

KARLEE BOILLOT

Principal Product Designer / Design Systems

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EXPERIENCE

Senior Product Designer / *April 2024 - Present*

Fluent Design System

Microsoft; Remote

Setting strategic direction for Fluent's evolution into a model- and maker-first, scalable design system living in a repo as the single source of truth. Owns the Fluent Flex token system, running cross-functional teams from tokens, components, kits, and AI-native tooling that spans across Microsoft 365 and Microsoft consumer AI experiences.

- Rebuilt Fluent's token architecture from ~460 tokens to ~130 across five groups – color (OKLCH perceptual scale), typography, spacing, corner radius, stroke width, and motion – replacing hand-picked values with mathematically-derived, AI-legible foundations. Fluent Flex now powers M365 and was adopted by the Microsoft AI consumer design org.
- Designed and ran a schema-based AI evaluation of the token system – translated documentation into machine-consumable YAML schemas and stress-tested them against a language model using only the schema, no source files. Identified five Generative UI failure modes that design language structure either causes or prevents; findings shaped the system's semantic architecture.
- Architected Copilot as a token-based theme extension of Fluent – not a parallel system. Delivered 72 code assets across Fluent AI and Fluent UI repositories with full code-to-design parity; established a brand theming framework now used across 10+ Microsoft products including Copilot, Excel, Loop, OneNote, PowerPoint, Viva, and Word.
- Led a 9-designer cross-squad effort to govern and refactor Fluent's UI kit libraries – consolidated 16 kits to 9, refactored 102+ components, and built the measurement infrastructure to make it executable: component tracking, review standards, and explicit definitions of done. Impact: 3800+ consuming teams.
- Shipped the Fluent 2 Web community kit and Theme Designer plugin under an escalated deadline – a public Figma plugin enabling external brands to apply WCAG-compliant, color science-backed themes to Fluent components.
- Drove Fluent's typographic system for AI conversational surfaces from proposal to ship – a dual-ramp system introducing distinct type sets for UI chrome and long form reading content. Shipped as new response components across Word, Excel, PowerPoint, Teams, and Outlook.

Product Design Lead / *January 2022 - March 2024*

Homebase Design System

Wayfair; Remote

Responsible for creating and maintaining components across web, iOS, and Android as well as 8 distinct themes in Figma within Wayfair's design system, Homebase, that is used by 200+ designers.

- Owned strategy and implementation of a cross-platform semantic color system to address a color change request, reducing the number of updates required in the design system from 678 to 12, a 98.4% reduction. This not only halved the engineering and design time for updated color systems but also provided a structured approach to color usage, paving the way for future enhancements and themed nuance at scale.
- Individually contributed and coached junior designers on the contribution of 3 new components; published usage guidelines, created detailed design specifications, and partnered closely with engineering through implementation.
- Reconfigured one of the most used components in the web library by reducing the number of variants from over 1000 to 80, resulting in an improvement in library speed, reduction in time and effort to make updates to the component, and

- improved the user experience for the component.
- Elected design system SME that consulted with community teams to stand up reusable patterns.

Improved health of Global Experience Design co-op and intern programs as Program Lead.

- Built and managed the co-op and intern program; assembled cross-disciplinary hiring teams of 4-8 and converted 4 students to full time hires.
- Achieved student and manager NPS of 100 across multiple cycles with consistent improvement in response rates and program satisfaction.

**Product Design Lead /
Wayfair Professional (B2B)**
Wayfair; Remote

July 2021 - January 2022

Launched new financial offers for Wayfair Professional customers that yielded \$13.5M in revenue in the first 7 months live with 10K orders placed and an AOV of \$1382.

**Product Designer /
Wayfair Professional (B2B)**
Wayfair; Boston, MA + Remote

November 2019 - July 2021

Owned design initiatives for pro customer acquisition, onboarding, and tooling experiences across web, iOS, and Android platforms.

- Redesigned the pro enrollment process by making the process cohesive across web, iOS, and Android experiences which resulted in higher quality applications and contributed to an additional revenue of ~\$4M/year.
- Increased design system compliance of Wayfair Professional's entire storefront experience resulting in a consistently branded Wayfair Professional customer experience which was previously disjointed with Wayfair branding.
- Influenced Homebase, Wayfair's Design System, to support a Wayfair Professional theme for design assets in Sketch to ensure design hand-offs match code assets.

Media Editor /
National Center for Media Forensics;
Denver, CO + Remote

June 2016 - July 2019

Produced manipulated media assets for testing across a DARPA-funded machine learning integrity platform (MediFor Program). Delivered high-volume quarterly project quotas on a small, fast-moving team.

**Experience Design
Contractor /**
Starz Entertainment; Englewood, CO

June 2017 - August 2017

Designed an interactive web activity from concept to high-fidelity, a motion introduction for a press kit, and digital assets for email, social, and print and a promotional print piece for a Starz Original debuted at San Diego Comic Con.

EDUCATION

University of Colorado
Denver, CO

May 2019

Bachelors of Fine Arts, Emphasis in Digital Design
Summa Cum Laude

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