

ELISA TRON

Senior Product Designer

info@elisatron.com | elisatron.com | linkedin.com/in/elisatron | Dual citizenship (USA + Italy)

Senior Product Designer with 8+ years of experience leading 0→1 and end-to-end design for complex B2B SaaS products. Experienced in partnering closely with product managers and engineering teams to solve complex customer problems. Specializing in systems thinking, scalable product architecture, AI-assisted workflows, interaction design, and design systems.

EXPERIENCE

Senior Product Designer *Prelude*

Apr 2022 - Present

- Led 0→1 and end-to-end product design across new and existing B2B SaaS products, from product discovery and strategy through launch and continuous iteration.
- Owned customers and product problems from customer research and discovery through production, partnering with engineering to define solutions and implementation logic.
- Delivered enterprise capabilities that helped reduce study build time by 75%, data collection time by 50%, QA effort by 40%, and CVM review time by 50%.
- Designed complex B2B SaaS workflows across 12+ enterprise applications used by research organizations worldwide.
- Built and evolved scalable design systems and reusable component libraries.
- Defined interaction models, user flows, acceptance logic, prototypes, and production-ready interfaces.
- Performed design QA and partnered with engineering to ensure production matched design intent.
- Used AI-assisted workflows to accelerate research, prototyping, frontend implementation, and design exploration.

Freelance UX/Product Designer *Independent*

Mar 2020 - Apr 2022

- Designed responsive websites and brand identities for small businesses and founders, taking projects from brief through wireframes, high-fidelity UI, and handoff to developers.
- Restructured navigation and information architecture across client sites, improving usability and conversion.
- Presented and defended design decisions directly to clients as sole designer on every engagement.

Product Designer *Clutch Analytics*

Jul 2018 - Mar 2020

- Founded the company's first design system.
- Designed complex B2B SaaS experiences across web and mobile for insurance agents and policyholders, partnering closely with product and engineering teams.
- Contributed to a 14% lead conversion rate (vs. the 2.35% industry average) by reducing pipeline lead response time from days to seconds.

PORTFOLIO PROJECT

Arken EDC – Full-Stack Veterinary Clinical Trial EDC

Apr 2026 - Present

Designed and built a configurable SaaS platform from 0→1, creating scalable product architecture, frontend implementation (Next.js/TypeScript), and AI-assisted development workflows.

SKILLS

Product Design & Tools

- User Experience (UX) & User Interface (UI)
- Product Strategy
- Interaction Design
- Information Architecture
- User Research
- Usability Testing
- Interactive Prototyping
- Design Systems
- Responsive Design
- Accessibility
- Web Applications & Mobile Design
- Figma (Auto Layout, Variables, Interactive Prototypes, Design Systems)
- Grid Systems
- Layout Composition

AI & Emerging Technologies

- ChatGPT, Claude & Claude Code
- LLM, Generative AI
- AI-powered product experiences
- AI-assisted product design
- AI-assisted prototyping
- AI-assisted frontend development
- Prompt engineering
- AI workflow optimization

EDUCATION

Austin Community College 4.0 GPA

2017-2018

UX/UI Design & Visual Communication

Politecnico Di Torino 102/110

2007 – 2012

Bachelor's in Industrial & Product Design