

# Cory Bergen

## Senior Product Designer

Skilled problem-solver taking on unique challenges from concept to completion to deliver user-centered solutions that are easy to use, accessible, and impactful.

Proven mastery of interaction design, user experience design, user research, and cross-functional collaboration to meet user needs and business objectives.

### Contact Info

Huntington Beach, CA

(951) 906-1466

[corybergen@gmail.com](mailto:corybergen@gmail.com)

[www.corybergen.com](http://www.corybergen.com)

[www.linkedin.com/in/bergencory](https://www.linkedin.com/in/bergencory)

### Work Experience

#### Sr. Product Designer

May, 2023 - Present

##### Elevate by Principal | Des Moines, IA (Remote)

- **Responsible for end-to-end design of all features in a B2B SaaS product.** From initial discovery to concept ideation to final visual designs, expressed design thinking for complex workflows and use cases through varying levels of fidelity at every stage. Leveraged prototyping as a storytelling tool for concept testing and vision-setting.
- **Designed and launched a self-serve contract activation flow, improving first-time user activations by 66% and average activations to 3.57 contracts per user.** Collaborated with product managers, engineering, research, and stakeholders from concept to final execution for several multi-step flows of varying complexity and data requirements. Created user journeys, wireframes, prototypes, visual design, and interaction design. Presented designs early and often to other designers, cross-functional team members, and stakeholders to clarify goals, define the problem being solved, and brainstorm solutions with team members.
- **Improved registration completion rates from 6% to 15% in the first month, more than doubling conversions.** Utilized AI, competitive analysis, user research, analytics, journey maps, and user feedback to understand user needs, inform design decisions to optimize the existing flow, and validate new designs through usability testing. Redesigned the registration user journey, added a list of product benefits, simplified the form, and clarified ambiguous fields.
- **Iterated and improved on designs during the discovery phase, improving task completion rate from 54% to 100%, boosting single ease question scores from 6.1 to 7.8, and reducing time-on-task from 95 to 70 seconds.** Planned, ran, and analyzed multiple rounds of unmoderated remote qualitative usability test studies to validate solutions and uncover pain points for a new feature.
- **Collaborated with front-end engineers to meet WCAG 2.2 AA success criteria.** Leveraged data and our core company values to influence PMs, engineers, and leadership to prioritize accessibility compliance in conjunction with a planned code rewrite. The updated pages passed all automated tests with scores of 90 and above, passed manual tests of keyboard navigation and screen reader experience, and improved usability for all users.
- **Improved the design hand-off process.** Set a strong example for the design team by improving the design quality, speed of iteration, and organization of Figma files marked ready for dev by including detailed documentation, mobile-responsive breakdowns, design system components, accessibility requirements, micro-interactions, and edge cases.

#### Contract Product Designer

November, 2022 - March, 2023

##### Genies | Manhattan Beach, CA (Remote)

- **Addressed user pain points and validated new designs through usability testing.** Leveraged qualitative and quantitative data to redesign the mobile app to address pain points and scalability issues. Developed a user testing strategy, wrote a test script, conducted usability tests, and analyzed test results in a workshop with stakeholders, the product manager, the lead engineer, and the lead designer.
- **Equipped the PMs, engineers, and designers for success through detailed design documentation.** Modified the information architecture, design patterns/principles, micro-interactions, and design system components with the mobile app redesign. Documented design thinking and principles in Figma, annotated key screens, diagrammed user flows, and documented edge cases.

(Continued)

## Product Design Manager

February, 2022 - September, 2022

Mark43 | New York, NY (Remote)

- **Provided feedback, coaching, mentoring, led design reviews, and actively offered Figma help for the remote team of designers across the globe that reported to me.** Conducted workshops for the entire design team, teaching topics like Figma prototyping, advanced Figma tips and tricks, hierarchy, design fundamentals, and more.
- **Met with users in person and remotely for qualitative research and contextual inquiries.** Uncovered user pain points, gathered product feedback, and reported my documented findings back to the teams.
- **Engaged with other cross-functional leaders to improve processes across the teams.** Optimized our design operation processes and working strategies with cross-functional teams.
- **Actively championed the Mark43 design system.** Volunteered as a key stakeholder, gathered feedback from my design team, cross-referenced business requirements, and signed off on new components.

## Creative Director

January, 2019 - November, 2021

New American Funding | Tustin, CA

- **Led a team of 6 designers and 3 UX researchers and provided feedback, career coaching, and mentorship.** Actively pushed the designers on my team above and beyond their responsibilities as UI/UX designers to gain real-world experience as product designers to help them take the next step in their careers. Organized group workshops to teach skills to team members in Figma, XD, Photoshop, and prototyping.
- **Coordinated with product managers and business analysts to identify feature enhancements and value adds for bringing products to market.** Provided final approval for all designs across a portfolio of seven B2C and B2B SaaS products.
- **Partnered closely with product and engineering leadership to lead the launch of a 0-1 B2B SaaS product and the redesign of a legacy internal CRM software system supporting multiple user types.** Observed user analytics using Pendo, leveraging findings to improve designs to meet success metrics.

## Contract Design Work

March, 2018 - Jan, 2019

Robert Half Creative Group | Orange County, CA

- Embedded in the design team of different companies to assist with designing and producing various deliverables in print and digital form.
- Assisted in the redesign of a company's website to meet WCAG AAA compliance.

## Lead UI/UX Designer

October, 2015 - March, 2018

OC Web Kings | Newport Beach, CA

- **Championed the user experience and user interface as the solo designer for a development shop.**
  - Collaborated with clients, the project manager, and engineers to design and launch over 30 responsive websites, web applications, and mobile applications for small to mid-sized businesses and startups.
- **Designed and developed clients' logos and brand identity when needed.**

## Additional experience available on LinkedIn

### Core Skills

Figma | Figjam | Framer | Webflow | Adobe Creative Suite | ChatGPT | Cursor | Lovable | Perplexly | Notion | Jira | Confluence | Jira Product Discovery | Pendo | Google Analytics | Looker Studio | Heap | Contentsquare | Maze | Dovetail | Rapid prototyping | Agile development | Continuous experimenting | Interaction design | Interactive prototypes | High-fidelity UI design | Visual design | Pixel perfection | User research | User testing | UX writing | Information architecture | Highly collaborative | Attention to detail | Empathetic | Adaptable | Problem solving | Presentation skills | Communication | Documentation | Conceptual thinking | Strategic thinking | Accessibility advocate

### Education

Bachelor of Fine Arts in Graphic Design, Woodbury University, 2011