

BERT SAGI

EXPERIENCE STRATEGY & DESIGN LEADER

Product & Service Design | Creative Technology | Enterprise Transformation

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EXPERIENCE

Senior Director / VP, Creative Technology & Transformation

Payer Sciences · Publicis Groupe

JAN 2026-PRESENT | REMOTE, GERMANY

- Within the first seven months, led enterprise-wide discovery across a 77-person agency; engaged approximately 31 employees in one company-wide workshop and ran nine targeted departmental, product and finance deep dives.
- Mapped fragmented end-to-end workflows, briefing, handoffs and product relationships; re-established intake and converted PTO and N1 Connect tribal knowledge into shared documentation.
- Put live a Jira analytics intake and an actively used LLM-supported knowledge environment across Confluence and two Jira boards, with intake for colleagues without Jira licenses.
- Mapped workflows for planned Workfront integration, partnered with Publicis Health on AI-adoption infrastructure and unblocked a stalled rebrand website through live launch.

Senior Consultant · Experience Strategy & Digital Transformation

Cognizant Netcentric

MAY 2022-DEC 2025 | REMOTE, GERMANY

- Bridged Henkel stakeholders, agencies, UX and AEM delivery on RAQN - a platform supporting hundreds of brands across three business segments - helping unblock the Loctite launch.
- Defined a pre-event, live-event and post-event experience model for a global health-sciences company, aligning touchpoints, data collection and measurement across a complex event ecosystem.
- Helped win three pitches - including KBC Bank and NIBE - by turning fragmented multidisciplinary input into a clear strategic story and persuasive executive narrative.
- Designed an AI-assisted research workflow covering 20 competitors in five markets plus SEO, reducing several weeks of anticipated work to one to two days; mentored four junior designers.

Executive Consultant · Experience Strategy & Governance

CGI

NOV 2021-MAY 2022 | REMOTE, GERMANY

- Diagnosed a difficult-to-navigate global internal governance model through executive interviews, UX research and end-to-end experience analysis.
- Presented top executive leadership with a redesign dossier covering information architecture, governance content, flows, wireframes, prototypes, visual design and system components.
- Reframed an engineer-led low-code demo into a business-value narrative covering usability, time savings and enterprise relevance.

PROFILE

Experience strategy and design leader connecting product and service design, creative technology and enterprise transformation. Turns ambiguous business, user and technical needs into coherent platforms, workflows and systems. Trusted by senior stakeholders to align multidisciplinary teams and move work from discovery through implementation.

CORE SKILLS & CAPABILITIES

Experience Strategy

Product & Service Design

UX/UI & Design Systems

Creative Technology

AI-Enabled Workflows

Transformation & Governance

Executive Facilitation

SELECTED IMPACT

77-PERSON

enterprise-wide scope

9 + 1

targeted deep dives + company-wide

20 / 5 / 1-2

competitors / markets / days

3 WINS

pitches won in final year

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DESIGN LEADERSHIP EXPERIENCE

Art Director UX/UI

move:elevator

DEC 2019-NOV 2021 | DRESDEN, GERMANY

- Helped lead a two-person UX capability, redesigning the agency's SpeedLead product and creating walkthrough and demonstration videos.
- Strengthened client work and pitches through structured goals, personas, touchpoints, customer journeys and clearer UX workflows.

Senior Art Director UX/UI

Mindbox GmbH

NOV 2018-DEC 2019 | DRESDEN, GERMANY

- Led the implemented redesign of the AOK PLUS Bonus App with a three-to-four-person design team and AOK's internal development team.
- Audited the existing experience and rebuilt flows, prototypes, interface design, tokens and platform-specific iOS and Android libraries.

Lead Digital UX/UI

Wildstyle Network GmbH

JAN 2016-OCT 2018 | DRESDEN, GERMANY

- Served as lead designer in a four-person team at a roughly 20-person agency; introduced formal UX methods, Sketch and atomic-design practices.
- Created HERE's enterprise visual language and design system, unifying fragmented digital properties and shaping interactive demos and event experiences.
- Helped win Leica and delivered digital and social work across Leica, Microsoft and Samsung.

Vice President, Art Supervisor

CDM New York

JUN 2011-DEC 2015 | NEW YORK, USA

- Led US and global Victoza creative, repaired a strained Copenhagen client relationship and helped secure formal renewal of an approximately \$8M annual account.
- Managed four full-time designers and up to eight freelancers across campaigns, branding, websites, iPad applications and video; contributed to the Saxenda launch.
- Evaluated the emerging Sketch platform, became an internal subject-matter expert and trained creatives moving from Photoshop-based interface design.

SELECTED EARLIER EXPERIENCE

2009-2011 · CafeMom - 1 to ~3 campaign executions/day
2002-2007 · Bloomingdale's - managed 2; led major site redesign
2001-2002 · e-conomia - managed 3; helped win 5 named accounts
1996-2001 · Saks Fifth Avenue - Defining Style + Saks Direct launch

LEADERSHIP & DELIVERY

~\$8M RENEWED

annual account retained

4 + UP TO 8

full-time + freelance leadership

1 -> ~3 / DAY

campaign output at CafeMom

4 MENTORED

junior designers at Cognizant

METHODS

DISCOVER

Research synthesis · Stakeholder interviews
· Workflow diagnostics · Journey mapping

DEFINE

Experience strategy · Information architecture · Service blueprints · Operating models

DESIGN & DELIVER

UX/UI · Prototyping · Design systems · Executive storytelling · Workshop facilitation

TOOLS & PLATFORMS

Figma · Adobe Creative Cloud · Miro · Jira · Confluence · AEM · Power Automate · GPT Enterprise · ChatGPT · Claude · AI-assisted research and knowledge workflows

EDUCATION

St. John's University
B.S. Psychology
B.S. Criminal Justice
1991-1995

LANGUAGES

English · Native
German · C1
Hungarian · Fluent