

ALAN HAJO.

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Technical Product Manager / Design Systems / UX

I run the product side of a design system. For five years I have built, then led, then owned the roadmap for Ubiquiti's design system, now consumed by **more than 35 applications**. I work at the intersection of design, engineering and **accessibility**, with an engineer's understanding of what ships and a product manager's judgement about what should. Adoption and consistency are what I optimise for: a component library only creates value once product teams choose it over building their own.

FOCUS

Design system strategy and the platform thinking behind it. Roadmap and prioritisation, design tokens and component architecture, **accessibility as a first-class input** rather than a late audit, adoption and consistency as measurable outcomes, and alignment across teams that do not report to me.

COMPETENCIES

Design Systems Strategy / Accessibility Standards / Product Roadmapping / Design Tokens / Component Architecture / Platform Adoption / Developer Experience / UX / Cross-Functional Leadership / Stakeholder Alignment / AI-Assisted Workflows / TypeScript / React / Full-Stack JavaScript

AI IN PRACTICE

AI tooling is a standard part of how I work: synthesising research, drafting product artefacts and prototyping options before committing engineering time. I am equally interested in the other direction, designing systems legible to **AI consumers**, not only human ones.

EXPERIENCE

Ubiquiti Inc. 2021 to now

Design Systems / Stockholm, Sweden / 5.5 years

Technical Project Manager, Design Systems 2024 to now

Own the roadmap and evolution of Ubiquiti's design system, now consumed by **over 35 applications** across the company. I run regular consistency reviews across those consumers, set priorities between immediate product needs and longer-term platform investment, and communicate the trade-offs to design, engineering and product stakeholders. **Accessibility carries real weight in how we decide**: it shapes what a component is allowed to do, not what gets checked afterwards. No product team reports to me, so alignment is earned through clear rationale, good tooling and steady partnership rather than authority.

Lead Design System Engineer 2022 to 2024

Led the build of the system itself, from **design tokens through to a reusable component library** and the standards governing them, with **accessibility built into the components** so every consuming team inherits it by default. Worked directly with designers and engineers to remove workflow friction, which is what turned the system from something published into something **used**.

Full-Stack Engineer 2021 to 2022

Front end for Ubiquiti account services: interfaces, API integration and performance. Shipping the product that consumes a design system is where my judgement about what a system should offer was earned.

Sandvik 2018 to 2019

Project Manager / Sandvik IT Services, End User Services

Worked across a broad slate of projects in End User Services, joining existing initiatives and defining my own to improve the internal and end-user IT experience. First experience of running delivery inside a large, matrixed organisation.

EDUCATION

KTH Royal Institute of Technology

M.Sc. Engineering, Information Technology
2019 to 2021

School of Applied Technology, SALT

Full-Stack Developer programme.
Selected as one of 30 from 1,500 applicants.
2020 to 2021

Bessemerygymnasiet

Information Technology
2015 to 2018

CERTIFICATIONS

Full-Stack JavaScript
React.js

Highest Grades in Programme

LANGUAGES

Native Swedish, Kurdish
Full professional English, German
Limited Russian

EARLIER EXPERIENCE

GMTA.CO

2021 to 2023

Founder / community and product consultancy

Founded and ran a consultancy advising technology projects on community strategy: growth loops, incentive design and trust systems. Running my own company taught me prioritisation under real constraints and how to make a case to people who have no obligation to agree with me.

Dinlogga

2018

Founder / design studio, Sandviken

Founded a small studio specialising in logo and brand identity work, serving student-run companies nationally.

AlanoxDesigns

2016 to 2018

Freelance Designer and Developer / independent

Nineteen completed client projects spanning web development and full brand identity work, at an average client rating of 5.0 out of 5.0. Where I learned to read design intent well enough to build for it, which is the fluency I bring to systems work now.

HOW I WORK

I sit between design and engineering and get them to move as one team. I set the standard, own the system, and keep the trade-offs visible so decisions are made deliberately rather than by default. I would rather ship a smaller thing that is **right** than a larger thing that is nearly right, and I measure the work by whether other teams can do their best work on top of it.