Sam Hayter

Design Technologist · Design Engineering & Design Systems | Remote | UK

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Profile

Design Technologist with 14 years in digital product design, starting at a software company where I designed and built client portals and product websites. At Kinesis Money I sit between design and engineering on a fintech platform managing billions in client precious metals, in a hybrid role I proposed. I define how designs are specified, tokenised and handed off so engineering can build them accurately. I also build and ship production code myself: Edgeways is a live Next.js + Stripe app with paying customers, which I designed, built and run end to end. 8 years fully remote and async-first.

Career

Kinesis Money | **Remote, UK** - *Jul 2021 - Present*

DESIGN TECHNOLOGIST & UX/UI DESIGNER: *Jun 2024 - Present*

- Proposed and was appointed to a new hybrid Design Technologist role, taking ownership of DesignOps, design-to-code tooling and engineering liaison alongside UX/UI delivery
- Act as the guidance layer between design and engineering: define what design delivers (component specs, tokens, states) against what engineering needs to build it
- Architected The Nebula, a 4-tier OKLCH token system (primitive→base→alias→component), structured so engineering maps Figma variables directly to production tokens across web and app; adopted as the source of truth for app and web platforms
- Wrote and shipped a custom Figma plugin used by the design team to batch-update variable paths across a selection, replacing one-by-one manual edits, cutting token refactor time significantly
- Led Kinesis Earn (Flexible + Locked) from discovery to launch across web and app, owning the states and edge-case specs (such as lock periods, early withdrawal, rate changes) that engineering built from, plus legal/risk sign-off requirements on a regulated financial product
- Migrated the full team's files to Figma within weeks of employment, more recently up-skilling the team with AI for design-to-engineering workflows, producing faster hand-off and fewer QA defects
- Own the design tooling stack, vendor contracts and documentation for a distributed design team; training 10 designers on our stack of tools daily

Independent Products

LIVE: **Edgeways** · *Probability analytics tool* · *www.edgeways.app*

- Designed, built and operate it end to end: Next.js, TypeScript, Supabase, Stripe, Vercel · activity in hundreds of records
- Turned a statistical model (Dixon-Coles) into a dense, decision-first UI for users to make time-critical decisions on live rates
- AI-assisted build gated by custom review agents (a calculation auditor and a design reviewer) before every change ships

IN DEV: **ClubHost** · *Golf platform · In development* · *www.clubhost.golf*

- Pivoting from peer-to-peer marketplace to subscription competitive platform, with product, pricing and UX owned end to end
- Next.js 16, TypeScript (strict), Tailwind, Supabase (PostGIS + RLS), Stripe Connect
- Own OKLCH token system with an automated design-to-code pipeline (Figma variables → Tailwind tokens)

Career - continued

Kinesis Money | Remote, UK - *Jul 2021 - Present*

UX/UI DESIGNER: *Jul 2021 - Jun 2024*

- Designed core product experiences across web, iOS and Android for a global fintech managing billions in client precious metals
- Designed Exchange, User Permissions, Portfolio, Merchant, Kinesis Pay (and others) through to production release, from discovery (user research, competitive analysis, IA) to interaction design
- Evolved the “K2” design system from early token exploration to a mature component library, laying the groundwork for “The Nebula”

Clarks | Street, Somerset | Office → Remote

UI DESIGNER: *Nov 2018 - Jul 2021 · Promoted from Email designer*

- Owned UI design across Clarks' UK e-commerce site, keeping product UI and brand consistent across web platforms
- Designed scalable component patterns and contributed to UX flows and interaction design
- Designed checkout & payment UI for the Klarna integration and product experience for the GORE-TEX partnership
- Maintained the company-wide design system as the single source of truth for design and development across a 3,000+ employee count

EMAIL DESIGNER: *May 2018 - Nov 2018*

- Built a modular, component-based email template system, contributing to +25% YoY email revenue with a smaller team, which became fundamental to keeping pace from team reductions due to COVID

i2i Infinity | Shepton Mallet, Somerset · Software for international trade

PRODUCT SUPPORT & DIGITAL DESIGNER *Feb 2012 - May 2018*

- Designed and built 5+ client portals and product websites
- Administered DotNetNuke portals, including user roles, permissions and content
- Provided front-line product support to UK Chambers of Commerce and global brand clients, feeding user issues straight into product improvements either directly or by delegation
- Led company branding and marketing materials

Skills

DESIGN: Figma, Design Systems, Design Tokens, OKLCH, Accessibility (WCAG), UX Research, Prototyping, Component Libraries, Code Connect

TOOLING & AUTOMATION: Cursor Ultra, Claude, Ollama, Zed, Orca, Linear, Jira, Confluence, Figma Plugin Dev, Design-to-Code Automation

ENGINEERING: Next.js, TypeScript, Tailwind CSS, Supabase, PostGIS, Stripe, Vercel, GitHub, REST APIs

LEADERSHIP: Remote Team Management, Sprint Planning, Stakeholder Communication, Async Collaboration, Tool Migration, Team Upskill, DesignOps

Education

BA (Hons) 2nd Class Honours (Upper Division) in Graphic Design for Interactive Media at De Montfort University

Specialising in interface design, web development, web graphics and social media.
Summer 2011

3 A-Levels • 10 GCSEs (A-C)

Interests

Design tooling research, golf, drumming, and exploring AI-assisted development workflows.