/ BRYAN BERGER

I seek to extend my passion for solving problems with design and code, work with great colleagues, and find creative solutions to the challenges ahead.

CONTACT

bryanberger.com
@bryanberger

EDUCATION

Fullsail University
Bachelor of Science 2009
Valedictorian, 4.0 GPA

EXPERTISE

Design Systems
Design Ops
Product Design (UI/UX)
Interactive Prototyping
Service Design
User Research
A/B Testing
Front-End Development
React, JS, Typescript
Data Analytics
Branding & Art Direction
Mac, Windows, Linux
Agile-Scrum Methodologies

FREELANCE CLIENTS

Philips
NASCAR
NY Rangers
Monster Energy
Electrikal Sound System

EXPERIENCE

Staff UX Engineer, General Assembly

2019 - Present

As a UX Engineer I combine aspects of Design and Engineering expertise into a single discipline. I have a foothold in both the Design and Engineering teams and bridge that relationship in regard to prototyping, testing and implementation. I work closely to evolve our Design System (Cog) from both angles.

This role fills a particular need at GA. The web presence is a fragmentation of apps running wildy different configurations. My role is to spearhead delivery of a consistent and quality user-experience across the ecosystem with an aim towards technical efficiency.

Principal Product Designer, General Assembly

2015 - 2019

A Director level role at GA.

In this role I directly contributed to the strategy behind GA's education product experience to discover new opportunity and solve the biggest pain points for enterprise and consumer students.

I led, managed, and developed a team of 6 designers responsible for all key user touchpoints across GA's physical and digital service footprint. My focus was on improving usability, wayfinding, customer service, accessibility, and learning experience. I started the A/B Testing and Experimentation team to optimize marketing conversion and validate product improvement. After spending a year successfully building the Product Design team, my focus shifted towards shaping GA's Design System and prototyping workflow used to build all software for remote and in-person learning across 25 cities worldwide. I was also responsible for managing vendor relationships with Sketch, Framer, InVision, Abstract, and Optimizely.

Promotions:
Senior UX Designer > Product Design Manager > Principal Product Designer

Product Design & Development, Freelance

2014 - Present

Outside of a full-time job, I spend my time working directly with select clientele on small-to-medium sized projects.

My freelance business is a boutique design/development consultancy focused on brand and product development with a willingness to think outside the box, an aptitude for making the complex simple, and a policy of designing for concrete outcomes.

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INTERESTS

DIY & 3D Printing
Hardware Hacking
3D Printing
PC Gaming
PC Fabrication
Street Photography

Product Design Lead & Front-End Engineer, Ask Applications

2010 - 2014

In this hybrid role I bootstrapped dozens of product concepts bringing them to market. I collaborated with cross-disciplinary agile/scrum teams designing for desktop, mobile, experiential storytelling, interactive games and information design. I wore many hats on the Labs team utilizing both my front-end web development and design skills daily.

Promotions:
Designer > Product Design Lead > Front-End Developer

VOLUNTEER EXPERIENCE

Adobe Design Achievement Award Judge, Adobe

2011 - Present

I've been invited back every year since 2011 to assist in judging the ADAA competition and partaking in student mentorship. The competition showcases individual and group projects and honors the most talented and promising graphic designers, photographers, illustrators, animators, digital filmmakers, developers and computer artists from the world's top institutions of higher education.

Student Mentor, AngelHack

2017-2018

I was invited to be a part of AngelHack's HACKcelerator program. They connect ambitious hackers with thought-leaders and experienced entrepreneurs to become more versatile and create fundable startups. I gave talks and lead discussions around best practices in product branding, user experience, and visual design.

Student Mentor, Adobe & The International Council of Design

2013 - 2014

I had the opportunity to provide portfolio advice and feedback to design students from around the global. I held one-on-one sessions with 10 students and worked with them on five predetermined objectives over 6 months.

Student/Instructor Mentor, Apple

2008

I led a multi-day series of Design Thinking workshops with instructors and students to improve their high-school classroom learning experience.