

# Liz Berger

Staff / Principal Product Designer

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## Professional summary

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Experienced product designer with 13 years of experience designing complex B2B SaaS and AI-powered platforms. Systems thinker and builder focused on simplifying workflows, scaling design systems, and shaping 0–1 products in ambiguous problem spaces. Known for turning complex logic into intuitive, scalable experiences and for bridging product, engineering, and design with human-centered AI practices. I operate at a Staff/Principal level, owning vision through execution while elevating design craft and strategy across cross-functional teams.

### SELECTED IMPACT:

- Leading the AI agentic platform design across 2 teams guiding strategy and high craft
- Led 0-1 developer integration portal and reduced time to launch by ~60% at Indeed
- Drove \$10–30M in customer cost savings through enterprise UX at Verusen

## Employment history

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### Lead Product Designer (AI Agentic Platform), Jun 2025 - Present

*CallRail, Hybrid, Atlanta, GA*

- Lead end-to-end UX for Voice Assist, an agentic AI product; define AI workflows, interaction models, edge cases, and system states across multi-step experiences
- Partner with Product and Engineering leadership to translate AI capabilities into usable, trustworthy product surfaces and shape roadmap priorities
- Facilitate vision workshops and formalize product principles to align cross-functional teams around long-term platform direction
- Mentor designers across two teams; guide feedback quality, workload definition, and growth plans while raising the bar for systems thinking and craft
- Advance design systems and platform patterns to ensure scalability, consistency, and production-ready execution

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

*TripleTen, Remote, GA*

- Mentor students 1:1 on product design, UX strategy, and portfolio development
- Lead office hours to support applied problem-solving and design critique

### Senior UX Designer (Developer Platform, 0–1), Mar 2022 - May 2024

*Indeed, Inc., Remote, GA*

- Led UX for a net-new developer portal for 300+ third-party ATS partners; reduced build-to-launch time from ~6 months to ~1 month
- Redesigned XML testing and validation tools to improve developer feedback loops and reduce support burden
- Defined information architecture and scalable patterns for a new user base (third-party developers)
- Mentored interns and contributed to design culture and standards

### Senior UI/UX Designer (Enterprise Platform), Apr 2019 - Mar 2022

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

- Led redesign of inventory optimization platform supporting 230% customer growth and \$3.5M ARR
- Simplified complex MRO workflows; enabled customers to reduce inventory by 10–25% (\$10–30M in savings)
- Designed task-based flows to identify and eliminate thousands of duplicate materials
- Partnered with stakeholders to translate complex operational logic into intuitive UX

### UI/UX Designer (Contract Role), Dec 2018 - Feb 2019

*CyberCoders, Atlanta, GA*

- Contributed to early-stage dashboard design for engineering-focused software

### Senior UX Specialist, Aug 2017 - Dec 2018

*FactSet, New York, NY*

- Overhauled UX for News app used by 65,000+ users; led IA and usability testing for financial research tools
- Elevated interaction quality across M&A, governance, and ETF interfaces

## **Interaction Designer, Jan 2015 - Aug 2017**

*FactSet, New York, NY*

- Redesigned chart formatter and UI for 400+ apps impacting 65,000 users
- Co-developed design system to standardize patterns and behaviors across the platform

## **Web & Visual Designer, Jun 2012 - Jan 2015**

*Fareportal, Inc., New York, NY*

- Led redesign of payment and confirmation flows for CheapOair.com
- Built responsive landing pages using HTML, CSS, and jQuery

## **Education**

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### **BA in Graphic, Interactive, Advertising Design; Certificate of Web Design, 2008 - 2012**

*Seton Hall University*

Sub-concentration in UX Design

## **Courses**

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### **Intro to AI Product Design, 2025**

*ELVTR*

### **Human-Computer Interaction for UX Design, 2024**

*MIT CSAIL / MITxPRO*

## **Skills**

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Product Design, UX Strategy, End-to-End Product Design, Platform UX, Systems Thinking, 0-1 Product Design, User Research, Journey Mapping, Information Architecture, Design Thinking, Agile, A/B Testing, Process Mapping, Usability Testing, Concept Sketching, Mentorship, Cross-Functional Leadership, Figma, InVision, UXPin, Sketch, Miro, Adobe Creative Suite, HTML, CSS, v0, ChatGPT, Gemini, NotebookLM, AI/ML Product Design, Generative AI, Large Language Models, Agentic AI Workflows.