Scott Glasser

Senior Experience Designer

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OVERVIEW

Senior experience designer specializing in scalable design systems, growth, and conversion optimization. Grounds design decisions in user research and A/B testing to improve digital experiences. At FM, developed the public web design system, spearheaded the A/B testing program, and built AI-assisted tooling to support design and growth initiatives.

IMPACT AT FM

453% Site-wide form and "Contact Us" submission increase
YoY submissions after site optimizations (2024-2025)

124% Conversion rate improvement through A/B testing
Portraiture vs. infrastructure imagery (0.69% → 1.56%)

65% Report download conversion
505 downloads from 775 page views (Renewable Report landing page)

~1,350 Marketing leads generated annually
250 SQLs (YoY, enterprise pipeline)

EXPERIENCE

FM | Senior Experience Designer (2023-2026)

- Created and maintained the FM design system in Figma, leading architecture and governance to enable faster iteration, improved consistency, and scalable optimization across web experiences.
- Led rebrand efforts to consolidate 100+ web properties into a unified brand and platform, simplifying the ecosystem and improving consistency across global web experiences.
- Redesigned core conversion experiences, including Contact Us and campaign landing pages, leveraging user research and usability testing to drive a 453% increase in form submissions YoY.

- Led A/B testing and optimization across FM's public website, defining hypotheses, prioritizing tests, and improving key conversion flows in cross-functional collaboration with marketing, analytics, and engineering.
- Built AI-assisted internal content tooling, enabling stakeholders across teams to generate structured content aligned with design system components and guidelines.

VE Digital | Senior Experience Designer **(2021-2023)**

- Led design across client engagements in a multidisciplinary team specializing in SaaS and enterprise design systems.
- Led product design for Reelize, an AI-driven video clipping SaaS platform, defining end-to-end workflows for content creation and distribution.
- Delivered brand experiences, front-end prototypes, landing pages, and Webflow builds for clients including Kolkata Chai Company and Evernow.

Independent | Experience Designer **(2018-2021)**

- Designed landing pages and supported marketing campaigns for clients including Thigh Society, Dashreel, and GBS Games.
- Led product design for Project Vibe, a live-streaming platform for music performers, from user interviews and competitive analysis to branding and hi-fi design.

SKILLS

Design systems: Design tokens and variables, component libraries, system architecture, information architecture, governance, documentation, and multi-brand consolidation.

Growth and conversion: A/B testing, hypothesis definition, test prioritization, conversion rate optimization, landing page experience, and campaign initiatives.

Research: Planning and moderation of discovery and usability sessions.

Collaboration and delivery: Cross-functional work with marketing, analytics, engineering, and stakeholders.

AI workflows and tools: Prototyping and full-stack application builds with Claude Code, Claude Design, and Lovable.

Tools: Figma, FigJam, HTML/CSS, React, Tailwind CSS, Supabase, Cloudflare, and GitHub.