Elly Berge

Product Design

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ellyberge

EXPERIENCE

Capital One — Sr. Associate Product Designer
Jan 2025 – Present

Associate Product Designer
July 2021 – Dec 2024

- Design lead for our assistance portfolio, influencing strategy and delivering designs that enhance Capital One's digital chatbot and help space to meet industry standards.
- Ideated, designed and oversaw the implementation a new digital help page that would help save operational costs and improve the customer self-servicing experience
- SME in deceptive UI/UX patterns and ensure we are in compliance with a variety of government regulations

Heirloom — CTO + Product Designer
Aug 2020 - May 2021

- Bootstrapped a product that innovated on the traditional memorial space
- Led the tech team and contributed the UI/UX design of a platform for communities to easily share media and memories

Capital One — Product Design Intern
June 2020 - Aug 2020

- Designed UI experiences and led user testing for a product that targets a younger consumer audience
- Spearheaded a research project that focused on personalization and customization by leading discussions, analysis and synthesis

Hot Wheels — Design Consultant
Aug 2019 - Dec 2019

- Delivered a multi-media product for Hot Wheels to increase the brand awareness and adoption of an audience whose exposure to digital play decreased their use of and interest in physical products
- Designed presentations to gain stakeholder buy in and ensure they stayed informed throughout the process

United Tech DX — Product Design Intern
July 2019 - Aug 2019

- Designed motion graphics and visual assets to enhance the company website
- Brought design concepts to life that involved the aerospace and aviation industry

Vettery — Software Dev Intern
May 2018 - Aug 2018

- Improved and implemented updated UI/UX designs for the platform to ease the process of matching companies to candidates
- Developed and implemented a new feature to ease processes for current Vettery employees

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EDUCATION

USC Iovine & Young Academy //
B.S. Arts, Technology and the Business of Innovation
Summa Cum Laude

USC Viterbi School of Engineering //
B.S. Computer Science
Summa Cum Laude

SKILLS

Design //
Figma, Adobe Creative Cloud, Lucid Spark and more

Tech //
Frontend development, backend development and more

INTERESTS

Passions //
Technological innovation, AI, Concept design, UI/UX interface design, Software engineering and more

Hobbies //
Travel, Fashion, Sports, Art, Hiking and Coffee