Matias Peinado Greco

Product Design / Design Systems

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About

I work at the intersection of product thinking and systems design, where decisions compound across product infrastructure and the user experience. With over six years across FanDuel, News UK, and Nutmeg, my focus is on building systems that are both strategically sound and practically adopted by teams.

I stay close to the craft while shaping the operating models that enable consistency and scale. That includes hands-on work with design tokens, component architecture, and design-engineering collaboration, alongside driving adoption across teams.

Currently, I lead the Formation Design System at FanDuel, a multi-product system spanning web and native platforms. I manage a team of three product designers while remaining an active individual contributor.

My background spans computer science and digital product design, which informs how I approach systems thinking, structure, and implementation detail.

I also use generative AI and MCP integrations to build design systems that serve both human teams and AI-driven workflows. That's where I think the next evolution of design systems is heading.

Expertise

Product Design, Design Systems, DesignOps, Design Strategy, Collaborative Problem Solving, Cross-functional Leadership, Process Management, Generative AI, AI-driven Automation

Work Experience

FANDUEL — Edinburgh, Scotland, UK (Remote)

Product Design Senior Manager, Design Systems

September 2024 → Present

This is a hybrid role where I drive strategic direction for the Formation Design System while staying hands-on as an individual contributor. I lead a team of three, balancing product design work with cross-functional planning, team development, and initiatives that push adoption, collaboration, and design system maturity forward at scale.

- Led the full rollout of a structured embedded engagement program across five product verticals, raising average usability scores from the low 60s to between 68 and 87, achieving 78% component and library coverage, and landing a 69 NPS satisfaction score across all engaged teams.
- Defined team goals, established working models, and promoted autonomy and shared ownership at every level. Received back-to-back exceeding-expectations performance reviews in both IC and manager tracks.
- Currently spearheading AI-readiness initiatives including structured component metadata and MCP integrations to enable multi-product design operations at scale.

Lead Product Designer, Design Systems

April 2024 → August 2024

Led system strategy for the Formation Design System to improve adoption, cross-functional alignment, and design maturity across the organisation, evolving the system to better serve product goals across multiple teams.

- Designed and implemented a hybrid embedded model across five product verticals, replacing a centralised support structure with dedicated designers working directly inside product teams. This became the foundation for the measurable adoption and quality improvements that followed.
- Introduced a new approach to Figma Variables to support flexibility and multi-brand use across the design ecosystem, improving how the system scaled across teams.

- Led modernisation of design component libraries using the latest Figma features, partnering closely with engineering to align on priorities and maintain design-to-code parity.
- Collaborated with engineering and product to scope a new internal documentation site, improving visibility and access to design system guidance across the org.
- Onboarded new hires and helped designers engage with the system more autonomously and confidently.

Senior Product Designer, Design Systems

May 2022 → April 2024

Worked closely with design leadership to define design processes and quality standards, leading the design vision for our system and collaborating with internal teams to create components, guidelines, and standards adopted by the wider design community.

- Led the development and implementation of the first colour system powered by design tokens, enabling customisable theming and WCAG-compliant display modes across product teams.
- Led the remapping of Figma libraries, ensuring alignment with new theme files and documenting transition guidelines for designers.
- Partnered with engineering to ensure design-to-code parity across component and token implementations, reducing handoff friction and enabling product teams to ship themed experiences without custom workarounds.
- Established a cross-company design system community group across six Flutter Group sister brands, connecting around 15 designers to share knowledge, align on standards, and build consistency across the wider organisation.

NEWS UK — London, England, UK (Remote)

Senior User Interface Designer, Design Systems

January 2021 → April 2022

Part of the cross-functional NewsKit Design System team, composed of designers, engineers, business analysts, and product managers and reporting to the Head of Design Systems. My role was to create components, guidelines, and standards for the wider design community, working across all brands to shape the future of product development at News UK.

- Built and maintained reusable Figma component libraries with detailed specifications for patterns, interactions, and behaviours, ensuring components worked consistently across six brands without requiring custom solutions for each.
- Defined and upheld design standards, guidelines, and best practices across six major publishing and media brands, including The Times, The Sun, and talkSPORT and ensured consistent component quality while supporting each brand's distinct visual identity.
- Facilitated workshops and ran regular design clinics to upskill designers from internal product teams on design system usage and tooling.
- Worked with UX, Product, Engineering, and Data teams to deliver agnostic product patterns for customer personal settings, subscription details, and notifications, promoting enhanced UX consistency across all brands.

NUTMEG — London, England, UK

UX/UI Designer

April 2019 → June 2020

Dedicated designer for Mobile Apps, responsible for feature design, design system contributions, and end-to-end journey work.

- Contributed to design system maturity by creating reusable component libraries and documenting usage guidelines in collaboration with UX designers and front-end engineers.
- Created the Dark Mode theme for both iOS and Android platforms, extending design conventions and definitions into the Design System.
- Designed new investment journeys natively in the mobile app: Create new Pot, Open/Transfer ISA, Open new JISA.
- Led research, user testing, and prototyping for the new mobile onboarding journey.

Previous Experience

Graphic Designer & UI/UX Designer
Knowledge Expert, Blasting News, OLX Group, WeWork, Airbnb, Pitaia Bank, Salo Capital — 2016–2019

Art Direction & Creative Design
Promovisão — 2013–2015

Pre-Press Technician & Graphic Designer
Digital.ws, Gráfica Central, Ei Mobile — 2007–2013

Education

Bachelor's Degree in Computer Science
Pontifícia Universidade Católica de São Paulo (PUC-SP) — 2007

Web and Digital Design
Universidad Tecnológica Nacional (Buenos Aires) — 2011

UX Design Immersive Bootcamp
Mastertech (São Paulo) — 2017

Certifications

Design System Planning and Process
Smashing Magazine & Nathan Curtis — 2024

UX Management: Strategy and Tactics
IxDF — The Interaction Design Foundation — 2024

Emotional Intelligence and High Performance
Escola Conquer — 2020

Self-Development and Leadership
INEXH — 2017

Languages

Portuguese: native. Spanish: native. English: professional fluency.

Skills

Design Systems Design tokens and token architecture, component library design and maintenance, multi-brand theming, Figma Variables, design-to-code parity, documentation and guidelines, adoption strategy, team enablement.

Tools Figma, Tokens Studio, Supernova, Zeroheight, Framer, GitHub, Adobe Creative Suite.

Process & Methods Design thinking, design sprints, workshop facilitation, usability testing, user journey mapping, prototyping, interaction design, planning and prioritisation, agile environments, product handoff with devs, coaching, mentoring, audits.

AI Prompt engineering, generative AI, MCP integrations, workflow automation.

Creative & Visual Iconography, illustration, graphic design, branding, art direction, print and digital media.

More About Me

In 3-5 years I want to be...

Shaping how design creates value at an organisational level, while still staying close enough to the craft to be doing real work. Design systems will probably still be part of that picture, because that's where I've built the most depth. But what actually gets me going is working on products that matter to people, sports, wellness, lifestyle, and places where good design has real stakes. I want to be somewhere the value of design is already understood, so I can spend my energy on what comes next rather than making the case for why design matters.

In my next role, I'd like to learn...

I want to go deeper on the AI side. Not just applying it to workflows, but understanding enough of the technical layer to make better architectural decisions for both humans and agents. I have the vision. I want to close the gap between that vision and being able to build toward it with more technical confidence. Beyond that, I'd genuinely like to learn from a different domain. I've spent years in a specific industry, and I'm curious what good design operations look like in wellness or lifestyle. Different constraints, different users, different stakes. I also want to stretch more into design strategy and leadership at a higher organisational level. I've had exposure, but there's real room to grow there.

I would consider moving roles if...

It would take a combination of things that don't always come together easily. A company where design is genuinely understood at a strategic level, not something that needs constant justification. An environment where I can stay close to the craft while still having real influence on direction. Work connected to products people actually care about. Sports, wellness, and lifestyle are the spaces that excite me most, but more broadly, I just want to feel the stakes of what we're building. Location flexibility also matters at this point in my career. I work best in distributed, remote-friendly environments, and I'd prioritise companies that treat that as a feature, not an exception. And above all, the right team. People I can learn from and actually grow with. That combination is rare. But when it's all there at once, it's really hard to say no.

In my current role, I'm missing...

I'm genuinely proud of what my team has built, and the culture and the people around me aren't things I take for granted. But I miss being closer to the IC work. Craft time gets squeezed at this level in ways I don't always love, and honestly, that friction adds up. I also have a pretty clear view of where design systems need to go with AI, tools that serve both humans and agents, and the pace to actually pursue that isn't where I need it to be. Without strong strategic alignment from the top on what the system is for and where it's heading, it's easy to stay busy without ever feeling like you're moving the needle.