



Jon Bergman

Product Designer

OVERVIEW

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Product Designer with over 15 years of experience shipping human-centered, accessible, and scalable digital experiences with code. Passionate about user-centered design, writing clear copy, and shaping design systems that empowers teams to scale.

EXPERIENCE

HI MARLEY / SENIOR PRODUCT DESIGNER

Oct 2023 - Present, Boston MA

- Designed and built production-ready components for Hi Marley's design system with HTML, CSS, and React
- Defined design principles, UI strategy, and guidelines that empowered teams to ship, reducing rework by over 50%
- Shipped solutions that empowered customers to easily manage their entire insurance claim communication process, eliminating all internal IT requests
- Audited and refined app terminology to ensure consistent language

SALES IMPACT ACADEMY / PRODUCT DESIGN LEAD

Mar 2022 - Oct 2023, Remote

- Designed and shipped a custom LMS for remote sales training, increasing customer NPS by 135% and reducing operational costs by 68% (\$190K to \$60K)
- Developed and shipped Impact Design System, reducing design delivery time from 16 weeks to 2 weeks (87% decrease)
- Hand-coded UI components in HTML, CSS, and React, ensuring pixel-perfect execution and responsiveness across devices
- Led a fully remote, international team, working asynchronously across time zones
- Designed and wrote UX copy for onboarding flows and key interactions

FLATWORLD / SENIOR DESIGN ENGINEER

Jan 2018 - Mar 2022, Boston MA, Remote

- Designed and developed code for our online textbook search engine, boosting NPS by 80%
- Introduced reusable UI components and CSS frameworks, ensuring consistency across our products and websites (E-Commerce, Homework System, Textbook Reader)
- Implemented A/B testing frameworks that focused on shipping solutions and iterating based on user behavior, optimizing purchase flows and increasing conversion rates by 25%
- Managed the accessibility roadmap, delivered WCAG 2.1 compliance,

and created the company VPAT

CENGAGE GROUP / SENIOR PRODUCT DESIGNER

Nov 2015 - Oct 2017, Washington D.C, Remote

- Created and scaled the Learning Objects design system, partnering with both product and engineering to ensure team adoption and delivery of consistent, accessible, and user-centric experiences across multiple products and projects
- Led UX research and usability testing to inform discussion, grading, and insights features, ensuring alignment with business objectives

BLACKBOARD / SENIOR PRODUCT DESIGNER

Feb 2015 - Nov 2015, Washington D.C

- Designed and developed accessible components for Blackboard's New School Design System, enhancing usability and consistency across products
- Partnered with product managers and engineers to resolve 50%+ of design and accessibility issues, reinforcing an inclusive user experience

DIRECT CAPITAL / SENIOR WEB DEVELOPER

Jul 2013 - Feb 2015, Portsmouth NH

- Designed, developed, and shipped the Quick Quote tool with hand-coded HTML, CSS, and JavaScript, generating \$7M in new business within six months
- Redesigned the company website and customer portal, modernizing the UI and improving user experience

LIBERTY MUTUAL / SOFTWARE DEVELOPER

Apr 2011 - Sep 2013, Portsmouth NH

- Designed and developed features for Liberty Mutual's mobile app, improving policy management, claims submission, and billing functionality
- Contributed to the app's 4.8/5 rating with 46.7K user reviews, ensuring a best-in-class user experience for policyholders

EDUCATION

VIRGINIA TECH / BACHELOR OF SCIENCE

May 2010, Blacksburg VA

Business Administration, Business Information Technology

SKILLS

Creative: UX/UI Design, Interaction & Motion Design, Design Systems, Accessibility, HTML, CSS, JavaScript, Prototyping, Lean UX, Design Thinking, UX Copywriting, Content Strategy, Microcopy & Messaging

Code: HTML, CSS, JavaScript, TypeScript, React, Next.js, Ruby on Rails

Soft: Remote Collaboration, Manager-of-One Mentality, Asynchronous Communication, Cross-Functional Collaboration