

**Bruno Berry**

**Senior UX Designer** - Specialized in Data Visualization & Analytics

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## Experience

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**Senior UX Designer** | Credera | Mar. 2023 - Present

- Designed and delivered a new data driven fraud detection strategy and internal front-end UI for AT&T within 2 months, reducing false positive flags by 90% and case processing time by up to 50%
- Directed agile design workstreams with junior designers for two CenterPoint Energy products, improving emergency response times 83% across 35k+ emergency work orders within 6 months
- Created a digital financing and payment portal solution for Mercedes-Benz customers, adhering to legal frameworks and accessibility requirements (WCAG) for Canada, USA, and Mexico, reaching 10,000+ end users
- Redesigned and refreshed 30 year old internal software for Southwest Airlines to improve reimbursement efficiency for customers by 65%

**Senior UX Designer** | Axis Group | Jul. 2021 - Mar. 2023

- Built custom enterprise, analytics education curriculum at Chick-fil-A, Starbucks, and FIS, using qualitative and quantitative research, personas, and journey maps to upskill 5k+ employees, from junior level to C-suite execs
- Conducted design thinking workshops to educate and enable both internal consultants and external clients, leading to analytics project opportunities totaling more than \$5M over two years
- Created repeatable design frameworks which reduced dashboard complexity and improved data comprehension, improving analytics efficiency for hundreds of daily users from 5+ days of work to less than 30 minutes

**UX Designer** | Axis Group | Apr. 2020 - Jul. 2021

**Associate Designer** | Axis Group | Nov. 2019 - Apr. 2020

**Industrial Designer** | Georgia Tech - Expressive Machinery Lab | May 2018 - May 2019

- Designed and fabricated an interactive, educational exhibition for the Museum of Science & Industry in Chicago

## Education

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**Georgia Institute of Technology** – Master of Industrial Design, 2016 - 2019

**Carnegie Mellon University** – B.S. Mechanical Engineering, 2011 - 2015

## Skills & Tools

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### UX Leadership & Strategy

Design Ops & Design System Architecture, Product Strategy & Roadmapping, Stakeholder Management & Executive Communication, Service Design & Enterprise Enablement

### Design & Research Methods

Design Thinking & Workshop Facilitation, User Research & Usability Testing, Accessibility & Inclusive Design (WCAG), Information Architecture & Data Storytelling, Journey Mapping & Rapid Prototyping, Agile Practices

### Tools & Technologies

Figma, Figma Prototyping, Figma Sites, Adobe CC, Tableau, Power BI, Qlik Sense, Looker, Miro, Notion, Trello, Jira, Confluence, Google Analytics, Qualtrics, HTML/CSS Basics, Generative AI (ChatGPT, Stable Diffusion)