

CONTACT

617.794.4247
tom@tomkraft.com
linkedin.com/in/tomjkraft

105 Medford Street #2
Arlington, MA 02474

SYSTEMS & CRAFT

Design token architecture
Component library governance
Figma → Storybook pipelines
Accessibility (WCAG)
Interaction & state design
Wireframes, prototypes, specs

RESEARCH

Personas & journey maps
Moderated & unmoderated testing
Agent shadowing, focus groups

TOOLS

Figma, Storybook
Claude, Cursor & AI coding agents
npm, Git, CI/CD
HTML, CSS, SCSS, Tailwind

Tom Kraft

Designer with 20+ years spanning enterprise product software and digital work for tech, healthcare, and biotech clients. I use AI to design and build, from concept through production.

PROFILE

I lead UX at Glance and am responsible for product design across the platform, working directly with leadership, product managers, and engineers. I built the design system the product line runs on: tokens, Figma component libraries, and a CI/CD pipeline that keeps design and code in sync. Today, the pipeline and workflow goes through AI coding agents. I write the prompts and review what comes back before it ships. Iteration time and rework both dropped. Before Glance I led a team of designers, project managers, and developers building websites for clients including Titleist, NETGEAR, Genzyme, and Harvard Medical School.

EXPERIENCE

Lead Product Design, Systems & UX · Glance

Nov 2023–present

WAKEFIELD, MA · REMOTE

Glance builds guided CX software for Fortune 500 companies in financial services, healthcare, insurance, retail, and SaaS: cobrowsing and screen-sharing tools that let support agents see and guide customers in real time.

- The role changed with the work as AI reshaped how design gets made: I own the design system plus the way AI is designed into the engineering platform.
- Built and govern Glance's design system (themes, color, typography, spacing, sizing, and interaction states) as the single source of truth every product team pulls from.
- Own the token architecture and Figma component library: documentation, contribution model, and release discipline.
- Closed the loop from Figma to frontend, pushing token and component updates into the Storybook library via CI/CD under git discipline, so the pipeline stays auditable and handoff rework stays low.
- Direct AI coding agents (Cursor, Claude, etc.) to build and maintain components against that foundation, developing the prompts and agent Skills they run on, then reviewing and testing every change before it ships.
- Define and enforce WCAG standards across the system, supporting VPAT certification and validating the work through AI usability testing.
- Collaborate with leadership, product, and engineering to turn requirements into production-ready experiences, working straight to interactive prototypes and specifications in Figma and Claude.
- Run UX research and communicate findings to stakeholders.

Tom Kraft

tom@tomkraft.com

EDUCATION

Harvard Extension School

French Language and Business
Cambridge, MA · 1989–1992

Rochester Institute of Technology

BFA, Communication Arts
Rochester, NY · 1982–1985

Monroe Community College

AA, Liberal Arts (Fine Arts concentration)
1980–1982

CERTIFICATIONS

Professional Scrum

Professional Scrum for UX

Pragmatic Institute: Product Management and Marketing, Levels 1–3

Interaction Design Foundation, user research coursework (member)

EXPERIENCE, CONTINUED

Lead UI/UX Designer · Glance

May 2016–Oct 2023

- Led UX for Glance's product line and owned its product design, working with product managers and frontend developers.
- Built the first Glance Design System in Figma with a token system, then established the pipeline from component library to engineering to quicken build and release cycles.
- Led “Art of the Possible” ideation sessions, prototyping user journeys, case studies, and new product capabilities.
- Planned and co-conducted remote usability testing plus onsite sessions with end users, including agent shadowing and in-person observation.
- Communicated design specs and collaborated on UI patterns with frontend best practices in standards-compliant markup, CSS, SCSS, and Tailwind.

Partner & Digital Creative Director · Weymouth Design

Jan 2005–Apr 2016

BOSTON, MA

- Managed a team of UI/UX designers, project managers, and frontend and backend engineers building complex responsive websites, portals, and digital properties.
- Owned client strategy, technology documentation, concept development, low- and high-fidelity wireframes, prototyping, information architecture, scoping and budgeting, and presentation.
- Worked with clients through wireframes, prototypes, and journey mapping to test websites and portals.

Senior UI/UX Designer · Weymouth Design

Jan 1998–Dec 2004

- Led creative concepting and interface design for websites and CD/DVD applications.
- Determined site architecture, content mapping, and wireframing across a range of client sites.
- Managed accounts, including client relations, budget monitoring, and project scope.

Senior Designer · Weymouth Design

1985–1997

SELECTED CLIENTS

Titleist Golf

The TJX Companies

NETGEAR

TA Associates

Harvard Medical School

Jordan's Furniture

Retail, financial services, healthcare, biotech, and academic sectors.