CHARLES BERG
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Portfolio: crb.is

Summary
Staff UX Designer with over 20 years of experience shaping market-defining products at Google, Microsoft, and Motorola. I specialize in mobile UX and human-centered design, with a deep expertise in creating accessible technology. My current focus is applying these skills to solve meaningful challenges and create best-in-class experiences for older adults and people with disabilities.

Google
Staff UX Designer, Android + Pixel Inclusion
December 2023-present
Spearheaded the design and launch of innovative accessibility features, including Magnifier and Simple View, positively impacting the user experience for individuals with low vision and older adults. Championed accessibility for older adults through research, partnerships, and advocacy within Google, driving the development of inclusive features and products.

- **Achieved a 4.8-star Play Store rating for Magnifier**, a Pixel accessibility app I led from concept to launch. Drove the design of core features like live search, which earned praise from leading accessibility organizations and serves over 154,000 monthly active users.
- **Drove an 80% in-store conversion rate for Simple View,** a feature designed to increase smartphone adoption among older adults in Japan. Led the user research and design pivot that moved the feature into the main setup flow, dramatically increasing its discoverability and impact.
- **Led the UX for "Guided Step,"** a private research beta exploring AI-powered navigation for blind and low-vision users. Our findings on user trust and multimodal feedback were submitted for presentation at the CHI 2026 conference and now inform Google's accessibility strategy.
- **Championed accessibility for older adults** through user research, partnerships with AARP, and presentations to Google leadership, advocating for inclusive product development and securing buy-in for future initiatives

Staff UX Designer, Google.org : Digitais da Floresta
April 2023-November 2023 (designated 6 month assignment)

- **Translated complex environmental data into an intuitive dashboard** by leading the UX for *Digitais da Floresta*, a deforestation tracking tool for the Brazilian Amazon Forest. Applied consumer design principles to a data-intensive scientific domain, conducting research with environmental scientists to create actionable visualizations.

Senior UX Designer, Nest Connectivity
Sept 2018 - March 2023

- **Simplified the Nest Wifi setup (OOBE)** and management experience, translating complex networking jargon into plain language that reduced user confusion and troubleshooting time.
    - The Verge gave Nest Wifi an 8 out of 10, called it the Smarter Nest Router.
    - 9to5Google: "At every step of the process, Nest Wifi delivers on …easy to use"
- **Reduced common Wi-Fi issues by 15%** by leading "Project Haddock," a strategic initiative to

proactively identify and help users resolve the most persistent connectivity problems.

Senior UX Designer, all Google Home Speakers
February 2017 - June 2019

- **Established an intuitive, non-verbal communication system** by pioneering the iconic 4-dot lighting pattern for all Google Home and Nest speakers, simplifying device status for millions of users.

Google Community Contributions
- Global chair of the Greyglers Employee Resource Group, an organization representing employees over 40
- Certified UX sprint master and trainer

Skype
Principal Design Lead
 2015 - 2017

- **Led a cross-functional team of 8 designers** to redesign the Skype mobile video calling experience, focusing on simplifying group interactions and driving significant user adoption.
- **Championed a culture of rapid prototyping** and user feedback across international teams, improving collaboration and accelerating the design validation process.

Motorola
UX Principal Designer
 pre-2015

- **Pioneered context-aware UX for the Moto X,** designing proactive features like automatic driving detection and voice-to-text that simplified the user experience and anticipated user needs, reaching over 6 million users
- **Secured executive buy-in for a major UI redesign** of the Droid X, presenting a user-centered vision to Verizon leadership that was instrumental in the device's market success, with over 5 million devices sold

EDUCATION
MS in Information
University of Michigan School of Information