

BERT TISCH

Experienced Product Designer focused on aligning business goals with consumer need to drive strategic outcomes

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EXPERIENCE

Life360 • Sr. Product Designer

March 2022 – August 2024

San Mateo, CA (Remote)

- Redesigned an improved premium upsell experience leading to a 20% (relative), 1.8% (absolute) conversion improvement using various testing methodologies (A/B, Painted Door, First Click). This generated a \$3.6MM annual revenue lift.
- Led design efforts for sub-brands Jobit & Tile to integrate hardware into the Life360 experience. Collaborated across functions including Product Marketing, Finance, and Engineering teams to ensure all user needs & business goals were being met. Conducted User research to develop personas and identify the most important features to users, developed comprehensive user journeys identifying key touchpoints and created high-fidelity designs for implementation.
- Implemented a design-lead approach to localization & internationalization resulting in fewer rounds of translation feedback and 40% increase in speed of translation. Successfully launched in 6 new languages (FI, SW, NW, DK, DN, CN) over a 3 month period.
- Headed design of the international triple-tier membership program for UK, AU, & NZ, delivering key features and benefits to over 10MM users across the world. Designs included Feature Explanation Pages, Membership Upsells, and Comparison Tables.

Motorola Mobility • Sr. UX Designer

March 2019 – March 2022

Chicago, IL

- Directed Design team responsible for delivering updated Camera app. Coordinated user research, testing, and competitive analysis to deliver new UX in a 3 month design sprint leading to a 30% (relative) + 8% (absolute) increase in NPS.
- Created Design Library to align all our teams on design elements and best practices ensuring consistency of all output globally.
- Designed new experiences for novel form factor devices including: small screen (280 x150) external display launcher and apps for foldable devices, macro & Telephoto photography modes, AI Image Editor, and Device Personalization software.

Walgreens • UX Designer

December 2017 – March 2019

Deerfield, IL

- Designed an inventory management tool to help reduce on-hand inventory in collaboration with Business Analysts & Product Management partners. This resulted in a \$185MM improvement in free cash flow.
- Created a design system for cross-team design delivery with a unified platform experience across mobile, desktop and web-based applications.
- Facilitated design sprint workshops to increase stakeholder awareness of the UX process. Conducted user interviews and performed contextual inquiry to understand user needs in the pharmacy and healthcare industries.
- Delivered detailed annotation specification documents to development teams for user story creation.

OTHER EXPERIENCE

ViewSonic • Education Software Manager

Brea, CA (Remote)

January 2014 – July 2016

CleaRESULT • Solutions Delivery Manager

Austin, TX (Remote)

December 2012 – January 2014

TrippLite • Manager of Application Services

Chicago, IL

December 2007 – December 2012

SKILLS & TOOLS

User Journey Mapping • Information Architecture • Design Strategy • User Research • Interactive Prototyping • Storyboarding • User Flows • Design-led Localization • Wireframing • Product Roadmaps/Strategy • Northstar designs • Growth Design

Figma • Figjam • Sketch • Protopie • UserTesting.com • Hotjar • Amplitude • LaunchDarkly • Optimizely • G-Suite (Slides, Sheets) • Adobe Firefly • Midjourney • Lokalize

CERTIFICATIONS

AI Fundamentals for design

Coursera

User Experience Design

General Assembly • Bootcamp

Google Design Sprint Workshop

Jake Knapp Seminar • Continuing Education

EDUCATION

Bachelors in General Business Pre-Law

Michigan State University • East Lansing, MI