SUZIE BERRY Senior UX Architect

Lakeland, Florida | 863-398-7865 | smberry109@gmail.com | suziebdesign.com

About Me

I'm a Senior UX Architect with more than 20 years of experience in graphic design and management within the food packaging and labeling industry. I transitioned into user experience three years ago while acquiring a Google UX certification. My skills have proven instrumental in propelling the performance and design of farm management applications, HIghland Ag MarketWatch® and Highland Hub.

Experience

HIGHLAND AG SOLUTIONS
Senior UX Architect | May 2023 - Current

I was promoted to Senior UX Architect, elevating my responsibilities to include working with Product Owners and Researchers to shape concepts, execute iterative designs from wireframes and flowcharts to high-fidelity prototypes for multiple products including Highland Ag MarketWatch® and Highland Hub Food Safety.

- Redesigned MarketWatch dashboard for an enhanced experience with MS Power BI.
- Restructed site navigation taxonomy and hamburger menu via card sorting and research.
- Created a weather alert drag-and-drop feature.
- Built a complete design system for MarketWatch using Axure RP.
- Created a new svg icon library for the MarketWatch product using Adobe Illustrator.
- Utilized user journey mapping to resolve overly complex challenges in the documents and logs category of the legacy version of Food Safety.
- Designed new svg icon library for the new V3 Food Safety
- Highland Hub, helped team implement and maintain design system.
- Instrumental in research and implementation.

HIGHLAND AG SOLUTIONS
UX Architect | August 2021 - April 2023

Joined the UX team, working closely with the Director of User Experience and the UX researcher to redesign Highland Hub 1.0. Designed wireframes based on customer pain points from interviews, usability testing, and service specialist reports.

- Created data-driven wireframes based on qualitative, quantitative research data and hypothesis-based approach to design.
- Designed iconography for two platforms, Highland Hub and Highland Ag MarketWatch.
- Worked with Product Owners and developers on Highland Hub Crop IQ designing two key features, Tank Calculator and Custom Products.

Linkedin.com/in/suziemberry

Recommendations

"Suzie has played a pivotal role within Highland Ag Solutions' UX team. When she transitioned from her role in graphic design to join my team, I was thoroughly impressed by the speed at which she grasped the intricacies of prototyping, crafting user flows, and developing interactive components. Not long after her transition, Suzie demonstrated her proactiveness by enrolling in Google's UX certification program and successfully obtaining her certification as planned."

Charles Elliott
Director of User Experience
Highland Ag Solutions

"I worked alongside Suzie on various projects during my seven years at Highland Ag Solutions/Highland Precision Ag. She was an integral part of the team both as a leader and as an individual contributor in her various roles within the organization. Suzie consistently delivered high quality work and effectively led numerous large scale creative projects. As a creative leader within the organization I saw Suzie manage and mentor teams with a high degree of personal investment."

Christopher Crockett
Business Solutions Architect
inriver

SUZIE BERRY Senior UX Architect

Experience Continued

HIGHLAND AG SOLUTIONS, HIGHLAND FRESH TECHNOLOGIES, EPIC AFFECT, IMPAC
Art Director | 2016 - 2021

Highland Packaging Solutions was sold and I joined the executive team in a start-up, Highland Ag Solutions (HAS). HAS provided imagery, scouting reports, and agricultural product recommendations to growers through drones and Certified Crop Advisors. This grew into food safety guidance and software to help growers transition from paper to a digital platform for Food Safety audits and compliance.

- Marketing support for all companies including print and digital design, social media campaigns, trade show and events.
- Designed all print and digital materials for all four organizations including two non-profits.
- Managed video production, including script writing, location shoots, and hiring of videographers.
- Assisted a contracted UX designer to new software platform for food safety.

HIGHLAND PACKAGING SOLUTIONS
Art Director | 2010 - 2016

The company changed named its name to Highland Packaging Solutions, expanding its capabilities for customers who wanted a one-stop source for thermoformed packaging, labels, and label applications for produce. Researched and educated my team on FDA standards which included type sizes, labels sizing, weights and measures, and organic standards.

- Worked with Quebec and Mexico contacts to create bilingual labels that were approved for export.
- Introduced barcoding standards, tracking for produce and database files for generating sourcing codes.
- Hired more designers and pre-press operators to accommodate a boost in production and revenue.

HIGHLAND CORPORATION
Graphic Designer & Pre-press Manager | 2005 - 2010

- Managed color standards for critical projects for internal and external clients.
- Purchased, supervised installation, and trained on DuPont pre-press equipment
- Expanded Art Department team to include large format printing, larger flexographic presses, and all design materials for our new branch, Highland Fresh Technologies.

Software & Skills

Azure DevOps
Agile Process and Methodology
UX Copywriting and Microcopy
Axure RP
Figma
Adobe Creative Suite

Education

Bachelor of Arts, Communication and Media Studies
Florida Atlantic University
Boca Raton. FL

Google UX Design Professional Certificate
Coursera

Microcopy & UX Writing: The Complete Course
Udemy

Awards

International Fresh Produce Association (IFPA)
Brandstorm 2017

AgTech Breakthrough
Analytics Innovation of the Year 2023