Elissa Scott-Webster

Lead Product Designer

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SUMMARY

Product design leader with 13+ years across B2B platforms and consumer products, specializing in design systems, complex workflow simplification, and AI-assisted design practices.

EXPERIENCE

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

- Built and scaled the company-wide design system across four product lines (Platform, Solar, Storage, Transformer), documented in Figma, Storybook, and Claude, with reusable components engineering builds from in production.
- Owned end-to-end product design for complex renewable-energy workflows, including the Storage Product Library — adopted by **89%** of entitled subscribers and used monthly by **82%** of platform-active accounts in its first five months.
- Championed a ground-up overhaul of navigation, information architecture, and filtering — built the internal case for change, and monthly filter usage **more than doubled** after the redesign shipped, with storage filtering nearly **3x**.
- Pioneered the team's AI-assisted design practice with Claude / Claude Design and Figma Make, cutting prototype turnaround from **weeks to days** — and enabling product managers to build on-brand interactive prototypes themselves to win business approval for roadmap priorities.
- Designed the battery library's core workflows — pricing, degradation and C-rate tools, filtering, and documents — with every core job completed at roughly **3x** the adoption target and a **67%** four-week return rate against a 50% goal.

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

- Designed B2B and consumer e-commerce experiences end to end — translating stakeholder needs into requirements, user stories, and acceptance criteria, then carrying them through wireframes, high-fidelity prototypes, and implementation with PMs and engineers.
- Maintained and extended Inxeption's design system while crafting accessible, intuitive web and mobile interfaces across the product.
- Redesigned client e-commerce sites and the Inxeption app's dashboards, using research to target pain points and lift engagement, conversion, and retention.

Züm — 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	Complex B2B Workflows
Information Architecture	Navigation & User Flows	Interaction & Visual Design
Research & Usability	AI-Assisted Prototyping	Accessibility
Cross-Functional Leadership	Brand & Visual Identity	

TOOLS

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

EDUCATION

Rhode Island School of Design — BFA, Graphic Design