Molly Ennis

Staff designer, New York ollymennis@gmail.com · mollyennis.com

Designer with 12 years across consumer products, systems, and internal tooling. Spent 5 years on cash app's systems & standards team - owning component architecture, icon design, and token pipelines. Most recently built an MCP server connecting asset libraries to AI agents, automating the full experience from request through SVG generation.

```
Staff product designer · Block (Cash App, Square, Proto, Tidal, Goose) · 2021 — 2026
```

Leadership & scale

+ Founding member of Cash App's Systems & Standards team (~25 members); led the strategy to transform a fragmented asset/token process into a cohesive, scalable system across iOS, Android, and web
+ Designed and maintained 1,200+ icons across Block - Cash App, Square, Goose, Bitkey, and Tidal - streamlining production workflows to ship library updates independently, removing engineers from the critical path
+ Led effort to establish the foundational elements of Cash App's motion system - bridging the gap between creative and engineering; translated cel animations and complex files into tokenized, prototype-ready animated components with heuristics

Technical contribution & AI

+ Second among 500 design team members across Block to ship production code; ranked top 10 on the designer leaderboard for both PR volume (8th) and repo diversity (3rd), adapting to distinct codebases across Block's product family
+ Built an MCP server connecting token libraries to AI agents leveraging semantic search through image and text embeddings; benchmarked across embedding models using structured evals to optimize retrieval accuracy
+ Championed designer-to-production culture, mentoring teammates to open their first PRs and pushing Systems & Standards to become the first team at Block in which 100% of designers shipped to production
+ Fostered early adoption of AI tools to accelerate diverse design workflows; led a rapid creative asset sprint using image generation tools, defining the new asset style and visual language which brand studio partners then executed

High-impact creative work

+ Created the face of Moneybot, Cash App's AI-powered financial assistant (launching to 57 million MAU)
+ Illustrated digital assets for Cash App Visa partnerships and custom card designs (339.4 million social media impressions across Super Bowl activations in 2023, 12% increase in sign-ups in early 2025)
+ Hand drew cel animations for Cash App’s recurring social media marketing campaign, Cash App Fridays

```
Product designer · Block (Cash App) · 2019 — 2021
```

+ Paired with research and copywriters to identify pain points in support and identity verification flows during sustained code-red conditions and rapid user growth (from 24 million to 44 million MAUs, 2019–2021)
+ Revamped chatbot module with new interaction patterns, illustrations, and loading states
+ Created animations and illustrations for Cash App's social platforms, driving social engagement for Cash App Fridays, making Cash App the top download in the App Store's personal finance category for several months (2019-2020)
+ Initiated a comprehensive audit of Cash App's asset library and pitched a system-wide redesign to leadership, directly leading to role as a founding member of the Systems & Standards team

```
Lead product designer · Convene · 2017 — 2019
```

+ Established a modular design system for a multi-brand, global hospitality company in collaboration with engineers and product leads
+ Designed and launched building access and elevator app for high security office buildings in Manhattan's World Trade Center

```
Product designer · Fuzz (now Monstarlab) · Product Designer · 2015 — 2017
```

+ Designed, launched, and maintained web and mobile products for Shake Shack, Anheuser-Busch, Rockefeller Center, Otis Elevators, The Huffington Post, and Stupid Cancer — several including CMS-driven content systems for non-technical teams to manage independently

```
Frontend web developer · Various Fashion Startups · 2012 — 2014
```

FULL SAIL UNIVERSITY Bachelor of Science, Digital Art & Design · 2011