

Marcelo Berta

D.C. Metro Area (DMV) – Fairfax City, VA

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Expert Senior UX/UI Product Designer – SaaS end-to-end, shipped 8 projects (6 startups), design systems expert:

My specialties are in end-to-end product design from concept to execution. I have shipped over 8 projects in the last 10 years and write HTML & CSS as well as debug code in the DOM, in addition to crafting user-centric design solutions based on market analysis, and user research. The core product offerings that I have spent the last decade of my career on, are enterprise and consumer SaaS platforms. Adept at balancing hands-on design work for multiple projects while staying focused on strategic product vision and business objectives. Figma and Adobe CC pro, with a BFA in Internet & Multimedia studies.

WORK EXPERIENCE

Five9, San Ramon, CA

June 2021 – January 2024

Senior UX/UI Product Designer/HTML&CSS/Design Systems

- Primarily focused on large-scale end-to-end design projects, an IC on user research, UI & UX design.
- Conducted competition analysis & user research to identify opportunities and guide product direction based on user needs.
- Contributed daily to a large and evolving design system.
- Continuous review of HTML & CSS code in the DOM to ensure pixel perfect delivery of product.
- Product led to 35% improvement on time spent to train new call-center hires.

Freddie Mac, McLean, VA

Oct 2018 – June 2021

Senior UX/UI Product Designer/HTML & CSS/Design Systems

- Integral to the design of a B2B SaaS platform for managing the loan application process for the multi-family department on the Small Balance Loans team.
- Conducted iterative user-testing (in-person), and applied learnings to updated versions of the UX & UI design.
- Started the first design system and contributed to it regularly.
- Debugged my own HTML & CSS in the DOM while working closely with FE & BE developers.
- Product led to a 50%-time savings on the loan reviewal process leading to faster closing times.

Additional Experience:

Senior UX/UI Product Designer/SaaS Startup/iOS, CenturyLink Inc., Reston, VA	2016 - 2018
Senior UX/UI Product Designer/SaaS Startup, Startgrid Inc., San Francisco, CA	2015 - 2017
Senior UX/UI Product Designer/HTML & CSS/ SaaS Startup, NCQA, Washington D.C	2016 – 2016
Senior UX/UI Product Designer/HTML & CSS/SaaS Startup, i360 Inc., Arlington, VA	2015 – 2016
Senior UX/UI Designer/FE Dev/HTML & CSS/SaaS Startup, SpinsSys Inc., Sterling, VA	2014 – 2015
Senior UX/UI Designer/FE Dev/HTML & CSS, Booz Allen Hamilton, McLean, VA	2013 – 2014
Senior UX/UI Designer/SaaS Startup, Webtalk Inc., St. Petersburg, FL	2010 – 2013

SKILLS

- **Specialize in SaaS:** last 10 years exclusively working on end-to-end UX & UI design for SaaS products.
- **Agile & Scrum:** Proficient in Scrum methodologies, backlog management, and sprint planning.
- **Communication & Collaboration:** Effective communicator, adept at working alongside multi-functional teams and cross-departmental collaboration.
- **Design Systems expert:** Expertise in creating large scale design systems in Figma.

EDUCATION

Bachelor of Arts, Internet & Multimedia Studies: George Mason University ▪ Fairfax, VA ▪ 2015