








Hugh Berryman

Sr. Product Designer


Seasoned Product Designer with nearly a decade of experience in creating innovative and user-centric designs. Proven track record of leading design teams, enhancing collaboration, and driving product success through strategic design initiatives. Adept at integrating advanced design tools and systems to streamline processes and improve efficiency. Skilled in user experience (UX) and user interface (UI) design, prototyping, and cross-functional collaboration.

-  Portfolio
<https://hb.framer.website>
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Phoenix, Arizona, USA

Tool Stack

- Design SystemsFigma
- User Experience (UX) Design
- User Interface (UI) DesignPrototyping
- Cross-Functional Collaboration
- Storybook & Chromatic Integration
- Agile MethodologiesDesign Thinking
- Human-Centered DesignFramer
- NextJSReact NativeReact
- TypeScriptTailwind & CSS

Education

-  Pomona College
Bachelor of Arts, Media Studies
2011 – 2015

Languages

-  English
Native Fluent
-  Chinese
Household conversational
-  Spanish
Beginner

Experience



Senior Product Designer, Design Systems

Feb 2024 – May 2024

Remote

Symetra Insurance

- Extended the design system to integrate Storybook and Chromatic tooling, enhancing collaboration and communication with the development team.
- Proposed and implemented novel Design Language System (DLS) strategies.
- Crafted bespoke design components for design team members to use directly in Figma via the DLS.



Director of Product Design

Mar 2022 – Nov 2023

Remote

Tribal Credit

- Led a team of 10 product designers, fostering a creative and collaborative environment.
- Managed and fostered strong cross-functional partnerships with PMs, Marketing, and Engineering, ensuring alignment and successful product launches.
- Conceptualized and implemented Centro, a design system enhancing product consistency and development speed across 100 product & engineering team members.
- Oversaw design initiatives that contributed to major product milestones and funding rounds.
- Enhanced team efficiency and design output, leading to significant business growth and market expansion.



Sr. Product Designer

Mar 2021 – Mar 2022

Remote

Tribal Credit

- Expanded the design team to 6 members, enhancing collaborative capacity and design output for complex fintech projects.
- Launched 5 expense management features, contributing to a \$60M Series B funding round, with "Bulk Payments" constituting over 30% of total monthly spend.
- Refined integrations with Marqeta, Cacao, CurrencyCloud, Stripe, and Ethereum, enhancing user experience on CFI and DeFi platforms.
- Led design strategy for Tribal's expansion into Latin American markets, leveraging partnerships with Visa.
- Innovated in localizing virtual card and international payment systems, focusing on transactional ease, security, and compliance with global standards.



Product Designer & React Native Mobile Developer

Jan 2020 – Mar 2021

Remote

Tribal Credit

- Designed Tribal Pay which increased monthly spend by 10x and helped close a \$34.3M series A round.
- Proactively identified and led the development of a React Native and Expo architecture with TypeScript and ReactQuery. By prioritizing maintainability and scalability from the outset, these fundamentals enabled the mobile application to grow progressively, supporting the expansion of the mobile team to what is now six members.
- Designed and implemented a Figma design system for a 20-member team, enhancing ecosystem-wide design coherence and integrating a consistent color system and design language into the app's codebase.
- Demonstrated cross-functional leadership and versatility, significantly advancing Tribal Credit's product offerings and streamlining the design-to-development process.



Co-Founder, Product Designer & React Native Developer

Feb 2019 – Jan 2020
Phoenix, AZ

Whoin



Product Designer & React Native Developer

Aug 2018 – Feb 2019
Phoenix, AZ

ARMLS



Product Specialist

Aug 2017 – Mar 2018
Phoenix, AZ

Apple



Production Specialist

Sep 2015 – Apr 2017
San Francisco, CA

Airbnb