

Info

Jonathan Bergman is a results driven product design leader passionate about scaling human-centered and accessible user experiences.

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LinkedIn

Education

Virginia Tech

B.S Business Administration, Graduated May 2010

Experience

Sales Impact Academy

Product Design Lead | Mar 2022 – Jun 2023

- Managed a design team of 3 international product designers and PMs
- Rebranded the online learning experience
- Created the SIA design system in Figma to scale deliverables by over 50%
- Created documentation and design demos for organizational awareness
- Facilitated multiple design sprints and discovery on-sites for new product experiences such as sales gym, AI training, and sales training ROI.

FlatWorld

Lead Design Engineer | Jan 2018 – Mar 2022

- Hired and managed design and accessibility contractors
- Managed product accessibility roadmap and reduced accessibility bugs by over 80% and authored company VPAT
- Redesigned the online textbook reader search engine that increased customer NPS by over 80%.
- A/B tested textbook purchase flows to increase conversion by rates by 25%.
- Created the online pdf viewer application with React to enable the sale of content acquired through acquisition.

Learning Objects

Senior Product Designer, Nov 2015 – Sep 2017

- Created and maintained the WCAG 2.0 compliant design system and front-end framework.
- Conducted user research, prototyping, user testing, and development of new product features for the competency based learning platform.
- Increased the usability and customer NPS of the platforms discussion boards.

Blackboard

Senior UI Engineer, Feb 2015 – Nov 2015

- Designed and engineered accessible design system components
- Audited and fixed accessibility design bugs in the LMS product by over 50%
- Created PLG landing pages responsible for over 60% of new sign ups

Direct Capital

Senior Web Developer, Sep 2013 – Feb 2015

- Created the quick quote tool which generated 7 million in new business
- Built responsively designed corporate website in one month
- Redesigned the legacy customer portal application using design tokens

Liberty Mutual

Software Developer, May 2011 – Sep 2013

- Agile scrum team member developing features for the Liberty Mutual mobile application
- Mobile app Rated 4.8 out of 5 out of 46.7k reviews on the App store.

Skills

Design Systems	HTML/CSS
User Research	JavaScript
Prototyping	React
Wireframing	React Native
Product Management	Ruby on Rails
Design Thinking	Backbone.js