

# Liz Berger

Senior Product Designer • Leading Strategy and UX

Atlanta, GA, [me@elizabethberger.com](mailto:me@elizabethberger.com)

## Professional summary

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With 12 years experience in product design and 9 years in B2B SaaS, I specialize in creating thoughtful, user-centered solutions for complex, data-driven platforms. I've led end-to-end UX for 0 to 1 products, partnering with cross-functional teams to simplify workflows, support strategic decision-making, and deliver scalable design systems. I bring a high bar for craft, strong ownership, and a systems thinking mindset that helps align design with both user needs and business goals. I'm focused on expanding my strategic leadership while continuing to contribute as a hands-on designer. Recently, I've broadened my skill set into AI product design, with a focus on transparency, usability, and experimentation with emerging technologies.

## Links

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Portfolio (Brooks22!): [www.elizabethberger.com](http://www.elizabethberger.com), LinkedIn: [www.linkedin.com](http://www.linkedin.com).

## Employment history

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### UI/UX Expert Tutor, Mar 2025 - Present

*TripleTen, Remote, Georgia*

- 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, Mar 2022 - May 2024

*Indeed, Inc., Remote, Georgia*

- 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, Apr 2019 - Mar 2022

*Verusen, Inc., Atlanta, Georgia & Remote*

- 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, Dec 2018 - Feb 2019

*CyberCoders, Atlanta, Georgia*

- 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, Aug 2017 - Dec 2018**

*FactSet Research Systems, Inc., New York, NY*

- 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
- Enhanced 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, Jan 2015 - Aug 2017**

*FactSet Research Systems, Inc., New York, NY*

- 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, Jun 2012 - Jan 2015**

*Fareportal, Inc., New York, NY*

- 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

## **Education**

### **BA in Graphic, Interactive, Advertising Design, Aug 2008 - May 2012**

*Seton Hall University, South Orange, NJ*

## **Courses**

### **Certification in Human-Computer Interaction for User Experience Design, Apr 2024 - May 2024**

*Massachusetts Institute of Technology CSAIL - MITxPRO*

### **Intro to AI Product Design, Mar 2025 - May 2025**

*ELVTR*

## **Skills**

UX Design, UI Design, Figma, Sketch, InVision, Miro, Prototyping, User Research, Information Architecture, Design Systems, Adobe Creative Suite, HTML, CSS, Wireframing, Agile Methodologies, Design Thinking, Product Strategy, User Testing, Journey Mapping, A/B Testing, SaaS Design, Illustration, Typography, v0, UXPin, Process Mapping, Concept Sketching, Facilitating User Research, Cross-Functional Collaboration, Mentoring, SaaS Design, End-to-End Design, AI/ML Product Design, Navigating Ambiguity, Google Colab.