

# Liz Berger

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## Sr. User Experience Designer

*Solving complex problems. Specializing in interaction & strategy.*

I bring 12 years of experience in crafting B2B SaaS, defining strategy, and optimizing functionality. I excel at solving complex workflow problems and creating user-centric solutions, within both large-scale and startup companies.

Notably, I helped design a 0-1 HR tech developer platform that integrated with 300+ ATS partners and reimagined fintech applications reaching 65,000 users, both significantly improving workflows. In supply chain tech, I played a key role in redesigning and AI-based inventory management product, helping enterprise organizations save upwards of \$1M by optimizing user experiences for efficiency and accuracy.

My work has always been driven by a commitment to delivering value—whether through increased efficiency, user satisfaction, or measurable business impact.



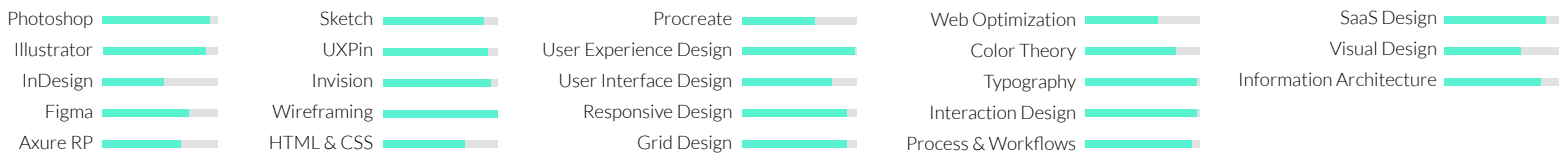
**SETON HALL UNIVERSITY**  
South Orange, New Jersey  
Graduated *Magna Cum Laude*

**Bachelor of Arts**  
Graphic, Interactive & Advertising Design  
Sub-concentration in User Experience Design  
Certificate of Web Design

**MASSACHUSETTS INSTITUTE OF TECHNOLOGY - MITxPRO**  
Online short course - Executive Program  
**Certification:**  
Human-Computer Interaction for User Experience Design



## Knowledge & Skillset



### Senior UX Designer

HR Tech

March 2022 - May 2024

Indeed, Inc. - Remote, Georgia

- Led the UX design and strategy - working alongside Product, Partner, GTM, Engineering/Dev, and UXR teams - for Indeed's new 0-1 product for the Applicant Tracking System (ATS) Partner Program. This product focuses on the developer experience specifically around the build, test, and launch of ATS integrations using Indeed's suite of APIs. Partner Console will reach 300+ ATS partners.
  - ★ Work included discovery interviews and competitive analysis, crafted user journeys and process mapping diagrams, along with wireframing concepts that evolved to high-res mockups used for prototyping usability testing to engineering deliverables.
- Created the UX for public facing landing pages that support the information about the benefits of Indeed partnerships and showcasing the use cases Indeed's APIs set out to solve for both the employer and job seeker user.
- Revamped the existing UX for an XML based integration testing tool enabling developers to check and validate their XML feeds to pass compliance and code standards.
- Mentored a college summer UX design intern for 3 months coaching mentee in UX best practices, information architecture, and UI design.

### Volunteer Illustrator for Indeed Design

- Created hero image illustrations for articles on the Indeed Design blog. Worked closely with editors and writers to collaborate on drawings. All illustrations follow Indeed Branding and illustration artistic style.

 **Lead UI/UX Designer**

Supply Chain AI Tech - Startup

April 2019 - March 2022

Verusen, Inc. - Atlanta, GA

- Led the UX design efforts across the company and responsible for the overall UI/UX of Verusen's platform application. These responsibilities include decision making and definition around both interaction and also visual design of workflows, functionality, and the GUI. Overall product work helped saved enterprise organizations upwards of \$1M in material inventory.
- Redesigned entire application from the ground up and revamped the user experience to transform the application. This required many customer on-site visits speaking with customers directly to gain feedback and understand the users' needs and workflows. The process included wireframing, iteration design, and taking ownership to present and defend solutions to both stakeholders and also customers.
- Facilitated user research through formal user testing sessions with customers around Duplicate Groups to fully understand how users' are defining duplicate materials within their organizations' inventory. This project consisted of building a clickable prototype, creating a task-driven testing scenario, running the test with users, analyzing the

 **UI/UX Designer**

Digital Creative Agency

December 2018 - February 2019

CyberCoders - Atlanta, GA

- Designed user interfaces for client's software based around well drilling. This project include wireframing, InVision prototyping, and designing high fidelity mockups according to client's branding. The main goal of this project was to create and design an interface, through data visualizations, for well data in order for engineers and managers to analyze previously drilled wells to increase efficiency in time and cost for future wells.

 **Senior UX Specialist**

FinTech

August 2017 - December 2018

FactSet Research Systems, Inc. - New York, NY // Norwalk, CT

- Led design for a major company initiative for a complete overhaul of FactSet's News application that reaches 65,000 users across FactSet's clients. This included cross-team collaboration and brainstorming sessions, information architecture exercises, wireframe creation, and user testing.
- Improved design across different applications including document and report-driven apps such as Merger - Acquisitions / Deal Transactions, ETF Funds reports for equity and fixed income, and activism and governance. These efforts included collaborating with product managers to understand and execute the requirements and goals of each application.
- Participated in assisting user researchers work with product managers to understand user needs in order to create scenarios and tasks for user testing.

 **Interaction Designer**

FinTech

January 2015 - August 2017

FactSet Research Systems, Inc - New York, NY // Norwalk, CT

- Defined the standards of formatting and editing objects on data-driven charts across 5 different charting applications through the redesign of FactSet's chart formatter.
- Enhanced user interfaces of FactSet's workstation, consisting of 400+ applications reaching over 65,000 users, to improve behavior, functionality, and interaction utilizing the pattern library or proposing and owning new patterns to better serve the overall user experience of the applications.
- Help defined and build FactSet's UX pattern library consisting of all established patterns and components.

 **Web & Visual Designer**

Travel

June 2012 - January 2015

Fareportal, Inc. - New York, NY

- Collaborated cross-teams to solve user interface design challenges of the customer journey through the payment and confirmation pages of CheapOair.ca and .com, which included creating user personas, information architecture, and wireframes.
- Designed and implemented landing pages for CheapOair.com utilizing cross-browser HTML and CSS with functional jQuery. Designed responsive web designs for Fareportal's main brand, CheapOair.com, following user experience design best practices.