misty leiter

Currently Product Design Director at EverBright

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about

Product Design Leader with a track record of empowering teams, shaping product strategy, and building impact-driven products at hyper-growth companies.

experience

EverBright | B2C & B2B Solar & Financing

Dec 2024 - Present

Product Design Director
- Launched digital service to process deals supporting over $275 million in revenue in the first 6 months.
- Redesigned onboarding flow increasing ACH enrollment by 1000%+.
- Improved document submission interface and reduced document rejection rate by 20%.
- Set and upheld the design quality bar across 7 teams serving 80k customers.
- Conducted in-person and remote workshops for internal teams and external customers.

Aug 2023 - Nov 2024

Product Design Manager
- Hired and managed team of 10 designers with an 80% retention rate over 4 years.
- Established design standards and processes for growing design team.
- Set the foundation for EverBright's first design system, improving design-to-dev time by 40%.
- Defined operating model and career ladder. This included 6 additional levels and a new pay structure.
- Presented to C-Suite and at company-wide retreats to advocate and educate on design-related topics.

Jan 2022 - Aug 2023

Product Design Lead
- Led design and research sprints to translate business and customer needs into high-impact solutions.
- Executed Product Roadshow to conduct usability testing and build stronger relationships with our B2B partners.
- Supported rebranding across EverBright's B2B and B2C platform.
- Improved SLA timelines by 70%

UX/UI Consultant

Nov 2020 - Dec 2022

UX/UI Consultant
- Lead UX/UI concept through completion for wellness, political, activism, nonprofit, and climate-focused organizations.
- Built websites on WordPress and Squarespace

The Flowered Life | CPG Brand in Wellness

Oct 2015 - May 2021

Product Designer | Founder
- 3x Revenue increase in 1 year
- Developed product line and go-to-market to strategy
- Authored and executed product roadmap
- Managed staff of 5 for manufacturing and distribution

skills

Strategic Design Thinking

Product Strategy

Wireframing

Data Analysis

Project Leadership

Prototyping

Information Architecture

Sitemaps

Customer Journey Mapping

Usabilty Testing

Qualitative and Quantitative Research

tools

Figma	Dovetail
UseBerry	Canva
Atlassian	Miro

certifications

500hr UX Academy
Design Lab

SCRUM Master
SCRUM Institute