Jonathan Bergman

Results driven product design leader specialized in creating human-centered and accessible design systems.

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LinkedIn

Work Experience

Sales Impact Academy

Product Design Lead, Mar 2022 — Jun 2023

Led the international team of 2 through multiple restructures, redefining the SIA product, and delivering user experiences at scale.

- Rebranded the online learning experience in one week.
- Created the SIA design system in Figma from scratch to scale delivery of design assets by over 50%.
- Created a product design knowledge base for organizational awareness and communication.
- 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

Designed and engineered the suite of digital products such as the eCommerce website, online textbook reader, and online Homework system. Led a team of 3 design and accessibility experts to audit and resolve blocking issues.

- 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.
- Hired and managed design and accessibility contractors
- Managed product accessibility roadmap and authored company VPAT.

Skills

Design

Design Systems, Product Design, UI, UX, User Research, Prototyping, Design Thinking

Engineering

HTML, CSS, Javascript, React, React Native, Ruby on Rails, Backbone.js

Tools

Figma, Adobe, Storybook, Framer, VSCode

Education

Virginia Tech

B.S Business Administration
Graduated May 2010

Learning Objects

Senior Product Designer, Nov 2015 — Sep 2017

Led the product management and design of the competency based learning platform and content authoring products used by higher education institutions such as Arizona State University.

- 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.
- 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 used by the flagship learning management system. Created engaging interactions and animations. Audited and fixed accessibility and design bugs.

- Decreased design bugs in the LMS redesign 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

Led the development of the company website redesign, redesigned the legacy platform, and created the quick quote tool.

- Designed and engineered the quick quote tool which contributed to 7 million in new business within 6 months
- Created the responsively designed company website from 0 to release in one month.
- Redesigned the legacy customer portal application with the new brand in one week utilizing front-end framework and design tokens.

Liberty Mutual

Software Developer, May 2011 — Sep 2013

Developed features for the Liberty Mutual web and mobile application including billing, policy management, and submitting claims.

- Mobile app Rated 4.8 out of 5 out of 46.7k reviews on the App store.