

# SEAN BERG

*Senior UX Designer & Senior Product Designer*

**20+ Years Experience**

**NN/g Certified (UX Management)**

**Location:** Dublin, Ireland

**Email:** [email@seanberg.eu](mailto:email@seanberg.eu)

**Portfolio:** [seanberg.eu](http://seanberg.eu)

**Languages:** English, Portuguese, Spanish, German, French

## Professional Profile

Strategic Design Leader with over two decades of experience bridging the gap between user needs and business goals. Expert in navigating complex enterprise ecosystems (Workday), global financial innovation (Mastercard Labs), and entrepreneurial ventures.

**NN/g Certified with a specialty in UX Management**, focused on scaling design maturity, mentoring high-performing teams, and delivering high-fidelity prototypes at speed.

## Core Expertise

- **Strategy:** Design Ops, UX Strategy, Lean Startup, Design Sprints, Information Architecture.
- **Leadership:** Design Management, Stakeholder Management, Mentorship, Cross-functional Collaboration.
- **Tools: Figma (Expert)**, Adobe Creative Suite, Design Systems, Rapid Prototyping, Usability Testing.

## AI & Emerging Tech

- **Generative UI/UX:** Designing for LLMs, prompt engineering for interfaces, and AI-assisted content workflows.
- **Agentic Workflows:** Mapping user journeys for autonomous AI agents and "Human-in-the-loop" feedback systems.
- **AI Tutoring & Personalization:** Scaling adaptive learning paths and real-time AI pedagogical assistants (Sana/Workday).
- **Ethical AI Design:** Implementing transparency, explainability, and bias mitigation in automated decision-making.

# Relevant work experience

## **Workday**

Senior UX Designer

*Dublin, Ireland  
July 2022 - Present*

Lead Designer for the **Workday Learning** core product suite.

- Led the UX architectural analysis for integrating **AI Agents** into Workday Learning, defining the interaction patterns for **AI Tutors** to enhance personalised student engagement.
- Directed the design integration of **Sana** into the Workday ecosystem, streamlining the transition and ensuring a cohesive UX across disparate platforms.
- Designed AI-driven administrative workflows that allow content creators to generate high-quality educational material with automated assistance, significantly reducing time-to-publish.
- Partnered with Global Product Managers and Engineering leads to translate complex AI capabilities into intuitive, accessible user journeys for millions of enterprise users.
- Advocate for user-centric methodologies within an Agile framework, maintaining high design quality across desktop and mobile platforms.

## **Mastercard Labs**

Product Design Manager

*Dublin, Ireland  
July 2015 - July 2022*

Design Lead for “Labs as a Service” (LaaS), driving innovation for global Tier-1 clients.

- Managed a multidisciplinary team of designers to deliver rapid innovation cycles for third-party financial institutions and internal stakeholders.
- Pioneered the "**Launchpad**" program: A 5-day rapid prototyping sprint taking products from initial concept to validated customer-tested prototypes.
- Scaled design impact by bridging the gap between emerging technology (FinTech, IoT, Biometrics) and commercial viability.

## **CR2**

Lead UX Designer (Consultant)

*Dublin, Ireland  
Jan 2015 - July 2015*

UX consultant for desktop to mobile migration.

- Lead UI/UX architect for the **BankWorld Internet Banking** solution.

- Ensured 100% responsive parity across mobile and desktop, maintaining a consistent experience for millions of global banking users.

## CapSo

Lead UX Designer (Consultant)

*Dublin / New York  
July 2014 - Dec 2014*

UX consultant for Series A funding round, bringing initial consultation and providing general direction for future of startup.

- Architected the MVP for a stealth-mode FinTech startup, working directly with founders to define the product-market fit through design.

## xCake

Co-founder & Lead UX Designer

*Curitiba, Brazil  
May 2008 - Apr 2014*

Co-founded the custom Wordpress theme designer company, starting with a 2-person operation and eventually expanding to 8 full time employees.

- Launched and scaled a design agency focused on digital products and content platforms.
- Directly increased client revenue/conversion through UX audits and strategic redesigns.
- Sold the company in 2012 and remained providing guidance as interim consultant until 2014.

## YellowIcon

Junior UX Designer

*Curitiba, Brazil  
Nov 2007 - Sep 2008*

- Managed the high-profile redesign of **Google's "Orkut"** (33M+ active users).
- Led remote and local design teams for clients including **Apple** and **Symantec**.

## Education

### UX Management Specialty Certification

Nielsen Norman Group (NN/g), 2019

([Certification ID #](#): 1031727)

### B. A. Graphic Design

Universidade Tuiuti do Paraná, Brazil, 2006 - 2009