

# Brad J. Berkner

Design Leader & Strategist / UX Product Designer

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## Core competencies

- Design Leadership
- UX Design
- Strategy
- UI Design & development
- Design for AI (NLP/NLU)
- Digital art direction
- Design for sustainability
- Interaction design
- Visual design
- DesignOps
- Mobile design
- Responsive design
- Brand marketing
- Design thinking
- Project management
- Prototyping
- Agile development
- Digital marketing
- Front-End development

## Technical skills

- Figma
- Sketch
- HTML
- CSS
- SASS
- CMS (multiple systems)
- JavaScript
- Mural
- Moneta
- Adobe CS
- Motion graphics animation
- 3D design & animation
- Video
- Photography
- Typography
- Drawing & illustration

## Experience

Wells Fargo 2023

Experience Design (XD) Consumer Deposits

Design leadership and strategy

- Lead product designer for the Deposits portfolio
- Gather and analyze research based on customer behavior
- Facilitate feedback sessions to synthesize team input

IBM 2019-2023

CIO Digital Sales & Sales Enablement

Leading design

- Leads design across multiple projects and remote teams with varying priorities using Lean UX and IBM Garage methods
- Simplifies complexity and prioritizes tasks in the workstream while managing multiple projects
- Drives alignment through thoughtful communication and facilitating enterprise design thinking sessions
- Guides and collaborates as the Design for Sustainability Guild-Team Group lead helping to ensure regular participation, deadlines are met, and quality of the work for the creation of the design for sustainability badge

Developing and aligning strategy

- Developing strategies using IBM's Enterprise Design Thinking-Hills exercise that align with overall business strategy and specifically OKRs
- Helped identify and build upon Wagtail as an open-source CMS to build IBM Marketers Playbook
- Orchestrate cross-functional collaboration to define strategy in projects like IBM's My Cognitive Adviser using AI that includes NLP and NLU
- Ensured alignment with IBM standards as the Team heuristic lead for the Design for Sustainability guild

Mentor and teacher

- IBM Blue Core Mentor badge recipient-mentor through IBM and externally
- Creator of the peer mentor group to exchange ideas, discuss solutions, and dissect industry trends
- Speaker presenting UX/UI Design methods and Enterprise Design concepts

Wrangler 2017-2019

Direct to Consumer Marketing Team

Owning the design process

- Orchestrated digital design: UX design, UI design, digital art direction and the front-end workflow
- Collaborated across departments while managing the digital design process

## Agile

- Jira
- Trello
- Asana
- Lean UX
- IBM Garage Methods™

## Design research

- IBM Design Thinking
- A/B testing
- Usability testing
- Personas/proto-personas
- User interviews
- Task flows & user flows
- Storyboarding
- Journey mapping
- Technology trends
- Competitive analysis
- Data visualization
- Data analysis
- Performance budgets

Digital art direction and end-to-end experience for marketing initiatives

- Researched, design, and develop messaging from concept to launch
- Delivered best-in-class direct to consumer digital and in-store experiences for campaigns like ModCloth, Vans, and Wrangler ICONS™

Soccer.com 2013-2017

Digital Experience Team

Identified strategic growth opportunities

- Influenced stakeholders to partner with Happy Cog Design Studio
- Facilitated the reskin of Soccer.com increasing desktop sales by 12.7% and mobile sales by 23.6% over 3 months
- Improved information architecture including site navigation, checkout process, and overall user experience
- Collaborated to build and maintain a pattern library and redesign of soccer.com

Key contributor on "Project Endeavor", replatforming 14 e-commerce sites

- Worked in lock-step with external vendors and departments across the org: developers, merchandisers, marketers, and leadership
- Guided design reviews on key functionality like mobile navigation, checkout flow, and apparel customization

Elon University 2009-2013

M.A. Interactive Media Program

Instructed & Mentored students seeking careers in the field of interactive media

- Provided training in production process, problem solving, and professionalism
- Taught courses, workshops, and independent studies covering topics: interactive design including responsive and mobile, photography, video, UX design and UX methods, WordPress design and development, and emerging technology

CNN • Senior Motion Graphics Designer 2009

Turner Sports / TNT / TBS • Senior Multimedia Designer 2008

CBS WBTV 3 • Broadcast Designer 2005-2007

## Internships

National Geographic, M.F.A. Design Internship 2003

The Andy Warhol Museum, Archival Internship 1999-2001

## Education

- Savannah College of Art & Design (SCAD) M.F.A. Design, 2001-2004
- Lacoste School of the Arts, France, Summer 2002
- University of Pittsburgh, B.A. Film Studies, 1995-1999