

Marcelo Berta

D.C. Metro Area (DMV)

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Team Lead UX/UI Designer & Manager

Hands on product design abilities, with managerial design lead experience. Can head-up large scale projects even in the middle of a modernizing effort, while working congruously alongside multi-functional and cross-regional teams.

WORK EXPERIENCE

Five9, San Ramon, CA

June 2021 – October 2023

Senior UX/UI Product Designer

Work closely with product leaders, developers, engineers, and fellow designers to produce innovative products that met business goals and customer needs while leading the design efforts for the WFO cloud product offering. Researched customer needs and pain points to develop creative solutions and identified areas of improvement.

- A designer leader from end-to-end, including user research, prototyping, and testing with customers for a Work Force Optimization (WFO) modernization effort.
- Utilizing the most efficient and effective communication skills to assess risk, problem-solve, and make design decisions and strategy leadership, resulting in a design delivery nine months ahead of planned development schedule.
- Spearheaded large-scale design system overhaul with a progressive and iterative implementation strategy to barely conflict with current development and business deliverable needs.

Freddie Mac, McLean, VA

Oct 2018 – June 2021

Senior UX/UI Designer

Lead a growing design team to deliver on a modernization B2B, internal and consumer facing end-to-end Small Balance Loan Multi-Family loan origination application, that consisted of heading up the high-level design strategy, and information architectural framework, working as a key and pivotal member of a cross-functional team.

- Conducted extensive real-time UX research and moderated testing sessions, while intermittently holding end-user interviews to better understand the loan origination process and the role that loan administrators, underwriters, and lenders played within that process.
- Lead multi-projects simultaneously while working with and onboarding new designers in a seamless and efficient manner.
- Meticulous in quality assurance, and app testing to achieve the best user designed outcomes.

CenturyLink, Reston, VA

Dec 2016 – Oct 2018

Senior U/UX Designer

Spearheaded digital transformation for a residential consumer native application. User interviews, original sketches, journey mapping, wireframing, prototyping, and working on the iterative final designs were just part of my responsibilities where I would go above and beyond the expected to ensure end user experiences were never compromised and always delivered on time.

- Regularly working with CEO, CTO, and iOS developer to ideate, plan, and execute on a CISA centered security app to evolve the workflow and continue to simplify the design for mass adoption.

Additional Experience:

Senior UX/UI Designer, Startgrid Inc., San Francisco, CA

2015 - 2017

Senior UX/UI Designer/Developer, NCQA, Washington D.C

2016 – 2016

Senior UX/UI Designer/Developer, i360 Inc., Arlington, VA

2015 – 2016

Senior UX/UI Designer/Developer, SpinsSys Inc., Sterling, VA

2014 – 2015

Senior UX/UI Designer, Booz Allen Hamilton, McLean, VA

2013 – 2014

Senior UX/UI Designer, Webtalk Inc., St. Petersburg, FL

2010 – 2013

Senior Product UX/UI Designer, Kuality Design LLC, Fairfax, VA

2002 – Present

EDUCATION

Bachelor of Arts, George Mason University ▪ Fairfax, VA ▪ 2015