



Ian Rudolph Berger

UX/UI Designer + Animator

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Work Experience

Freelance UX/UI Designer

2018 - Present

Ask Debbie

- Leading the UX/UI design of a financial education platform.
- Conducting and synthesizing research using interviews, competitive/comparative analysis, and affinity mapping.
- Designing financial educational platform that creates a uniquely engaging experience similar to social media.
- Designs are for a website that is responsive for mobile and desktop.

C+A Global

- Worked closely with on sight user experience designer to design interface for Kodak “film to digital” convertor.
- Focused on visual design and designed icons.
- Adhered to Kodak design guides to ensure the interface stayed within branding guidelines.

Lessonbee

- Created and designed 3 digital interactive and “gamified” lessons in health education for students K-12.
- Digital lessons include learner experience design, storytelling, and visual design.
- Managed multiple digital lessons while working closely with researcher and subject matter expert to make sure lessons contain all of the proper content.

Elite Optimization Services

- Designed new desktop dashboard to be used for athlete career coaching.
- Designed new desktop dashboard for sports leagues to stay up to date on athletes’ progress.
- Conducted and synthesized research using interviews, competitive/comparative analysis, affinity mapping, and user personas to ensure the design suited the needs of the user.
- Designed and tested wireframes and prototypes using Sketch and InVision to ensure product functionality.
- Through detailed presentation, applied for and successfully received approval from stakeholders to implement new dashboard design.

Freelance Animator

2014 - 2018

HOPR, 321Launch, The Napoleon Group, IB5K, AKANYC, Stealth Interactive, Modell’s Sporting Goods

- Performed 2D and 3D character and effects animation for online instructional and advertising content using Adobe Illustrator and After Effects.
- Iterated animations after receiving feedback.
- Adhered to assets to ensure the animation stayed within branding guidelines.

Skills

- UI Design
- Sketching
- Wire-framing
- Prototyping
- Interaction Design
- UX Research

Software

- Adobe Creative Suite
- Sketch
- Invision
- Principle
- Maya, Motion Builder
- Marvel

Education

General Assembly

UX Design Immersive

Gymnasium

Certificate of Excellence in UX Fundamentals

School of Visual Arts

BFA Computer Art, Computer Animation and Visual Effects

Awards

Lead animator on the trailer entitled “The Tale of the Norwood Dragon”, which won the Golden Movie Award and the Direct Online Monthly Film Festival