

Hey, I'm

# Ellie Warson

Senior Product Designer · Enterprise tools & design systems

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Aussie-bred, New York-based product designer with six years across luxury ecommerce, enterprise tools and insurance. I untangle complicated things into experiences that just make sense, build design systems from scratch, and ship my own production code with Claude Code.

## EXPERIENCE

### Fanatics

Jun 2025 – Present

Senior Product Designer · Fanatics Collectibles

- Co-led the 0→1 design and launch of Product Builder and Assessments after the Topps acquisition, replacing decades-old manual workflows with a connected production platform.
- Now lead its 1→2 evolution, scaling it to teams in the US, UK and Milan across five sports and Entertainment, including Disney, Marvel and WWE.
- Lead workflows and integrations across Roster, Assessments, Adobe Workfront and Card Factory, including a Roster sync that cut manual overrides by 80%.
- Built the design system from the ground up with Engineering, and use Claude Code to contribute production-ready components and ship my own PRs.

### Neiman Marcus Group

Nov 2022 – May 2025

Senior Product Designer · Neiman Marcus, Bergdorf Goodman, Horchow

- Led the multibrand post-purchase journey end to end: ran a two-day workshop that surfaced 63 opportunities and 21 quick wins, moved 3 brands onto one transactional email system, and projected \$3.9–5.5M in annual call-center savings.
- Owned the design system for the Connect sales associate app: 150+ components from a small set of primitives, adopted by 9 teams as one source of truth for design and engineering.
- Co-led the Twilio Flex redesign for call-center agents after handle time rose 30–40 seconds per call; two rounds of agent testing cut clicks per task, where each second saved is worth ~\$33K a year.

### MLC Life Insurance

Feb 2021 – Jun 2022

UX/UI Designer · Melbourne

- Built a design system that cut build time by 40%+ and brought consistency across the organisation to near 100%.
- Designed an award-winning digital claims journey that lifted online claims by 30%, then re-skinned it for partner brands Qantas Super and Vision Super.
- Redesigned the Lifeview platform serving 100,000+ customers, and built and launched a member campaign in Webflow in under 4 weeks.

### Jolli

Aug 2020 – Feb 2021

Lead UX Designer · Social fashion app startup

- Designed the full app end to end, from onboarding, explore and search to profiles and social features, and used customer research to set feature priorities for a lean MVP.

## SKILLS

Product strategy  
UX research & usability testing  
Service design & journey mapping  
Enterprise & internal tools  
Design systems & tokens  
Interaction & visual design  
Responsive & email UI  
Workshop facilitation  
A/B testing & analytics

## AI & CODE

AI-assisted prototyping  
Figma-to-code workflows  
Design-code token sync  
HTML & CSS  
Git & GitHub  
Shipping front-end features

## TOOLS

Figma (Variables, Dev Mode)  
FigJam · Miro  
Webflow  
Jira · Wrike  
Google Analytics  
Adobe Workfront  
Claude Code

## EDUCATION

### Bachelor of Business

Monash University · 2017–2020

### UX Design Immersive

General Assembly · 2020

*Off the clock: walking Yoshi,  
chasing the steepest run,  
yoga teacher training.*