- Own "Elementa", the bank's design system: 300+ components consumed by 70+ product teams across Figma, React, iOS, Android and Flutter/mPaaS.
- Re-architected the entire token layer into a semantic model (text*/objectBg*/stroke*/icon* categories replacing flat names) — the change that makes a rebrand a configuration task rather than a redesign, and the one nobody else in the department could carry end to end.
- Introduced a component health scorecard scoring every component per platform, turning invisible technical debt into a prioritised backlog and a metric leadership can track.
- Set up MCP-based connections between Figma and AI coding assistants (Cursor, Claude Code) so engineers can diff implementations against the source of truth and generate system-compliant code instead of ad-hoc markup.
- Wrote the governance layer the system runs on: release policy, contribution guide, no-overrides principle, distribution and access policy, duty rotation, and the Figma security model for in-house and outsourced designers.
- Led accessibility work and drove the 2026–2029 design system strategy; lead and mentor the design side of the team, and act as the department head's deputy.

Design System Owner & Senior Product Designer — Home Credit Bank, Almaty

Oct 2023 – Mar 2025

Design System Designer, Oct 2023 – Feb 2024 → Design System Owner, Feb 2024 – Mar 2025

- Took ownership of the bank's design system and raised its health score from 0.6 to 0.8–0.9 by systematically closing gaps between Figma and the shipped web/mobile components.
- Grew internal adoption to 70+ subscribed designers and engineers, with documentation, office hours and a contribution process that let product teams extend the system without forking it.
- Built two Figma plugins used in daily production: a UX-writing plugin that cut a routine copy pass from 63 to 12 minutes (–60% cost), and a design-review plugin that measures the share of custom, off-system solutions in a file.
- Designed the QR payments experience, recognised internally as Project of the Year.

Product Designer — Documentolog, Astana

May 2022 – Oct 2023

- Built the company's first design system from zero and rolled it out across two flagship enterprise products, replacing per-product one-off UI with shared foundations and components.
- Delivered end-to-end product design for complex document-workflow interfaces; mentored a junior designer into independent delivery.

UX/UI Designer (freelance) — Self-employed

Apr 2021 – May 2022

- Web and mobile product design for startup and SMB clients on fixed-scope, timeboxed engagements — the working model this role describes.

Education Department Manager — Scholastic Asia, China

May 2019 – Oct 2020

- Ran an education programme department in an English-speaking international environment; managed a team and cross-office stakeholders.

SPEAKING & COMMUNITY

- **Design DNA Conf** — spoke on design systems; the first talk of its kind on the Kazakhstan design market.
- Author of published Figma plugins and internal tooling; write and maintain a design system knowledge base and a design systems podcast/channel content stream.