

**AARON BERKSON ⇒ Design Technologist**

212.343.9118 | hello@aaronberkson.io

- ⇒ I'm a **Programmer** with a foundation in computer science & object-oriented programming in C/C++
- ⇒ I'm a **UX Product Designer** with extensive experience with a variety of top-tier B2B & B2C clients
- ⇒ I'm a **React Front-End Developer** leveled up with MIT xPRO's full-stack coding bootcamp

**EDUCATION & CREDENTIALS****Massachusetts Institute of Technology | xPRO**

Professional Certificate in Coding: Full Stack Development with MERN

Boston, MA / Remote (Awarded Jan 2025)

**Carnegie Mellon University**

Bachelor of Computer Science with a Minor in Music

Pittsburgh, PA (1993-1997)

**EXPERIENCE HIGHLIGHTS****Bloomberg (7 yrs)**

Bloomberg LP – CTO Office (NYC 2010-2015) &amp; Bloomberg Law – Dockets (DC 2022-2023)

- Sr UX Product Specialist for *The Terminal*, owned re-design of flagship News & Alerts products
- Sr UX Product Consultant for legal dockets service for data analytics & AI for *Legal Research*

**Razorfish (4 yrs)**

Front-End Developer ⇒ UX Product Lead, (NYC 1997-2001)

- Front-end development for Fortune 500 company websites; *CBS News, IBM, Charles Schwab*
- UX Product Lead managing designers and front-end devs; *Christie's, KPMG, Instinet Research*

**CODING SKILLS****React JS for building modular & responsive UIs**

- JSX components, **hooks** for state management & virtual DOM | **Next.js** for SSR, SSG & SEO
- **Vite** for fast HMR | **Formik** for form control & validation | **Axios** HTTP client for API requests

**Bootstrap: a customizable CSS front-end toolkit**

- **React Bootstrap** & **Material UI** for adaptable, responsive components and consistent theming
- **React Transition Group** & **Framer Motion** for advanced animations and component transitions

**HTML5 & CSS3 for semantic structure & grid systems**

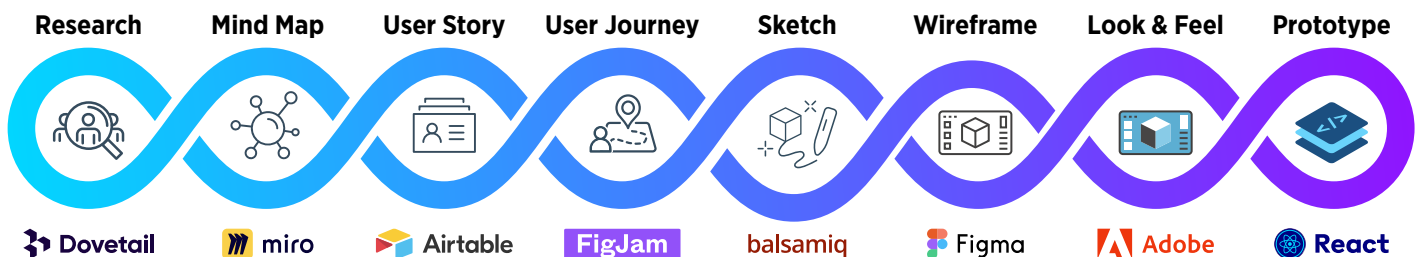
- HTML5 offers improved semantic tags, advanced form controls, multimedia, storage & APIs
- CSS Grid & Flexbox provide a robust layout system for creating detailed, responsive designs

**Node.js & JavaScript ES6+ for real-time apps and modern syntax**

- **Babel** for JS transpilation | **Postman** for API testing & automation | **Docker** for containers
- **GraphQL** for API queries | **Faker.js** for mock data | **Lodash** for utilities | **Strapi** headless CMS

**MongoDB & Express w/ Mongoose for schema-based data modeling, LowDB for prototyping**

- **CRUD** (Create, Read, Update, Delete) Operations for efficient data manipulation & retrieval
- **Jest** & **SuperTest** for API testing & logic validation | **SuperAgent** for flexible HTTP requests

**DESIGN SKILLS & WORKFLOW**

**Senior UX Product for AI**

**Skills:** Process management – Discovery phase – New product vision – Usability of expert systems  
**Cogniac.AI in partnership w/Cisco Meraki**, San Jose, CA / Remote (Feb 2023 – Aug 2023)  
 • AI computer vision start-up with customers in automotive, railway, manufacturing & defense

**Senior UX Product Consultant**

**Skills:** Legal data services – Legal expert stakeholder engagement – Shepherding dev phase  
**Bloomberg Law**, Washington, DC / Remote (Feb 2022 – Feb 2023)  
 • Legal Dockets product for subscription service that uses data analytics & AI for legal research

**Senior UX Product Strategist & Prototyper**

**Skills:** Guided re-envisioning process – Digital transformation from internal tools to SAAS product  
**Digitalis**, London, UK / Remote (Aug 2021 – Feb 2022)  
 • Online Reputation Management, Digital Risk & Intelligence for Corp, Pvt, Gov't, and Finance clients

**Grad Student, The Juilliard School & The Royal College Music, London**

**Classical Music Study:** Culminating in Master's degree (2016-2020)  
 • Earned Core Musical Skills certificate from The Juilliard School | Evening Division, New York City  
 • Earned Master of Composition degree, 2-year program, from The Royal College of Music, London

**Senior UX Product Specialist, CTO Office**

**Skills:** Design lead product owner – User-centered mixed methods– Presented to C-suite stakeholders  
**Bloomberg LP** New York City (2010-2015)  
 • Alerts: Comprehensive re-design, with News/Price/Economic data, AI-driven Suggestion Engine  
 • News: Comprehensive re-design with function consolidation including flagship TOP NEWS app  
 • Portfolios: Launch of new Portfolio Analytics platform aimed at displacing FactSet customers

**Senior UX Product & Project Management Consultant**

**Skills:** Consumer Brands & Content – Project Management – Product Strategy – Shepherding devs  
 New York City / Los Angeles (2008 – 2010)  
**NBC Universal** (iVillage/Oxygen): Product Management for online magazine for women (NYC)  
**Toyota** (Scion/AmataLab): Product & Social Networking site for Toyota Scion owners (LA)

**Senior UX Product Consultant**

**Skills:** Complex B2B systems – User Research – Stakeholder engagement – Shepherding devs  
 New York City (2001 – 2005)

- Omgeo:** Financial application for maintenance of trade settlement
- Avaya** / R Greenberg Associates: homepage & sub-sites with faceted navigation
- MARSH:** DocEngine, corporate insurance certificate issuance application
- Bank of New York** / Bridgeline Software: BNY Investor Reporting website
- Novartis** / TCG Software: SPOTS system, a genomics research tool
- Starwood Hotels & Resorts Worldwide:** Search & Trip Planner re-design
- Prudential Financial:** Fixed Income, Stock Alerts, Check Copies, Credit Cards

**Front-End Developer ⇒ UX Product Lead**

**Skills:** Consumer & Cultural brands – Management of Design & Front-end dev teams – Full stack dev  
**Razorfish**, New York City (1997 – 2001)

- Media & Entertainment Clients:** CBSnews.com, ABC Interactive
- Investment Banking Clients:** Instinet Research, Schwab.com
- Knowledge Management Clients:** KPMG Knowledge Management
- Cultural Institution Clients:** Christies.com, American Museum of Natural History
- Fashion Clients:** Revlon.com, Liz Claiborne, Gloss.com
- Technology Company Clients:** IBM.com, Citrix, Razorfish Intranet & Extranet
- Marketing Award:** One Club Bronze Award, self-promotional website for Razorfish.com