

Elizabeth Davis

Design Technologist • Senior UX Leader • CS + Interactive Design

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PROFILE

Design technologist and senior UX leader with dual degrees in computer science and interactive design, and over 9 years of experience building products that make complex systems legible and human. Spent 6.5 years at WEX growing the benefits design team from a single designer to a 13-person practice spanning three product lines and serving 20M+ users. Equally comfortable writing and shipping code in Cursor, leading cross-functional design strategy, or coaching a team through rapid delivery under pressure. Known for bringing engineering fluency, operational rigor, and deep craft to problems that most designers find too technical — and most engineers find too nuanced. Seeking a hands-on IC or design technologist role at a B2B SaaS, developer tools, fintech, or productivity company where design and technology intersect at the core of the product.

SKILLS & TOOLS

Design & Prototyping: Figma, Cursor (AI-assisted development), coded interactive prototypes, responsive web & mobile

Technical: Cursor, Claude, Gemini, ChatGPT, HTML, CSS, JavaScript, React (foundational)

Research & Strategy: UX research oversight, journey mapping, design systems, UX strategy, agile delivery

Leadership & Ops: Team building & hiring, design ops, Figma org management, Confluence, Jira, async remote leadership

Domain Knowledge: Complex B2B SaaS, enterprise data systems, fintech & payments, multi-sided platforms, systems thinking

EXPERIENCE

WEX, Inc. • Benefits & payments technology

August 2019 – Present

Senior UX Design Lead (promoted from Senior UX Designer)

2024 – Present | AI-Assisted Prototyping & Portal Redesign

- **Pioneered AI-assisted prototyping** across a 60-person design org — Built a Cursor workshop web app in February 2026 and rolled it out to the full 60-person design org within the same month — accelerating team-wide adoption of AI-assisted prototyping from a standing start in December 2025 to active use across the benefits team within 8 weeks.
- **Shipped a working mobile app prototype in 4 weeks** — inherited an incomplete consultant handoff, rebuilt the full experience in Cursor as a responsive web app viewable on desktop and installable on mobile, debuted at annual company conference to strong partner reception, with positive feedback cited on the redesign's look and feel.
- **Directing the consumer portal redesign** — a complete reimagining of the CDH experience featuring an AI-forward homepage that lets users ask natural-language questions about their benefits instead of navigating legacy portal structures.
- **Experimenting with an AI-powered persona journey map app**, enabling internal stakeholders to interact with synthetic user personas via Gemini Gems to build empathy and inform product decisions.
- **Grew the design team from 1 to 14 over 6+ years** — 1 → 3 through early hiring (2019-2021), 3 → 10 following MyBenefitExpress acquisition and expansion (2021-2024), and 10 → 14 through continued growth (2024-present) — maintaining team continuity and transparency through every restructure.

2022 – 2024 | Design Strategy & Team Leadership

- **Evolved into senior design lead** across all three WEX benefits platforms — CDH, BenAdmin, and COBRA — overseeing end-to-end design for consumer, employer, and partner/admin portals.
- **Leading initiative to unify three legacy platforms** into a single integrated benefits platform — defining the cross-platform design vision, managing a team of 10 designers and researchers, and coordinating delivery across product and engineering.
- **Drive design alignment** across product, engineering, and executive leadership through detailed strategy presentations, async documentation, and structured cross-functional working sessions.
- **Serve as design system stakeholder** for the WEX benefits line of business — stress-testing components and feeding requirements back to the org-wide design system team.

2019 – 2022 | Founding the Benefits Design Practice

- **Hired as the founding designer for the benefits line of business** within a nascent design org — established the foundational workflows, Figma file structure, and documentation standards for the benefits team that remain in use today.

- **Led employer portal redesign** and new feature design for the consumer CDH portal — owning end-to-end UX across research review, wireframing, prototyping, and stakeholder presentation.
- **Expanded scope following WEX's 2021 acquisition** of MyBenefitExpress — inherited a new designer and design responsibilities for the BenAdmin platform, growing the team and portfolio simultaneously.
- **Established the team's operating rhythm** — weekly kickoffs, daily design drop-ins for cross-product visibility, and Friday wins recaps with team traditions that sustain culture across a fully remote team.
- **Built and maintain the team's design ops infrastructure** — Figma file organization, Google Drive documentation standards, and a Confluence Design Library used by product and engineering to track design status across all modules.

Avanade, Inc. • Global technology & consulting

July 2017 – July 2019

UX + UI Design Consultant (Analyst → Senior Analyst)

- **Embedded as UX consultant on CAQH** (healthcare credentialing platform, 1.4M providers) — owned UX, visual design, and design system across 4 portals (provider groups, health plans, credentialing, and operations support), delivering 300+ screens and 8 InVision prototypes across multiple research-validated iterations.
- **Delivered journey maps, wireframes, and interactive prototypes** for enterprise healthcare and professional services clients in agile, client-facing environments.
- **Regularly presented** design solutions and standards directly to client stakeholders on-site, earning expanded scope and responsibility throughout engagements.

EDUCATION

Bachelor of Science, Computer Science · Bachelor of Arts, Interactive Design

August 2012 - May 2017

The College of New Jersey (dual degree)

Master of Science, Oceanography

September 2021 - May 2023

University of Rhode Island

NOTABLE PROJECTS

- **Consumer Portal Redesign (WEX Health, 2024–present):** Led complete reimagining of the CDH consumer experience — responsive web app with AI-driven help interface, mobile-first interaction model, and unified design language across consumer, employer, and partner portals.
- **Cursor Workshop App (2025):** Built and launched a custom web-based training app in Cursor to onboard 60 designers to AI-assisted development within a month — enabling async, self-paced learning at org scale.
- **Persona Journey Map App (In progress):** AI-powered app bringing synthetic personas to life for internal teams via Gemini Gems, enabling stakeholders to interact with user personas directly.