

Scott Gerstl

UX Leader: Enterprise, AI, Design Systems



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SUMMARY

Design leader with 15 years shipping enterprise SaaS products and building high-performance design teams. Deep experience in AI product design, design systems, and transforming complex workflows into intuitive, polished experiences. Hands-on leader who sets a high craft bar while coaching designers at every level.

INDEPENDENT WORK

Aug 2025 - Present

Independent Product Designer

Berlin, DE

Designed and built Epilog, an AI-powered health tracking app that uses Claude to analyze seizure patterns and surface actionable insights from patient data

Reframed a sim-racing telemetry product as an AI-agent surface. Built interactive HTML prototypes of analytical archetypes to improve user performance and delivered a conceptual diagnostic document to the founder.

Created the Employment Panopticon system, a personal knowledge platform with an integrated AI assistant, automated reminders pipeline, and a job intelligence agent that monitors and evaluates opportunities

Hands-on across the full stack: UX design, interaction design, front-end development (Next.js, React, Tailwind), and AI prompt architecture

EXPERIENCE

Jan 2024 - Jul 2025

Senior Manager of UX Design

Industrial | Raleigh NC, US

Architected automation for high-density energy data; transitioned manual monitoring to autonomous, observability-first systems

Impact: This automation reduced manual monitoring time by 25% and increased curtailment accuracy by 30%

Directed Yard Management System (YMS) design via on-site field research; synchronized physical operational workflows with digital tracking

Impact: Generated a new Energy-as-a-Service revenue stream for the business and the client; reduced fuel costs and enabling scope 3 reporting for carriers

Embedded rapid research and usability testing into agile development cycles; created and

governed design system and processes

Impact: Reduced design to engineering handoff churn by 20%

Mar 2016 - Dec 2023 **Product Design Manager and Lead Product Designer**
Brightly (a Siemens Company) | Raleigh NC, US

Directed design strategy through a \$1.57B acquisition by Siemens and developed long-term product integration plan

Impact: Reduced annual licensing costs by \$10,000/yr and enabled cross-selling opportunities valued at ~\$2m ARR

Built Brightly's design team and hired, coached, and developed 7+ designers across UX, UI, and research; implemented career ladders and mentorship programs

Impact: Achieved lowest team attrition rate in the company

Rolled out and governed a unified design system across 12 SaaS products

Impact: Reduced frontend rework and handoff time by ~20%

Redesigned core asset management module for improved user flow and UI

Impact: 20% reduction in support calls, 15% increase in user task completion rates

Mar 2015 - Feb 2016 **UX Designer**
Teradata | Raleigh NC, US

Moderated usability testing; executed visual QA for interaction pattern and style guide compliance across digital marketing suites

May 2012 - Mar 2015 **UX Designer**
Tyler Technologies | Raleigh NC, US

Designed complex, multi-step interfaces for government licensing; managed high-stakes regulatory requirements and business rules

Impact: Reduced state inspection processing time by 50% through comprehensive paper-to-digital transformation

EDUCATION

Master of Education: Lesley University MA, US

BA, English Literature: University at Albany NY, US

Certified Usability Analyst (CUA): Human Factors International

SKILLS

Leadership: Team Management, Stakeholder Engagement, Mentorship, Budgeting

Tools: Figma, Claude Code, Claude Design, Claude CoWork, Google Stitch, Cursor, Miro

Languages: English (Native), German (A2 - aktuell Integrationskurs), Spanish (A2)

Accessibility: Inclusive design practices adherent to WCAG standards