



**THERESA BERG**

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## EXPERIENCE

### **ECOLAB — LEAD PRODUCT DESIGNER, COMMERCIAL ENTERPRISE CONVERSATION AND AGENTIC AI**

MAR 2025 — JUL 2026

Ecolab's first and only AI and agentic designer. Established the role, then owned how AI is designed, branded, governed and disclosed across 70+ commercial products, partnering daily with product, engineering, data science, architecture, research, Legal and Brand.

- Led experience strategy and design for Ecolab Virtual Agent, an LLM-based enterprise assistant built on Claude, MCP servers and RAG over legacy data. Took it from first proof of concept to live in 40–50% of the 70+ product portfolio in 16 months, across responsive web, desktop, native mobile and Microsoft Teams.
- Created the copilot experience model adopted by every AI platform team without positional authority: a page-aware side panel (Ride-Along) with specified states and transitions, a decision rule for when work stays in the panel, and user consent before the assistant changes the screen.
- Designed Case Support, a ServiceNow-backed help desk embedded in the chat as a micro-frontend (25+ annotated screens), and a three-step escalation path from self-serve answer to in-chat case to live agent, so a person is always one action away.
- Authored Ecolab's AI disclosure and consent pattern system in three weeks after an outside legal audit of its AI products: eight patterns across two axes (type and four escalation levels), irreversible-action consent, and a reference guide grounded in EU AI Act Article 50, FTC Act Section 5 and U.S. state law. Approved by outside AI-law counsel on first review and adopted by Legal, engineering, product and design.
- Owned core product design and agentic strategy for Ecolab's Intelligence Platforms, where agents monitor data and equipment and surface Insights & Recommendations a person reviews, approves, delegates or defers, with every decision logged. Established the core experience in 8 to 10 weeks; industry lead designers adapted it for a pilot program with nearly a dozen client partnerships.
- Argued for moving insights into the conversation instead of a dashboard-only approach; in a two-week internal test, the chat-based concept had a 76% higher insight completion rate.
- Built the 68-page Ecolab Virtual Agent AI and agentic design system and the company's first in-product AI brand guidelines, and facilitated the sessions that brought the C-suite to consensus on a stalled AI brand in about two weeks.
- Made the case for an AI-native design process for 80 to 100 in-house designers by building, on personal time, a Claude-to-Figma Model Context Protocol (MCP) proof of concept that generated a tokenized design system in 60 to 80 hours. The process was adopted into Ecolab's prototyping-agent architecture; trained lead designers on the workflow.
- Defined the AI use-case taxonomy (generative, predictive, insights and recommendations, conversational, agentic), tuned tool-routing trigger phrases with data analysts, and built UAT scenario matrices covering thousands of cases across devices, languages and edge conditions.

### **ECOLAB — LEAD PRODUCT DESIGNER, SALES AND SERVICE**

NOV 2024 — JAN 2026

Held concurrently with the AI and agentic role from March 2025 until January 2026.

- Designed and facilitated the workshop series that produced Ecolab's first end-to-end journey map for field sales and service, working with the Director of Sales & Service, product, engineering and business analysts. Leadership adopted it as a living reference for roadmap and business decisions.
- Partnered with Microsoft to identify where AI and Copilot could support specific stages of the field journey, which fed the Virtual Agent use-case taxonomy.
- Led design for a centralized Power Apps tool for field sales and service, and built a design-debt strategy that broke years of debt into sprint-sized slices and moved the platform toward enterprise design system compliance.
- Mentored a business analyst through a first end-to-end research effort (interview guide, facilitation, synthesis, findings narrative), which the analyst presented to leadership.

### **LOUD DREAMS — AI PRODUCT DESIGNER AND CONSULTANT (INDEPENDENT PRACTICE)**

MAY 2009 — PRESENT

Independent AI product, design systems and brand practice. Since July 2026, focused on agentic AI patterns and AI-native design workflows.

- Designed and built Obliq, an independent enterprise AI and agentic design system and reference implementation: 60+ pages of patterns and guidance covering chat shells, conversation memory, sources and citations, confidence and uncertainty, tool-use disclosure, feedback, escalation and takeover, error recovery and legal disclosure.
- Built an agentic, clinician-facing healthcare proof of concept and presented it to physicians and researchers affiliated with the University of Chicago's School of Medicine, leading to an ongoing collaboration to validate it.
- Deliver brand, identity and web work for small-business clients, managing scope, budget and timelines directly.

## THINK COMPANY — SENIOR EXPERIENCE DESIGNER

JAN 2024 — NOV 2024

Product and design consultancy serving pharma and enterprise clients.

- Designed the first version of vyvgarthcp.com, the healthcare-provider (HCP) site and portal for argenx's immunotherapy Vyvgart: owned the public site and most of the logged-in portal, including tiered access to training and support resources, prescription submission and prior-authorization workflows.
- Gathered requirements from brand, medical and market-access stakeholders, wrote copy for medical, legal and regulatory review, and coordinated cross-device QA through launch.
- Co-led an accessibility research initiative that produced standards documentation and training for the wider team; mentored junior designers.

## CAREERPLUG — SENIOR PRODUCT DESIGNER

MAY 2022 — JAN 2024

Hiring software (SaaS). Owned end-to-end design for two squads on the post-hire side of the product.

- Ran the full design process for both squads: customer and hiring-expert interviews, competitive analysis, collaborative solutioning, prototype testing and launch.
- Defined, designed and shipped two beta features for the post-hire experience, facilitating workshops and coordinating 10+ team members and stakeholders.
- Partnered with product leadership to identify opportunities, set product goals and shape the direction of the post-hire experience.

## HIGHLAND — PRODUCT DESIGNER

APR 2019 — APR 2022

Innovation consultancy. Embedded with client teams from early discovery through build.

- Led early-stage product work end to end: user interviews, workshop facilitation, design sprints and research synthesis into journey maps, then designing and testing applications for desirability, usability, feasibility and product-market fit.
- Helped multiple clients secure \$3.5M+ in follow-on funding for products built and launched by Highland teams.
- Introduced a design system strategy the firm adopted as standard practice: start from an open-source system matched to the product type, adapt the remaining 20%, and pair it with a matching front-end library so design and code stay aligned.
- Advocated for engineering to join product definition early instead of at handoff; the practice became part of the firm's process, improving feasibility and reducing rework.

## STEELSERIES — PRODUCT AND UX DESIGNER

APR 2018 — MAR 2019

Sole designer for the digital marketing and software teams of a global gaming-hardware brand.

- Built a design system that cut the time to launch a product page from an overnight effort to a few hours.
- Redesigned the purchase experience, improving NPS by 5 points, and reduced customer-support ticket turnaround from a week to under 24 hours.
- Designed the foundations of the software suite: the Moments alpha and beta launches, the Soundstage proof of concept and research, and improved concepts for peripheral support and customization software.

## TECTURE — LEAD WEB AND VISUAL DESIGNER

NOV 2015 — MAY 2018

Digital agency with a largely medical and pharma client base.

- Led design for healthcare clients, including the Bioquell rebrand, website and marketing system, and the move of the American Board of Preventive Medicine's paper certification process to an online portal.
- Introduced UX as a formal part of the studio's practice, advocating for it until it became a dedicated role the firm hired for, and established design system and process standards across teams.

WARGAMING — SENIOR VISUAL DESIGNER • AUG 2014 — NOV 2015

SUREPAYROLL — WEB AND VISUAL DESIGNER • JAN 2013 — JUL 2014

SIGNATUREFORUM — LEAD WEB DESIGNER AND FRONT-END DEVELOPER • SEPT 2011 — JAN 2013

FORSYTHE — WEB AND VISUAL DESIGNER • JUN 2010 — SEPT 2011

## EDUCATION

### NORTHERN ILLINOIS UNIVERSITY — BFA, VISUAL COMMUNICATION

2006 — 2010

Worked on various design projects, drank an excessive amount of Diet Coke, and electrocuted myself twice making a lamp for a packaging design class.