BERNARDO SCHORR | PRODUCT DESIGN LEADERSHIP

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Product focused design leader with a strong track of building outstanding experiences for category defining companies. My approach to design is user-centric, data-driven and rooted in fearless experimentation. I've led high-performing design teams through zero-to-one builds, core product overhauls and company-wide strategic pivots – each time fostering a design culture that prioritizes collaboration, diversity and open feedback.

Experience

Senior Manager, Product Design at Lyft / May 2022 - May 2023
- Led the software design team for Transit Bikes and Scooters (TBS), including Rider, Operations Technology and Urban Solutions products, spanning the bikes and scooters portion of the Lyft app and city specific apps (Citibike, Baywheel, Divvy, CaBi etc)
- Was part of the product leadership team heading an org of 100+ people, with over $100m in revenue and serving over 6m users in peak season
- Led creation of a 2-year product vision document which grounded our focus pivot from growth to profitability, influencing our org structure and priorities
- Oversaw process improvements to accelerate cross-functional collaboration across teams, led production of assets to enhance quality across product experiences and established an approach to team member growth based on product, culture and business contributions

Senior Manager, Product Design at Peloton Interactive / June 2021 - May 2022
- Built the design discipline for Peloton Corporate Wellness, Peloton's endeavor into the B2B2C market – establishing UX priorities and the initial product rollout plan
- Led the design team building V1 of the onboarding and HR operations product, growing our audience from 0 to our first 100k users in the span of 10 months
- Part of the product leadership team for an org of 60+ people

Experience Design Lead at BCG Digital Ventures / May 2019 - June 2021
- Led design teams across user research, design strategy, UX, UI and implementation for products in finance, logistics and healthcare – work in the UK and US Markets
- Led design team over a $20m incubation program building a zero-to-one commercial bank for a Fortune 100 company, launching V1 of the bank and creation of a 10 person design team

Associate Director at Smart Design / September 2014 - April 2019
- Led the UX research and design for the iRobot Home App
- Led the UX research, concepting and design definition for the Lincoln Motors in-vehicle experience focused on the China market
- Led product definition, product management, UX and UI for Informa Pharmapremia and Pharma360 business intelligence initiatives
- Co-led $1m global innovation program for Google Nest
- Promoted twice in role

Faculty at the MFA Design & technology – Parsons School of Design / 2014, 2015 and 2018
- Teaching graduate classes in the MFA Design & Technology: Algorithmic animation, Designing Smart Objects and Creativity and Computation.
- NYC Media Lab and Publicis Innovation faculty grant

Interaction Designer at Unified Field / 2013
- Worked on a variety of installations for The Franklin Institute in Philadelphia

User Experience Designer at Siemens Corporate Research / 2010-2011
- Worked on a variety of medical and home devices for Siemens Corporation

Education

MFA Design and Technology
Parsons The New School for Design

B. Sc. Visual and Industrial Design
Esdi - Escola Superior de Desenho Industrial

Panels, conferences, lectures and press (selected)

The Business of Design - Wharton School of Business, Philadelphia, USA, 2017
Designing for Needs - Parsons MFA Design & Technology Symposium, New York, USA, 2016
The Future of Retail - NYC Media Lab Annual Summit, New York, USA, 2015
Making Mixed Reality Living Spaces - FITC Toronto, Toronto, Canada, 2015
Future Interfaces - NYC Media Lab, New York City, USA, 2013
Beyond Rationality: Affect as a Function of User Interfaces. HCI International Conference, 2013
Gizmodo, "Projectors Could Turn Your Tiny Apartment Into a Goggle-Less Oculus Rift," July 18, 2014.
Fast Company, "Can These Virtual Walls Transform a Tiny Windowless Apartment into a Livable Space." Jun 2, 2014.
The Verge, "Can 'Mixed Reality Living Spaces' Fix Our Overcrowded Future?" May 26, 2014.
Motherboard, "Surviving Our Shrinking Apartments Means Living in a 'Mixed Reality,'" May 23, 2014