

Livia Abuls

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EXPERIENCE

EverBright (NextEra Energy) | Solar Financing and System Design | B2B2C

Lead Product Designer

September 2023 - February 2026

- Designed and launched internal product supporting a new revenue stream, enabling users to process 36,000+ deals and leading to \$248M in first-year revenue
- Executed end-to-end redesign of the underwriting and financing product, reducing internal review time by 20%
- Reduced target underwriting rejection rate by 74% by partnering with Product to identify and prioritize roadmap opportunities
- Used analytics and user feedback to identify UX pain points and present data-driven design solutions
- Led in-person and remote workshops with internal teams and enterprise customers to drive alignment and accelerate decision-making
- Scaled UX org from 2 to 10, establishing design systems, standards, and a culture of knowledge sharing and continuous improvement
- Managed team of 3 designers, delivering project feedback and driving career growth – 2 designers promoted in their first 18 months

Product Designer

May 2022 - August 2023

- Drove cross-functional alignment across product, engineering, sales, CX, and marketing – translating competing constraints into design solutions
- Represented EverBright at the NextEra Technology Conference, presenting strategies for design-engineering collaboration alongside my engineering partner
- Built and maintained a Figma component library, including high-fidelity prototypes and detailed UI specs, to support the company's migration from Angular to React
- Established design system governance framework and team, driving ~30% gains in design-engineering efficiency, a 70% reduction in technical debt, and company-wide adoption

Hive Strategy | Marketing & Branding Agency

UX Specialist [Contract]

December 2021 - April 2022

- Managed web app and responsive website design projects to achieve marketing goals and deliver engaging user experiences for 5 clients in EdTech, HealthTech, and other B2B spaces
- Utilized UX principles to establish internal playbooks for design, testing, and website optimization
- Launched 'Growth Driven Design' program – aligning team around continuous iteration and data-informed design over traditional website overhauls
- Collaborated with development and client success teams to produce timely and functional designs

DSST Public Schools | K-12 Education

Marketing Operations Manager

July 2019 – October 2021

- Pitched the redesign process of DSST's school websites; executed user research, wireframing, high-fidelity prototyping and full launch

- Managed all functions of CRM and marketing automation platform, Hubspot, and optimized performance of email automation, forms, landing pages, audience segmentation, and lead routing
- Lead a team of two marketers and spearheaded the creation, management, and success of semester-long high school internship programs

Digital Marketing Specialist

June 2017 – June 2019

- Designed and produced marketing materials for district-wide email, print, and social campaigns
- Managed content strategy and site architecture for DSST's network and school websites

EDUCATION & COURSEWORK

Colorado College, Bachelor of Arts: History & Political Science

Designlab, User Experience Academy

- Skills: Design thinking, heuristic evaluation, rapid prototyping)

Maven, PM Masterclass for Designers

- Skills: Prioritization frameworks, assessing value & risk, stakeholder management

NN/G, Becoming a UX Strategist

- Skills: Aligning UX & business strategy, service design

TOOLKIT

Figma, Jira, Useberry, Dovetail, Fullstory, Storybook, Chromatic, Microsoft Office