

# BERNARDO GARCIA

DESIGN / USER EXPERIENCE



## DETAILS

BERNARDODESIGN.COM

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### I AM DRIVEN TO CREATE

SOLUTIONS THAT DELIGHT USERS AND DRIVE BUSINESS GOALS. MY FIELD OF EXPERTISE IS INTERACTION DESIGN, WITH A FOCUS ON DESIGN SYSTEMS, ART DIRECTION, AND FRONT END IMPLEMENTATION.

I AM CURRENTLY A LEAD DESIGNER AT GRIDSPACE, A CONVERSATIONAL AI PLATFORM THAT TRANSFORMS VOICE DATA INTO INSIGHTS AND ACTIONS USING CUSTOM BUILT LLM'S AND MACHINE LEARNING.

### 20 YEARS EXPERIENCE

SOLVING INTERFACE DESIGN AND USER EXPERIENCE PROBLEMS.

4 YEARS IN EDITORIAL DESIGN FOR NATIONAL PUBLICATIONS.

### SKILLS & EXPERTISE

PROTOTYPING, USER RESEARCH, HTML, CSS, BRANDING, TYPOGRAPHY, PHOTOGRAPHY, MUSIC PRODUCTION, CONCEPT DEVELOPMENT, MOTION GRAPHICS, VIDEO EDITING AND LAYOUT.

## LEAD DESIGNER

Gridspace

2018 - CURRENT

All things design at a fast moving speech AI start up. Listened to customers and worked closely with engineers. Developed a component library and design language in Figma. Designed features that automated user tasks, interfaces that authored complex logic call flows and interaction concepts that featured the use of LLMs and real time data.

## DIRECTOR OF DESIGN

Humble Bundle

02/2017 - 03/2018

Lead design at Humble Bundle, a digital storefront that raises money for charities. Championed design as a proactive solutions generating department and enabled the modernization of company processes and team structures. Transitioned an inherited team of production artists into product designers. Produced customer-facing features and internal tools that better-exposed products, introduced the brand and eliminated inefficient team dependencies.

## DIRECTOR OF DESIGN

Casetext

10/2014 - 01/2017

Part of the founding team at Caestext, - '13 YC who recently was acquired by Thomson Reuters. Casetext's mission is to transform the legal research industry using AI tools. I defined the design and research practice within the company and participated in the creation of award winning features and products. I worked closely with the CEO to align product vision to features and with engineers to ensure they were implemented correctly.

## DESIGN & UX LEAD

Zillow Rentals

11/2013 - 09/2014

Lead the brand and UX redesign of Hotpads – a map based rentals search product acquired by Zillow. Visualized and implemented a design system that scaled across devices including web, mobile web, iOS and Android.

## CREATIVE DIRECTOR

VSA Partners

Design lead at IBM Design Lab. Member of multiple product teams tasked with the iterative evolution of products and services across the IBM brand.

## ART DIRECTOR

OpenSky

Helped establish the identity of a social commerce platform. Main responsibilities were visual, UX and UI design, marketing support and video production.

## SR. INTERACTIVE DESIGNER

Wechsler Ross & Partners

Conceptualized and designed award-winning websites in the financial services industry. Managed clients, junior designers and developers throughout creative and development phases.

## ASSISTANT ART DIRECTOR

Men's Journal - Wenner Media

Designed two sections of the magazine ("Health & Fitness" and "Gear Guide"). Responsibilities included conceptualizing section openers, art directing photo shoots and assigning illustrations for stories.

## DESIGNER

Sports Illustrated - Time Inc.

Produced "Scorecard," a weekly FOB section that required story layouts and commissioned illustration for lead stories. Served as the Assistant Art Director for Sports Illustrated on campus.