Tom Bergman

tom@tombergman.design · (734) 934-8009 · Sunnyvale, CA · tombergman.design · LinkedIn

Ten years designing consumer and SaaS products end to end, the last five on Calendly's native apps.

EXPERIENCE

Calendly · San Francisco (Remote)

Case study →

Staff Product Designer — Aug 2025 – Present

- Sole designer for Calendly's native iOS and Android apps, partnering with every product pillar's designers and PMs to bring their work to native. Own mobile direction at the executive level, meeting regularly with the CEO.
- Own the native mobile design system, the shared patterns and components used to build the iOS and Android apps.
- Moved event types and scheduling links, Calendly's founding feature, off the mobile home screen to make room for the company's current bets. Drove a 10% lift in meeting recap views.
- Prototype in code to test new directions. One exploration, built outside my scope, became a funded product.

Senior Product Designer — Sep 2021 – Aug 2025

- Found that 1 in 5 events were booked by hosts via a workaround nobody had modeled, which led to a new feature category.
- Reframed mobile as its own product rather than a companion and sold it up to the CEO. Re-sold it to an incoming CPO after turnover left the project without a sponsor, and came away with more engineering. Promoted to Staff.
- Drove a 25% lift in scheduled-event traffic. Mobile adoption had predicted churn; it now predicts retention, activation, and paid conversion above web.
- Designed Calendly's first in-app purchase flow: 2.2× web's paywall conversion and seven figures in new ARR within five months.
- App Store App of the Day several times.

RoundGlass · Bellevue (Remote)

Case study →

Senior Product Designer — Apr 2020 – Sep 2021

- Design lead on a new wellbeing app spanning meditation, nutrition, and fitness, shipped to market.
- Rebuilt the home screen layout and navigation; registration completion rose from ~40% to ~60%.

Pulse (formerly Loop Team) · Menlo Park

Case study →

Senior Product Designer — May 2018 – Apr 2020

- Employee #5 and founding designer, operating as designer and PM for a conferencing product built around AI meeting notes.
- Drove the shift from web to desktop-first against internal resistance.
- Designed the presence layer, live participant avatars per room, which users adopted over AI meeting notes. The company pivoted to Pulse, a desktop presence app acquired by Mozilla in 2022.
- Held a ~95% accuracy bar for AI meeting notes against a "some notes are better than nothing" consensus, then redirected the same engine to real-time meeting signals, where partial accuracy still added value.

Mojio · Palo Alto

Case study →

UX Designer, promoted to Senior Product Designer — Apr 2016 – May 2018

- Helped design and ship Mojio's flagship native apps for vehicle tracking, maintenance, and virtual glovebox, used by drivers, parents, and business owners, while the customer base grew from 2,000 to 100,000+.
- Promoted to Senior Product Designer to lead the design team on a follow-on app that lifted the App Store rating from 3.7 to 4.7.

SKILLS

Practice	Product strategy, 0 to 1 product definition, design systems, native iOS and Android, interaction and visual design, prototyping in code, design mentorship.
Research	Generative and evaluative user research, usability testing, survey design, analytics and behavioral analysis, experimentation.
Tools	Figma, Claude Code, Claude Design, Amplitude, Hex, Marvin.

EDUCATION

M.S. Information, Human-Computer Interaction, University of Michigan
B.A. Human Development & Social Relations, Kalamazoo College