

# Jeffrey Bergier

To earn my Bachelor of Science degree in Industrial Design I studied for two years at San Francisco State University and one year at Brunel University in London. Thanks to my time abroad, my education is quite diverse. San Francisco State focused on style and environmental factors. At Brunel, focus was placed on engineering and applications in industry. Thankfully both universities emphasized design process. My strength lies in design thinking, research and process. I am also experienced with physical prototyping, 3D modeling and sketching.

I have academic experience with both physical and cognitive aspects of user experience. My physical experience includes measurements for designing something someone can actually hold or sit in. I have worked with principles such as Fitt's law as they apply to button placement and size. My cognitive UX experience includes understanding visual theory such as Gestalt principles and how they apply to design. I also have experience in designing effective surveys to collect useful data.

My graphic design experience comes mostly from a desire to compliment my product designs in a visually appealing way. My strengths lie in clear and logical design thinking. Similar to product design, my graphic designs are iterated many times over, making small improvements each time until the final graphic is clear and visually stunning. I'm most proficient in InDesign, Illustrator, Photoshop and Flash. I also have experience coding proofs in HTML and CSS.

**Product Design**

**User Experience**

**Graphic Design**

**Contact**

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## Bachelor of Science Education

### Bachelor of Science in Industrial Design - San Francisco State University

Fall 2008 - Spring 2011 - Industrial Design - San Francisco State University

Autumn 2009 - Spring 2010 - Product Design - Brunel University - London

## Internship and Work Experience

### 2011 - Present - Mentor Intern, Industrial Design Outreach, San Francisco

iDo stresses the importance of creative education in public schools. As a volunteer, I am tasked with mentoring the high school students at Thurgood Marshall in an attempt to make them into creative thinkers and critical problem solvers.

### 2010 - Present - Technician Trainer, MacMEDIC, San Francisco

MacMEDIC is a small company however, the consistency challenges that larger companies face, we also face. As the technician trainer I have to bring new technicians up to speed with both troubleshooting theory and communication skills.

### 2010 - Graphic Design Intern, Sugar Publishing, San Francisco

The graphic design work I did for Sugar Inc was very simple. However, I sharpened skills beyond what academia requires. Skills like project asset management, deadline management and how to communicate with a team effectively via email.

2007 - 2009 - Genius, Apple Store, Burlingame, California

2006 - 2007 - Store Manager, Sunglass Hut, San Francisco

## Design Achievements

2011 - Nominated for induction into Epsilon Pi Tau

2010 - Energy Generating Design Concept selected during Dyson Foundation Workshop

2010 - Sold Design Concept Intellectual Property to SAB Miller

2009 - Gold Award - Printing Industry of Northern California Gallery

## Hobbies and Interests

2010 - Present - Sailing - Detail oriented teamwork combined with relaxing open water is exhilarating

2009 - Present - My own health - Focused on gym and eating habits - Its working!

1995 - Present - Computers and technology - Old and new - I'm a technology and gadget nerd

Birth - Present - Cars - Import and domestic - Classics and hot rods - If its got four wheels, I've got an opinion