

BRIAN LARSON

Design Systems Architect & Product Design Lead

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PROFESSIONAL SUMMARY

10 years building complex enterprise and platform products across web, mobile, and OTT, the last seven designing them and architecting the systems underneath. Works end-to-end, from research and user flows through production-ready design. Builds the token systems, component libraries, and governance that keep those experiences consistent at scale. Most recently led a design system rebuild for an AI-powered real estate platform, expanding an initial brand refresh into a cross-functional transformation with executive backing.

EXPERIENCE

BrianLarsen.design 2022 – Present | Los Angeles, CA

Principal Product Designer

- Independent product design consultancy; flagship engagement: reAlpha Tech Corp., detailed below. Additional work includes e-commerce replatforming and brand systems for small business clients.

reAlpha Tech Corp. May 2025 – Present | Remote

Fractional Design System Architect & Product Design Lead

AI-powered real estate technology platform

- Brought in for a brand refresh, diagnosed the root problem as absent design logic stalling the design-to-development pipeline, and expanded the engagement into a cross-functional design system transformation with C-suite backing
- Built a Figma design system in lockstep with engineering: semantic tokens, variable modes, styles, and shared component libraries mapped to production shadcn/ui and Tailwind CSS
- Rebuilt 60 React components to brand standards and structured the library for AI machine readability, cutting design production time from weeks to days
- Migrated 110+ legacy tokens from a 1,500+ line globals.css to a semantic architecture, enabling design-to-code parity through a shared implementation framework developed with Engineering
- Established design system governance, including a single approval authority and mandatory changelog documentation, to protect system integrity as adoption scaled
- Led end-to-end redesign of customer acquisition journeys, translating personas into user flows, wireframes, interactive prototypes, production-ready designs, and A/B-tested experiences across multiple conversion paths

Warner Bros. Discovery (formerly WarnerMedia) 2020 – 2022 | Burbank, CA

Designer, UX, Privacy & Data Strategy

- Stewarded and evolved a multi-platform privacy design system spanning the WarnerMedia portfolio, including HBO Max and CNN, standardizing privacy experiences across web, mobile, and OTT
- Led privacy UX for DC FanDome, a virtual event reaching 22 million fans worldwide; mapped all consumer data touchpoints, coordinated consent flows and OneTrust modals across dozens of teams to full ADA/WCAG compliance standards, and audited implementations through launch
- Redesigned the WarnerMedia privacy request experience through moderated research and A/B testing: simplified the request flow, removed dark patterns from consent choices, and reformatted data access deliverables so consumers could actually understand the information returned to them.
- Designed and launched an internal microsite educating WarnerMedia brand teams on emerging privacy law (CCPA, COPPA)

Warner Bros. Entertainment 2014 – 2020 | Burbank, CA

Lead, Content Operations & Customer Support (UX Design Lead) 2019 – 2020

- Led 0-to-1 design and implementation of the WB Content Support portal, a B2B ticketing platform built on Zendesk that replaced an email-based workflow of 20+ distribution lists; designed both the client-facing experience for global content partners (e.g., Netflix, Hulu, DirecTV) and the internal agent experience with routed queues and tiered support, a system still in production six years later
- Designed a company-wide consumer privacy request intake and routing system on Zendesk, providing Privacy Legal with compliance tracking across Warner Bros.' full brand portfolio

Manager, Operations Support 2017 – 2019

- Partnered with Product and Engineering to deliver data-driven enhancements for Flixster, WB Screeners, and Wizarding World across web, mobile, and OTT
- Led the evaluation and migration to Zendesk CRM, replacing a legacy support platform with an enterprise system serving customers across 14 languages
- Managed support operations for WB digital products across two direct reports, four on-site contractors, and an offshore team

Business Analyst, Knowledge Management 2016 – 2017

- Proposed and launched a digital knowledge base for WB Technology, replacing static PDF documentation with a searchable, structured system
- Developed operational runbooks that standardized support procedures across on-site and offshore teams, improving consistency and quality of customer-facing responses

Senior Analyst, Customer Support & Strategy 2014 – 2016

- Established voice-of-the-customer reporting across Warner Bros.' mobile and OTT movie apps, turning support contact data into prioritized UX findings and UI proposals for product teams

SKILLS

Design Tools: Advanced Figma (system architecture, variables, styles, shared libraries, auto layout, component building), Adobe Illustrator, Photoshop, InDesign

Design Systems & Code: shadcn/ui (React), Tailwind CSS, HTML/CSS, design token architecture and migration pipelines (CSS custom properties, semantic token governance, 50–950 scales), globals.css auditing and remediation, Figma-to-code token mapping

UX Practice: User research & discovery, experience journeys, user flows, information architecture, interaction design, visual design, typography, color systems, wireframing & prototyping, AI-assisted ideation & prototyping, usability testing, A/B & multivariate testing, accessibility (WCAG, ADA)

Leadership & Strategy: Executive stakeholder management, cross-functional leadership, design system governance, design-to-engineering roadmapping, team mentorship

EDUCATION & DEVELOPMENT

Stanford University, Stanford, CA: BA, Dramatic Literature & Playwriting · Graduated with Honors

ArtCenter College of Design, Pasadena, CA: Coursework in Design

General Assembly, Remote: UX Design Intensive

VOLUNTEER & ADDITIONAL

Tech for Campaigns (2024): Designed data-driven Meta social ads for 2024 Ohio House campaign

OUT@WB Board Member, Warner Bros. (2016 – 2018): Created WB's first-ever LGBTQ+ Pride Shield