

misty leiter

Product Design Leader

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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 FinTech

Dec 2024 -
Mar 2026

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 1,000%+ reducing friction in the customer journey.
- Improved document submission interface and reduced document rejection rate by 20%.
- Serve as an end-to-end design leader across 7 teams, setting and upholding the design quality bar for experiences serving 80k+ customers.
- Conducted in-person and remote workshops for internal teams and external customers building trust and surfacing insights.

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 to support a rapidly growing design organization.
- Founded the first design system, improving design-to-dev time by 40%, raising the bar for consistency.
- Defined operating model and career ladder. Included 6 additional levels and salary bands.
- 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 mission driven organizations, independently managing strategy and delivery
- Built websites on WordPress and Squarespace balancing visual craft with storytelling goals.

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
Mobile App Design
B2B SaaS and Web Applications
Wireframing
Project Leadership
Prototyping
Information Architecture
Interaction Design
Sitemaps
Customer Journey Mapping
Usability Testing
Qualitative and Quantitative Research

TOOLS

Figma	Dovetail
UseBerry	Canva
Atlassian	Miro
Claude	Chatgpt

CERTIFICATIONS

Design Org Strategy
Chief Design Officer School

PM Masterclass for Designers
Maven

500hr UX Academy
Design Lab

SCRUM Master
SCRUM Institute

VOLUNTEER WORK

Climate Designers Chapter Lead
May 2022-Mar 2023