


Elly Berge

Design Strategy + Creative Concept Design

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ellyberge 

EXPERIENCE

Capital One <i>Design Associate</i>	July 2021 - Present Full-time	I have become SME in generative AI chatbots influencing strategy and design that enhances Capital One's chatbot to meet industry standards Create customer journeys, run user testing, design mockups and build prototypes for design enhancements that target consumers with varying interests including travel, dining and entertainment (sports, music, etc)
Heirloom <i>CTO + CIO</i>	Aug 2020 - May 2021 Full-time	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 <i>Design Intern</i>	June 2020 - Aug 2021 Full-time	Designed experiences and conducted user testing for a product that targets the younger consumer audience Spearheaded a research project that focused on personalization and customization through discussion, analysis and synthesis
Hot Wheels <i>Design Consultant</i>	Aug 2019 - Dec 2019 Freelance	Delivered a multi-media product for Hot Wheels that increased the brand awareness and adoption of a previously underexposed generation Designed presentations to gain stakeholder buy in and ensure they stayed informed throughout the process
United Tech DX Accelerator <i>Creative Intern</i>	July 2019 - Aug 2019 Full-time	Designed motion graphics and visual assets to enhance the company website Influenced the the strategy and direction of elevator, escalator and security products
LineUp Life <i>CTO + Product Designer</i>	May 2018 - Aug 2018 Full-time	Designed and developed the brand for a platform that connects top, up and coming action sports athletes with prospective sponsors Worked with developers to construct an end-to-end machine learning platform

SKILLS

Strategy //

Innovating problem solving,
Digital strategy, Creative concept design + development and more

Design //

Figma, Adobe Creative Cloud,
Lucid Spark and more

INTERESTS

Passions //

Strategic + technology innovation,
concept Design, Human interface design,
Software engineering and more

Hobbies //

Legos, Travel, Fashion, Sports, Art, Hiking
and Coffee

EDUCATION

Bachelor of Science //

Arts, Technology and the Business
of Innovation
2016-2021

Bachelor of Science //

Computer Science
2016-2021