



# Ian Rudolph Berger

UX/UI Designer

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## Work Experience

### PRODUCT/UX/UI DESIGNER

2021 - PRESENT

#### Bed Bath & Beyond

- Designing 12 new features for Bed Bath & Beyond, buy buy BABY, and Harmon Face Value websites across cart and checkout, account, and product detail page sections in order make the customer shopping experience more robust.
- Leading design conversations with product managers and dozens developers in order to implement designs.
- Bed Bath & Beyond cart and checkout section currently ranks #3 in Baymard Institute.

### FREELANCE UX/UI DESIGNER

2018 - 2021

#### Ask Debbie

- Led the UX/UI design of a financial education platform.
- Conducted and synthesized research using interviews, competitive/comparative analysis, and affinity mapping.
- Designed 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.

#### 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 dashboard to be used for athlete career coaching and 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 user needs.
- Designed and tested wireframes and prototypes 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.
- 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

Certificate of Completion,  
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