MARIE BERGERON

Senior UX Designer

www.mariebergerondesign.com

mariebergerondesign@gmail.com

in linkedin.com/in/mariecbergeron

SKILLS & SPECIALTIES

Mentoring, UX Design, Project Direction, Agile Design Methodology, Product Design, Accessibility

Technologies

Adobe XD, Illustrator, InDesign, Figma, Sketch, Invision

EDUCATION

University of Virginia

B.A. in Studio Art - 2012

University of Virginia - Darden School of Business

Certificate in Design Thinking - 2019

DeQue University

International Association of Accessibility Professionals (IAAP) WAS Certification Prep Certificate 2021

ACCOLADES

Sustained Superior Performance

Navy Federal Credit Union - August 2018, Mobile App Redesign

Superior Achievement

Navy Federal Credit Union - February 2019, UX Design Lead

SPEAKING ENGAGEMENTS

Speaker: Advocating for Inclusive Design on Your Design Team

2020 NoVA UX Meetup, McLean, VA

2022/2021/2019 Navy Federal Credit Union

WORK EXPERIENCE

Navy Federal Credit Union, Senior Experience Designer
November 2016 - Present

- UX design of the Navy Federal Credit Union mobile app, online banking, and internal products. **7.15 million mobile users with 14% YoY increase.**

- Lead a weekly UX meeting for the team to maintain UI consistency throughout our department and maintain the user experience style guide for the team.

- Drive design decisions for global component library and global experiences.

- Implement user experience tools like journey maps and heuristic evaluations to show workflows and critical use cases, create wireframes that take into consideration business needs alongside user needs and build interactive prototypes to shows new ideas and test innovative concepts

- Create accessible and ADA compliant interfaces by following WCAG 2.0. Test product for accessibility through keyboard tests, VoiceOver, and running automated scripts (ARC Toolkit). Increased employee awareness about the importance of digital accessibility that reached nearly **10,000+ employees** by conducting presentations (**13 to date**) about inclusive design across the organization.

- Evaluate qualitative research and user testing to help guide the direction of design and bring forward new insights that drive product innovation. Provide recommendations based on usability analytics and behavior.

Open Hand of Fredericksburg, Lead UX/UI Designer
2019

- Increased volunteer engagement by developing the organization's brand and online presence. Provided designs, logos, and marketing materials for the staff.

- Led the redesign of the website, worked with staff to generate content, and worked with management to define goals. Created the global styleguide for online products.

Servpal, Lead UX/UI Designer
May 2013 - November 2015

- Led the UX Design of website and mobile app, maintained the global styleguide and branding strategy

- Worked closely with the CEO and developers to produce deliverables in a fast paced start-up environment

- Managed a team of 5 other designers who worked on marketing initiatives and website design