

misty leiter

Product Design Leader

✉ misty.leiter@gmail.com

in [mistyleiter](#)

🌐 www.mistyleiter.com

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

- Served as an end-to-end design leader setting strategy for a B2B2C fintech product across 7 teams serving 80k+ users.
- Made prioritization calls across multiple workstreams, communicating tradeoffs to stakeholders and executives.
- Championed AI adoption across the design team, translating emerging AI capabilities into intuitive, trustworthy experiences.
- 10x ACH enrollment improvement by redesigned the onboarding flow, reducing friction in the customer journey.
- Launched 0 to 1 digital service to process deals supporting over \$275 million in revenue in the first 6 months.
- Improved document submission interface and reduced document rejection rate by 20%.

Aug 2023 - Nov 2024 | Product Design Manager

- Developed 3 senior team leads and 7 ICs into strategic decision-makers, coaching them to move with appropriate velocity and work autonomously on high-growth product areas.
- Ran design planning, critique, and review rituals supporting momentum across technically complex product areas.
- Founded enterprise-grade design system, raising execution quality across 7+ teams. Improving design-to-dev time by 40%.
- 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 end-to-end design for B2B2C mobile and web products, translating ambiguous problems into high-impact solutions.
- Designed B2B admin workflows with varying permissions and access levels, improving SLA timelines by 70%.
- Conducted usability testing and research directly with users to deeply understand problems.
- Designed AI-assisted experiences connecting digital workflows with real-world physical touch points..

UX/UI Consultant

Nov 2020 - Dec 2022 | UX/UI Consultant

- Led UX/UI design end-to-end, independently managing strategy, stakeholders, and delivery.
- Shipped products balancing visual craft, accessibility, and user-centered design across complex content structures.

The Flowered Life | CPG Brand in Wellness

Oct 2015 - May 2021 | Product Designer | Founder

- Grew revenue 3x in one year by acting as owner across product design, go-to-market strategy, and roadmap execution.
- Managed a staff of 5, developing early leadership and mentorship skills alongside hands-on design work.

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 Notion

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