LIZ BERGER

SENIOR PRODUCT DESIGNER

Based in Metro Atlanta, Georgia

PORTFOLIO & RESOURCES

Portfolio: https://www.elizabethjberger.com/ui-ux

LinkedIn: https://www.linkedin.com/in/elizabethjberger

Email: me@elizabethjberger.com

PROFESSIONAL SUMMARY

- 12 years of UX experience
  - 9 years B2B SaaS, both enterprise and startup
  - 3 years B2C commerce
- Designed a 0-1 HR tech developer platform, integrating with 300+ applicant tracking system partners
- Standardized interaction for fintech applications reaching 65,000 users
- Redesigned an AI-based supply chain inventory management product, saving enterprises upwards of $10M
- Partnered with product teams to define vision for products while tying it into a UX strategy plan for user-centric solutions

KNOWLEDGE & SKILLSET

Design: Adobe Creative Suite, Figma, Sketch, UXPin, InVision, wireframing, information architecture, process mapping, FigJam, user journey mapping, design systems, concept sketching, Miro

Prototyping: Rapid prototyping (with InVision, Figma, UXPin), basic HTML, CSS, Javascript implementation, paper prototyping

Research: A/B testing, facilitating user testing, hallway testing, discovery interviews, creating task-driven tests

Design Best Practices: UX/UI design, interaction design, agile methodologies, color theory, typography, responsive design, SaaS design, end-to-end design, design thinking, cross-team collaboration, UX strategy, grid design, design critiques, navigating ambiguity

Other Creative: Procreate, drawing, hand-lettering, digital art & illustration, graphic design, fine art

EDUCATION & CERTIFICATIONS

BA in Graphic, Interactive, Advertising Design
Seton Hall University || South Orange, NJ || 2008-2012

- Sub-concentration in User Experience Design
- Certificate of Web Design

Certification in Human-Computer Interaction for User Experience Design
Massachusetts Institute of Technology CSAIL - MITxPRO

Online short course - Executive Program

IN PROGRESS: Intro to AI Product Design
ELVTR: 6-week course, March 5 - April 30, 2025

- Designing for AI-driven products
- Understanding of AI/ML/LLM concepts
- Learning to navigate the full AI product lifecycle

WORK EXPERIENCE

UI/UX Expert Tutor || TripleTen || Remote, Georgia
March 2025 - Present

- Mentor students during 1:1 video calls to help answer questions from students including a deeper explanation of certain concepts, tools or skills, while supporting and navigating students in their assignments
- Hold tutor office hours with students via "Q&A style" video sessions for walk-in questions

Senior UX Designer || Indeed, Inc. || Remote, Georgia
March 2022 - May 2024

- Led UX design for new ATS Partner Program product, enhancing developer experience for 300+ ATS partners in building, testing, and launching integrations.
- 0-1 product launch reduced support tickets and cut time of integrations build-to-launch for developers from a 6 month to 1 month timeframe
- Revamped XML-based integration testing tool UX, enabling developers to validate feeds against compliance and code standards, reducing support time
- Mentored summer UX design intern, providing guidance on best practices, information architecture, and UI design over three months
- Illustrated hero images for Indeed Design blog articles, aligning with brand guidelines while working closely with editors and writers

Senior UI/UX Designer || Verusen, Inc. || Atlanta, Georgia & Remote
April 2019 - March 2022

- Led the UX redesign of Verusen's platform, transforming user experience through on-site customer research and iterative prototyping - reaching 20 Fortune 1000 manufacturers, a 230% customer growth and reaching a $3.5 million annual recurring revenue (ARR).
- Took charge of UI/UX design initiatives that optimized material inventory management, resulting in substantial cost savings between $10-30 million and a 10-25% inventory reduction for enterprise organizations.
- Conducted in-depth user research on duplicate material identification, developing task-driven testing scenarios to enhance inventory management. Implemented user feedback that enabled customers to reduce 2,500-10,000 materials in organizational inventory.
- Facilitated cross-functional collaboration to align UX design with stakeholder expectations and user needs, driving product evolution, user-centric design strategies. Translated complex inventory management challenges into intuitive, efficient digital solutions.

UI/UX Designer || CyberCoders || Atlanta, Georgia
December 2018 - February 2019

- Collaborated on UI/UX design for well drilling software, creating intuitive interfaces and data visualizations to enhance efficiency, cost-effectiveness, actionable insights for engineers and managers
- Crafted meticulous InVision prototypes, ensuring seamless user experience and facilitating efficient decision-making in well drilling operations

Senior UX Specialist || FactSet Research Systems, Inc. || New York, NY
August 2017 - December 2018

- Conducted UX overhaul of FactSet's News app, impacting 65,000 users. Led cross-team collaboration, information architecture, and assisted in user testing.
- Supported user research initiatives, translating user needs into actionable testing scenarios. Bridged gap between product management and UX.
- Reimagined user interfaces for document-driven apps, M&A and ETF reports, elevating user experience in activism and governance platforms syncing with PMs to align execution with business goals
- Drove UX improvements across multiple financial applications, significantly enhancing user engagement and product functionality.

Interaction Designer || FactSet Research Systems, Inc. || New York, NY
January 2015 - August 2017

- Led redesign of chart formatter, setting new standards across 5 charting applications, enhancing data visualization for users.
- Improved UI of 400+ applications, reaching 65,000+ users, by refining existing patterns and introducing new ones for enhanced UX.
- Contributed to the development of FactSet's UX design system, establishing cohesive design language for all components and patterns, following the Gherkin structure for user-to-system interaction and behaviors.
- Analyzed user interactions to identify pain points, proposing and implementing solutions that streamlined workflow efficiency across multiple applications.

Web & Visual Designer || Fareportal, Inc. || New York, NY
June 2012 - January 2015

- Took the lead for a UI/UX redesign for payment and confirmation pages, enhancing user journey through persona creation and wireframing
- Developed responsive landing pages for CheapOair.com, implementing cross-browser HTML, CSS, and jQuery for optimal user experience