Elissa Scott-Webster

Lead Product Designer

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SUMMARY

Lead product designer with 13+ years specializing in complex B2B platforms, scalable design systems, and workflow simplification. Built a design system across six product surfaces, more than doubled filter usage through a navigation and IA overhaul, and established an AI-assisted practice that cut prototyping from weeks to days.

EXPERIENCE

Anza Renewables — Lead Product Designer — Nov 2024 – Nov 2026

- Owned end-to-end product design for complex renewable-energy workflows, including the Storage Product Library. **89%** subscriber adoption, **82%** monthly active usage, roughly **3x** the adoption target, and a **67%** four-week return rate against a 50% goal.
- Championed a ground-up overhaul of navigation, IA, and filtering. Built the internal case for change; monthly filter usage **more than doubled**, with storage filtering nearly **3x**.
- Built and scaled a design system across six product surfaces (Platform, Solar, Storage, Transformer, Supplier, Marketing), documented in Figma, Storybook, and Claude, with reusable components adopted by engineering across production products.
- Pioneered the team's AI-assisted design practice with Claude / Claude Design and Figma Make, cutting prototype turnaround from **weeks to days** and enabling PMs to build on-brand interactive prototypes to win business approval for roadmap priorities.
- **Drove UX strategy with data:** defined success metrics before launch, instrumented funnels, and led post-launch retrospectives, including retiring a feature at 13% adoption after validating that demand was narrower than assumed.

Inxeption — Sr. UI/UX Designer — Jan 2020 – Apr 2024

- Designed end-to-end B2B e-commerce experiences, including a first-of-its-kind **multi-shipment checkout**: shipment grouping, real-time shipping quotes, and split-destination flows across buyer and seller surfaces.
- Maintained and extended the **design system** while shipping accessible, intuitive web and mobile interfaces across the product.
- Designed an AI search vs. browse **interaction model** for the product directory and a tiered seller membership flow. Redesigned dashboards and client e-commerce sites using research to lift engagement and conversion.

Zūm — Sr. Designer, UX / Marketing — Aug 2018 – Nov 2019

- Redesigned the admin dashboard from wireframes through polished UI. Led the company rebrand and website redesign.
- Created B2B and B2C brand and marketing experiences supporting acquisition, retention, and visual consistency.

Vivino — Sr. Designer — Apr 2016 – Feb 2018

- Designed consumer web and mobile interfaces. Partnered with marketing on A/B-tested e-commerce campaigns to improve discovery and conversion.

Symphony — Lead Designer — Jun 2015 – Apr 2016

- Managed and mentored junior designers while leading web, iOS, and desktop design across consumer, developer, and B2B products.

SKILLS

Design System Ownership	Product Strategy & UX	Information Architecture
Interaction & Visual Design	Research & Usability	Accessibility
Cross-Functional Leadership	AI-Assisted Prototyping	

TOOLS

Claude / Claude Design, Figma Make / Figma, Storybook, Jira / Confluence, Adobe Creative Suite

EDUCATION

Rhode Island School of Design — BFA, Graphic Design