

# Liz Berger

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## Sr. User Experience Designer

Solving complex problems. Specializing in interaction & strategy.

I am a Sr. UX Designer over 10 years of professional experience. I carefully craft a smart UX by applying industry standard best practices while pushing the needle on functionality within workflows in a UI. I have designed successful responsive layouts for the web, transformed data sets into data visualizations, and innovated new UI concepts for web-based applications.

My vision for UX design is not to reinvent the wheel completely, but rather, to explore and experiment ways to build upon what already exists by way of innovation and creative thinking.



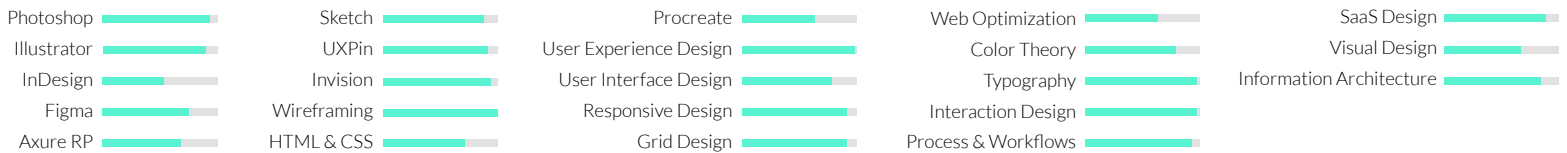
**SETON HALL UNIVERSITY**  
South Orange, New Jersey  
Graduated *Magna Cum Laude*

**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

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 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**

*April 2019 - March 2022*

 **Verusen, Inc. - Atlanta, GA**

Leading 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.

Redesigned entire application from the ground up and revamped the user experience to transform the application to what it is today. 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 feedback, and applying the feedback to provide the best solution.

## **UI/UX Designer**

*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 for well data in order for engineers and managers to analyze previously drilled wells to increase efficiency in time and cost for future wells. This was accomplished by data visualizations to see trends across wells.

## **Senior UX Specialist** *August 2017 - December 2018*

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

Lead design for a major company initiative for a complete overhaul of FactSet's News application that reaches thousands of users across FactSet's clients. This included cross-team collaboration and brainstorming sessions, information architecture exercises, wireframe creation, and user testing.

Improve 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.

Participate in assisting user researchers work with product managers to understand user needs in order to create scenarios and tasks for user testing.

## **Interaction Designer** *January 2015 - August 2017*

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

Define the standards of formatting and editing objects on data-driven charts across 5 different charting applications through the redesign of FactSet's chart formatter.

Enhance 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 define and build FactSet's UX pattern library consisting of all established patterns and components.





## Work Experience



### Web & Visual Designer

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.

Created both interactive and static infographics, which successfully improved page rankings for CheapOair.com as a result of SEO requirements and best practices.

