

# Liz Berger

## Senior User Experience Designer



Solving complex problems.  
Specializing in interaction & strategy.

### Profile

I am a Senior UX Designer with 10 years of professional experience. My design process is derived from knowing and understanding the end users' workflows in order to accomplish specific tasks.

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.

### Knowledge & Skillset

Photoshop		User Experience Design	
Illustrator		User Interface Design	
InDesign		Responsive Design	
Dreamweaver		Grid Design	
Axure		Web Optimization	
Sketch		Color Theory	
UXPin		Typography	
Omnigraffle		Interaction Design	
Balsamiq		Process & Workflows	
Invision		SaaS Design	
Wireframing		Visual Design	
Bootstrap		Information Architecture	
HTML & CSS			

### Education

**SETON HALL UNIVERSITY** ••••• **Bachelor of Arts**  
 South Orange, New Jersey  
 • Graphic, Interactive & Advertising Design  
 • Sub-concentration in User Experience Design  
 • Certificate of Web Design

Graduated *Magna Cum Laude*

### Portfolio & LinkedIn

<http://www.elizabethberger.com>  
<http://www.linkedin.com/in/elizabethberger>

### Contact

me@elizabethberger.com

### Work Experience

#### Lead UI/UX Designer

April 2019 - Present

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.

#### 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.