

Dennis Berger

✉ hello@dennisberger.me ☎ [215-510-9765](tel:215-510-9765) 📍 Philadelphia, PA 🌐 [LinkedIn](#)

Summary

Senior Design Operations leader with 15+ years scaling multidisciplinary design organizations across consumer, retail, and enterprise environments. Expert in building and operationalizing design orgs through strong operating models, governance, tooling, and cross-functional alignment. Proven track record establishing design systems, research, and content functions; improving delivery velocity and quality; and enabling design to influence strategy at the executive level. Known for translating ambiguity into scalable systems that support high-impact product teams.

Experience

Taco Bell

December 2023- Present

Design Operations Lead

- Designed and operationalized Taco Bell's first multidisciplinary design operating model, establishing UX Research, Content Strategy, and Design Systems as core, scalable capabilities supporting app, web, kiosk, and emerging AI-driven experiences.
- Scaled and enabled a team of 12+ designers by defining org structure, growth frameworks, feedback cadences, and delivery rituals aligned to long-term ecommerce strategy.
- Partnered with Product, Engineering, Data, Marketing, and CX leadership to embed design into roadmap planning, prioritization, and KPI definition, increasing alignment and predictability across teams.
- Implemented Taco Bell's first enterprise design system, improving design-to-engineering delivery by one sprint, reducing engineering rework ~30%, and enabling 60+ components now powering a 0-to-1 app redesign and future web and kiosk experiences.
- Established intake, prioritization, and governance mechanisms (Jira-based) linking design delivery to executive OKRs and improving visibility, throughput, and decision-making.
- Owned and managed a \$4.5M annual budget, scaling enterprise tooling and research infrastructure (Figma Enterprise, Dovetail, UserTesting, PlaybookUX) to support a rapidly growing organization.
- Led design enablement for a large-scale mobile app redesign, integrating research, experimentation, and AI personalization, contributing to measurable gains in account creation, checkout efficiency, and gift card conversion.

Comcast

August 2021- December 2023

Sr. Program Manager, Digital Experience

- Built and led a UX Center of Excellence, designing operating models and governance that shifted UX from ad hoc support to a strategic partner across enterprise learning platforms.
- Designed a tiered UX intake and engagement model for enterprise product teams, reducing sprint friction by 33% while improving prioritization, capacity planning, and cross-team alignment.
- Partnered with product and engineering leadership to embed UX strategy into digital transformation initiatives, influencing roadmaps, sequencing, and resourcing decisions.
- Introduced experience measurement (SUS), enabling data-informed design decisions and strengthening the business case for UX investment.
- Managed and coached a distributed team of designers, aligning delivery practices and expectations across multiple product teams.

GSK

May 2020- August 2021

Senior Product Designer

- Led UX strategy and design for global analytics platforms supporting medical and compliance functions.
- Delivered a redesign that improved usability from a SUS of 34 to 81, significantly accelerating analyst time-to-insight and increasing adoption.
- Modernized legacy Power BI dashboards with Plotly-based solutions, improving scalability and load times.
- Established a recurring research and usability practice to maintain continuous alignment with user needs.
- Awarded GSK's 2021 Gold Award for design impact.

Comcast Effectv

July 2017- May 2020

UI/UX Engineer

- Designed and developed Comcast's first self-service digital advertising platform, contributing to increased ad sales and widespread adoption.
- Led responsive redesigns of internal monitoring tools, improving accessibility and analyst workflow efficiency.
- Introduced NPS measurement during pilot. Improved satisfaction by 20+ points and guided iterative improvements.
- Served as Certified ScrumMaster, driving Agile best practices across teams.

TopClick

February 2010- July 2017

UX Strategist

- Founded and led a UX consultancy, owning strategy, delivery, and business operations across multiple client engagements.
- Designed and delivered digital products end-to-end, developing deep fluency in tradeoffs between user needs, business goals, technical constraints, and timelines.
- Introduced experience measurement frameworks (SUS, NPS) to quantify impact and guide investment decisions.

Education**Drexel University**

Innovation Management

M.B.A.

Temple University

Business Administration

B.B.A.

Skills**Agile & Scrum****Product Design****Stakeholder Alignment****Digital Operations****People Leadership****UX Strategy****Design Systems****Jira, Confluence, Asana****AI & Emerging Tech****UX Metrics (SUS, NPS)****Design Leadership****Figma**