

Ian Berger

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(917) 807-4184

I am a UX/UI designer with over 10 years of experience across UX/UI/Product Design and animation. I view UX design as an art form and am passionate about simplifying complexity and ambiguity into easily comprehensible, accessible, and visually appealing user-centered solutions.

Work Experience

PRODUCT DESIGNER

December 2025 - Present

American Express

- Driving designs of acquisition experience for American Express's corporate credit card program, evolving its digital experience to maintain competitive market presence.
- Cross collaborating with Marketing, Product, Engineering, and UX Research partners to translate vision into digital shopping experience within technical restraints that support customer needs and AI/LLM assisted shopping journeys/interpretation.

SR EXPERIENCE DESIGNER

July 2022 - March 2025

JPMorgan Chase

- Designed and strategized for an end to end experience for new buy-now-pay-later products and alternative payment methods for Chase's millions of customers by collaborating with cross-functional teams from discovery to delivery.
- Designs increased customer engagement and enhanced customer ownership over loan management.
- Pay in 4 BNPL product hit 9 million loan originations since launch and reached \$1B in originations with an NPS score of 91 since October 2024, and has one of the highest CSAT scores of any Chase product.

PRODUCT/UX/UI DESIGNER

April 2021 - July 2022

Bed Bath & Beyond

- Improved customer shopping experience by designing 12 new features for Bed, Bath & Beyond, buy buy Baby, and Harmon Face Value websites, enhancing cart and checkout pages for web and mobile.
- Streamlined design implementation by facilitating design discussions with product managers and developers, leading to effective deployment of new features.
- Achieved #3 ranking in Baymard Institute for Bed Bath & Beyond's cart and checkout section by leading design efforts and collaborating with researchers, product managers, and front-end developers.

FREELANCE UX/UI DESIGNER

August 2018 - April 2021

Debbie, Lessonbee, Elites Optimization Services

- Led end-to-end UX design across financial education, health education, and athlete coaching products, leveraging user research, competitive analysis, and usability testing to inform design decisions.

FREELANCE ANIMATOR

June 2014 - July 2018

HOPR, 321Launch, The Napoleon Group, IB5K, AKANYC,

Stealth Interactive, Modell's Sporting Goods

- Performed 2D and 3D character and effects animation for online instructional and advertising content.

Skills

- UI Design
- Sketching
- Wire-framing
- Prototyping
- Interaction Design
- UX Research

Tools

- Figma
- Adobe After Effects, Illustrator, and Photoshop
- Rive
- Sketch
- In Vision

Education

General Assembly

Certificate of Completion,
UX Design Immersive

Gymnasium

Certificate of Excellence in
UX Fundamentals

School of Visual Arts

BFA Computer Art, Computer
Animation and Visual Effects

Awards

Lead animator on the trailer entitled "The Tale of the Norwood Dragon", which won the Golden Movie Award and the Direct Online Monthly Film Festival