

Gregory Sarkis-Kelly

Senior Product Designer

Specializing in accessibility, inclusive design, and design systems with 11 years of experience, currently leading design system accessibility across Meta's family of apps.

Experience

Meta / Senior Product Designer

Sep 2019 - Present

Senior Product Designer with deep specialization in accessibility across consumer and platform products. Led accessibility for the Facebook Design System, a 400+ component library reaching Facebook's 3.5B users across iOS, Android, web, and multiple frameworks. Proved impact across core Facebook surfaces like Feed, Ads, and Reels, then scaled learnings company-wide as Meta's design system accessibility lead. Led design for the second generation of Automatic Alt Text, an AI object-recognition experience for blind and low-vision users that launched across Facebook and Instagram. Built internal accessibility tools adopted by product teams across the company. Co-designed Your Time on Facebook (Quiet Mode), a well-being feature that gave users tools to manage their time in the app.

Proteus Digital Health / Product Designer

Apr 2018 - Sep 2019

Led patient-facing design for digital oncology therapies, building medication and symptom tracking experiences for colorectal cancer patients in partnership with Fairview Health Services and University of Minnesota Health. Owned design from concept to human factors testing and launch across three therapeutic areas (oncology, mental health, infectious disease) for Proteus' FDA-approved digital medicine platform.

Albertsons Companies / Product Designer

Sep 2017 - Apr 2018

Led design for Safeway's One Touch Fuel app, pairing customer mobile devices with gas pumps for a faster, contactless way to activate and pay for fuel. Working with the company's retail innovation team, I partnered with engineering to implement and field test at live pump locations before launching to ~300 gas stations across the United States.

Freelance Design / UX/UI Designer

Mar 2015 - Apr 2018

Designed and shipped products for early-stage startups including Viewpost, Pinch Rent, Unbias, Hintier, and Montajj, leading ideation, research, and UX/UI execution end-to-end.

[Portfolio](#) | [LinkedIn](#)

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Press Coverage

Automatic Alt Text (2021)

[TechCrunch](#) · [Forbes](#) · [CNET](#) · [Adweek](#)

Your Time on Facebook, Quiet Mode (2020)

[TechCrunch](#) · [Mashable](#) · [CNET](#) · [PCMag](#) · [Adweek](#)

Education

General Assembly / UX Design

San Francisco, CA · 2016

University of California, Davis /

B.A. Psychology & B.A. English

Davis, CA · 2014

Skills & Tools

Skills

Design systems leadership · 0→1 product design · Shipping at scale · Cross-platform design (iOS, Android, web) · Internationalization · Research-led design · Data-driven design · Mentorship & coaching · Cross-team consultation · AI-native design process · Documentation & spec writing · Strategic communication & storytelling · Critique & feedback

Focus areas

Accessibility (WCAG, ADA, assistive tech, inclusive design) · Internal platform & tools design · Well-being & sensitive consumer products · Regulated environments

Tools

Figma (FigJam, Make, Stark) · Cursor · Claude · VS Code · ProtoPie · Framer · Jira · Adobe CS