

Eric E. Ellis

534 Villagrande Ave S, St Petersburg, FL 33707

T: 704-604-5661 E: eric.webdesigner@gmail.com Web: ericellisdesign.com

Product experience executive for the AI era. I turn product experience into a profit engine. I've shaped AI product strategy, transforming mid market SaaS from \$40M to \$100M ARR. I've helped acquire and integrate an intelligence company, launched an AI marketing product platform-wide, and wired customer evidence directly into roadmap and investment decisions. My speciality is SaaS speed to market and revenue through the lens of agentic product experiences. My next chapter belongs to a company ready to reinvent how digital products are imagined, researched, shipped, and measured, with AI woven through every step.

Experience

Head of Product Design — Versapay, Inc.

Aug 2025 – Present · B2B fintech SaaS (AR automation & payments)

- Simplifying how our finance customers handle payments with fewer steps, faster cash, full compliance through agentic experiences: chat assistant, payment prediction, and anomaly detection, leading to a new revenue stream for the business and faster, more accurate accounts receivable operations for mid market customers.
- Advise the CEO and CPO directly on AI priorities and product investment, carrying the customer's voice into executive decisions
- Integrate AI tools into the entire product delivery process, with a focus on design, increasing velocity by more than 50% while maintaining high-quality standards, leading to improved customer retention and engagement metrics.

Senior Director, User Experience — Cloudbeds, Inc.

2020 – Aug 2025 · Global hospitality SaaS, 22,000+ properties

- Led experience for a platform running 22,000+ hotels worldwide; defined the UX+AI strategy behind ARR growth from ~\$40M to ~\$100M
- Part of the senior leadership team that evaluated, acquired, and integrated a hospitality intelligence company, redefining platform offerings
- Product representative for company rebrand as part of that AI acquisition
- Carried an AI-powered self-service marketing product from first sketch to platform-wide launch
- Built AI-first ResearchOps and DesignOps, giving the product roadmap a steady diet of customer evidence

Director, Digital Solutions — ettain group

2019 – 2020

- Incubated a hybrid delivery model pairing in-house digital expertise with contingent teams for enterprise UX work
- Introduced design thinking-as-a-service; led engagements for Lenovo, VF Corp, and Kroger

Head of Professional Services UX — Khoros (formerly Lithium Technologies)

2015 – 2018

- Led UX strategy for a SaaS community platform serving global enterprise clients
- Delivered custom solutions for Airbnb, Google, Barclays, and Dropbox

Regional Head of UX — Dell (formerly EMC Digital)

2011 – 2015

Product Manager — Bank of America

2005 – 2011

Thought Leadership

- **Host, UX Evolved** (2025–Present) — conversations on AI, product design, and human-centered leadership · youtube.com/@uxevolved

Awards, Patents & Speaking

- Keynote speaker and MC, Cloudbeds Passport, annual virtual conference, 2024
- Most Innovative Community at Lithium, 2014 & 2015
- Forrester Groundswell, Best Customer Experience, 2012
- Speaker — SXSW, international conferences, and UX industry events
- U.S. Patent 8,417,608 (Bank of America): Dynamically providing financial solution recommendations

Education

- **Florida State University** — MS, Interactive Design · undergraduate instructor, Mass Media Law and Design
- **Florida State University** — Certificate, Project Management · Scrum and Agile certified
- **Louisiana State University** — BS, Marketing (Cum Laude)