AI Reference – Erin Scott (Nano-5 profile)

Last updated: Aug 24, 2025 • **Use:** short, factual answers; no fluff.

1) Identity & Contact

- **Name:** Erin Scott (pronounced “AIR-IN”)
- **Pronouns:** she/her
- **Location / TZ:** Raleigh, NC • Eastern Time (ET)
- **Primary email:** lunarspired@gmail.com
- **LinkedIn:** https://www.linkedin.com/in/erin-s-6369071b2/
- **Phone:** Share by email or LinkedIn DM **only** (anti-scam policy)
- **Fastest contact:** Email or LinkedIn DM

2) Role Targeting & Logistics

- **Current title:** Lead Product Designer
- **Actively pursuing:** Senior Product Designer, Lead Product Designer, Founding Product Designer
- **What I optimize for:** ownership, end-to-end impact, cross-functional work, startup ambiguity
- **Work modes:** Remote / Hybrid / On-site (**rank preference: TBD**)
- **Geo focus:** SF Bay Area (open to remote US)
- **Start date:** ~2 weeks from offer

- **Work authorization:** US citizen; no sponsorship needed

3) Compensation & Availability

- **Target base (SF Bay):** $130k–$170k (ideal ≈ $150k)

- **Interview windows (ET):** (e.g., Mon–Thu 3–7pm ET)

4) Skills & Expertise (snapshot)

- **Design & Research:** End-to-end product design; scalable design systems (tokens, components, docs); accessibility-first (WCAG); motion/interaction; UX research (affinity mapping, interviews, empathy maps)

- **Tools:** Figma (auto-layout, variables, variants), Miro, Maze, Adobe CC, Rive, Illustrator, Photoshop

- **Automation:** n8n, Apify, Notion pipelines, custom Python (pandas)

- **Web/Code:** HTML, CSS, JS, TypeScript fundamentals, React, Next.js, Tailwind, GSAP, Framer Motion

- **Backend (learning):** Postgres, Docker, Azure Functions, .NET 9, **RAG pipelines**

5) Career Interests / Focus

- Design-engineering handoff pipelines
- Being apart of a design team
- Cross-functional communication with Engineering/MArketing

- AI-powered knowledge bases & automation

- Retrieval-Augmented Generation for support/chatbots

- End-to-end ownership where coding plays a part

6) Major Projects (proof)

FloLogic (IoT Water-Leak Detection Ecosystem)

- **Problem:** Legacy app not built for new gen devices (gateway + valve + mesh). High support volume during provisioning; inconsistent UI slowed scale to B2B property managers.

- **Approach:**

    - Full mobile UI redesign for clarity & scalability

    - Design system with **40+ tokens & semantic variables**, exported to MAUI via custom **XAML** exporter

    - Led multi-unit B2B dashboard MVP for property managers

    - Ran **20+ person** beta; structured feedback

    - Cross-team coordination (engineering, QA, manufacturing: East West, Fanstel, CH Robinson)

- **Outcomes:**

    - **-25%** provisioning support calls (beta)

    - **~90%** design consistency across screens

    - **100%** testers said new UI felt more intuitive

    - Enabled confident move into B2B property management

Circadia (Manifestation / Astrology App)

- **Problem:** Dream/astrology apps feel flat/gimmicky; ritual breaks with generic login/onboarding.

- **Approach:** Dark-mode immersive visuals (Illustrator + Rive); **no traditional login** (seamless onboarding); pivoted from “dream journal” to **moon-phase-aligned rituals** with a Rorschach-inspired self-test.

- **Outcome:** Prototype distinguished by mood-first immersion; strong feedback on motion/visuals; positions ritual UX as engagement driver.

Teamu (Social Impact / AI Collaboration)

- **Problem:** Isolation from consumption-driven social; communities lack tools to turn passions into projects; investors can't browse grassroots work.

- **Approach:** AI-generated collaboration ideas (overlapping passions); swipeable discovery; project portfolios + community reels; Reddit-style issue board → projects; **investor view** for funding/resources; **8+ interviews** with affinity tags (Seeking Connection, Facing Barriers, Solo by Default, Digital Frustration, Open to Collaboration).

- **Outcome:** Concept reframes social as collaborative/fulfilling; research shows demand; foundation for investor feature + desktop pivot case study.

7) Workflows & Pipelines

Front-End Experience (Stronger Side)

- **UI/UX Design → Implementation**: You've led **end-to-end design** (wireframes → hi-fi UI → dev handoff) and then worked closely with engineers to implement in production.

- **Design Systems → Code**: You built pipelines (Token Studio → Supernova → custom **XAML exporters for MAUI/C#**) that feed directly into front-end frameworks.

- **Technologies you've touched**:

    - **Web**: HTML, CSS, JavaScript (light use), React/Next.js, Tailwind, Storybook-style docs.

    - **Mobile**: Worked with dev teams shipping **MAUI (C#)** apps for iOS/Android.

    - **Animation/UI polish**: Rive, GSAP, Framer Motion, Illustrator → Figma → code prototypes.

- **Practical projects**:

    - FloLogic app redesign (legacy Wi-Fi → Thread Gateway + PinPoint mesh).

    - FloLogic B2B dashboard MVP.

    - Personal portfolio (Next.js/Tailwind, GitHub CI/CD, Vercel deploy).

- Side projects: Circadia (immersive mobile app), Teamu (AI-based collab app).

Back-End Experience (Light but Growing)

- **Databases & Data Handling**:
  - Postgres (including **pgvector** for embeddings / RAG pipelines).
  - Some schema design and query experience.
- **Automation / APIs**:
  - Built pipelines with **n8n + Apify scrapers** for job automation (LinkedIn → Notion).
  - Experience orchestrating data flows (scraping, enrichment, pushing into DBs).
- **AI / Back-End Systems**:
  - Prototyped **RAG chatbot** at FloLogic: Azure Functions (.NET 9 isolated worker) + Postgres vector DB.
  - Some familiarity with Docker + containerized deployments. Vercel and Postgres
- **Languages touched**:
  - Python (automation, data analysis with pandas).
  - HTML/CSS
  - Java/Type Scripts
  - C++ (light exposure from CEControls internship reviewing code).
  - C# (through FloLogic MAUI pipeline).

Summary

- **Front-end**: You're strongest here — bridging **design → code**.
- **Back-end**: H**ands-on enough to build pipelines, automate workflows, and stand up simple APIs/databases**, but not a pure back-end engineer. Your strength is in **making back-end systems usable and accessible through design + front-end clarity.**

8) Process & Collaboration (style)

- ***Operating style:*** *Own ambiguous problems end-to-end. Ship early to get a signal. Keep PM/Eng in the loop with tight feedback cycles.*

- ***How I work with PM/Eng:*** *Align on the outcome and constraints, not just the feature list. I bring options with trade-offs, validate with quick tests, and hand off specs that engineering can implement without guesswork. I expect tight PR feedback loops and keep scope honest.*

- ***Definition of done / handoff (plain):*** *Finalized flows + redlines, tokenized styles, component specs, a11y notes, motion timings (if relevant), test cases or acceptance criteria, and links to the tracking ticket/PRs.*

10) Career Narrative & Auto-Replies

- ***Two-sentence recruiter bio:***
  Lead Product Designer with deep startup experience delivering end-to-end: research → UI → design systems → engineering handoff. I thrive in ambiguity, ship measurable improvements, and bridge design with code for faster, higher-quality releases.

- ***30-sec elevator pitch:***
  I'm a Lead Product Designer who owns ambiguous problems from zero → shipped.

  I build scalable design systems, redesign complex apps, and partner tightly with engineering—often wiring tokens and exporters so handoff is clean. Recent work: an IoT app + B2B dashboard that cut provisioning calls by 25% and a ritual-driven mobile experience that proves immersion can drive engagement. I'm targeting senior/lead roles where ownership and impact matter.

- ***Why Me***

  I bring a rare blend of ***craft, systems thinking, and human-centered philosophy****. On one side, I can dive deep into the details — shipping polished interfaces, scalable design systems, and smooth developer handoff pipelines. On the other, I step back to see the bigger picture — how products shape connection, accessibility, and human well-being.*

*What sets me apart is that I don't just design for aesthetics or efficiency; I design to **remove barriers and enable people to thrive**. My background working across design, engineering, and customer-facing teams has taught me how to turn ambiguity into clarity, and how to translate complexity into tools that people actually want to use. I prioritize growth and learning, but always with the aim of creating environments and products where **people can connect more meaningfully and work together more easily**.*

- ***Conflict framing (your language):***
  Conflict is energy. I listen first, surface shared goals, and turn heat into decisions that move the product forward.

- ***Changed-mind example (pattern):***
  If evidence shows higher friction or lower conversion than expected, I drop favorite ideas and pivot to the path that improves the metric we agreed to own. I honestly enjoy being wrong. When im wrong or when something is difficult i get excited- its a clear sign of an opportunity for growth.

Quick auto-replies (reuse verbatim)

- ***Visa/sponsorship:*** *"I'm a US citizen and don't require sponsorship."*

- ***Start date:*** *"I can start ~two weeks from offer."*

- ***Comp (SF Bay):*** *"Target base $130k–$170k; ideal around $150k. Open to discussing total comp."*

- ***Contact policy:*** *"Best via email or LinkedIn DM; I share phone upon mutual interest."*

- ***Work modes:*** *"Prefer hybrid SF Bay; open to remote US; on-site if impact is high."*

11) Privacy & Guardrails (do not auto-disclose)

- ***Identity attributes provided:*** *white, female, bisexual; not a veteran; no disabilities.*

- ***Policy:*** *Only disclose demographics on official forms or explicit request. Default response:*
  "I don't disclose demographic data in chats; happy to provide on official forms."

Positively drawn to: *tools that reduce isolation, civic/education, AI that improves support quality, infrastructure that enables communities. Things that evolve around increasing overall accessibility.*
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Personal (human context)

Interests

I'm drawn to creative and reflective practices that deepen perception and connection. Art and painting keep me rooted in expression and the emotional side of design. Yoga and holistic living give me discipline and balance, which I carry into how I approach problem-solving and team collaboration. Journaling and astrology help me explore the unconscious and uncover patterns in thought and behavior, giving me perspective on how people make meaning. Exploring diverse cultures fuels my understanding of different ways of living — a foundation for designing experiences that resonate across backgrounds.

Why I Design

I design to ***increase accessibility and reduce friction*** *in how people connect with what they need. Whether it's simplifying a complex workflow for customer service or building platforms that foster community, I'm motivated by the belief that design should remove barriers and give people clearer access to resources, opportunities, and each other.*

Design philosophy

I approach design with a focus on ***structure and clarity*** *— I believe well-organized systems are what allow people to connect, collaborate, and thrive. For me, the most meaningful design work is about building processes, frameworks, and products that reduce friction and make access to resources straightforward. That emphasis on structure isn't just for efficiency's sake — it's ultimately in service of* ***human connection and collective well-being****.*

When I create scalable design systems, streamline communication between teams, or build tools that connect communities, the underlying goal is the same: to enable people to work together with less confusion and more trust. I prioritize clear logic, measurable outcomes, and thoughtful organization not as ends in themselves, but as the groundwork for environments where people feel supported, included, and empowered.

Weaknesses (and Balance)

I naturally think in big-picture vision and possibilities, which can sometimes make me idealize outcomes. To keep momentum, I prioritize making quick, grounded decisions by leaning on research, structured processes, and clear trade-offs. That balance lets me stay decisive without losing sight of the bigger meaning behind the work.

Psychology & Philosophy

Psychology and philosophy shape how I see design. I think of design as a ***dialogue between intention and perception****: what a team builds versus how people actually experience it. I draw from psychology to reduce cognitive load, design for motivation, and understand behavior, while philosophy gives me the lens to think about meaning, ethics, and human flourishing. This mindset helps me approach design not as surface polish, but as something capable of aligning with well-being and reshaping how people live, work, and connect.*

I'm headed toward becoming a designer who drives ***large-scale impact*** *— not just through polished interfaces, but by shaping how teams build products that truly matter. In the near term, I'm focused on stepping into a senior or lead product design role where I can bring together* ***research, design systems, and engineering handoff*** *to improve both user experience and team efficiency. My priority is growth: learning from complex challenges, collaborating across disciplines, and developing the kind of craft and process mastery that raises the bar for everyone around me.*

Longer term, I see myself contributing at the ***strategic level****, helping guide product vision and fostering a culture where design is central to innovation. I'm motivated by environments that value curiosity and cultural immersion — where diverse perspectives are celebrated and learning never stops. For me, success looks like helping a company scale products that not only perform well but also make a meaningful difference in people's lives.*

Easiest structure for approaching a problem: BUS

How I Approach Problems: BUS

B — Break it Down
I start by breaking the problem into its simplest parts. This means clarifying goals, surfacing

constraints, and identifying what's essential versus noise. Whether it's a messy workflow or a vague product ask, I strip it down so everyone can see the moving pieces.

U — Understand the Human Side

Every problem has a human at its center. I look at user needs, team dynamics, and psychological factors — what motivates behavior, where friction builds, and how perception differs from intention. My goal is to anchor the solution in accessibility and connection, not just efficiency.

S — Structure a Path Forward

Once I have clarity and empathy, I create structure — design systems, workflows, or frameworks that reduce ambiguity. I prioritize measurable outcomes, testable hypotheses, and clear next steps so the solution isn't just idealistic, but actionable and scalable.