

Daniel Berard

DESIGN EVALUATION | AI-ASSISTED CREATIVE DIRECTION | PRODUCT AND INTERACTION CRITIQUE

Los Angeles, CA | 818-642-2281 | daniel@monstersocietypublishing.com | [linkedin.com/in/danielberard](https://www.linkedin.com/in/danielberard)

PROFESSIONAL SUMMARY

Design and creative technology professional with experience evaluating web interfaces, interactive products, game experiences, visual assets, and AI-generated output. At Apple, delivers live technology education across coding, digital art, photography, video, music, and AI features for customers with varied levels of experience. At Gengius, translated client goals into interface and user-flow specifications and guided developers and artists through iterative review. Independently directs AI-assisted product work by identifying visual and interaction failures, writing precise revision criteria, evaluating successive builds, and distinguishing human experience from system-reported success. Strongest at explaining what works, what fails, and why, then turning critique into actionable design direction.

CORE CAPABILITIES

Design critique & output evaluation	Visual hierarchy & interaction clarity	AI-assisted creative direction
Written annotations & design rationale	Web, game & interface review	Live teaching & customer enablement

PROFESSIONAL EXPERIENCE

Apple — Creative Pro: Gaming & Coding

2017–Present

Apple tenure: approximately 13 years overall

- Deliver multiple live technology presentations each day, demonstrating software workflows, creative tools, new technology, and AI features to customers with varied levels of technical experience.
- Teach introductory coding, digital art, photography, video, music, and creative workflows; translate complex concepts into clear demonstrations, guided practice, and usable feedback.
- Observe where instructions or workflows break down, adapt explanations in real time, and help customers and coworkers use unfamiliar tools with greater clarity.
- Diagnose user goals, ask clarifying questions, and communicate capabilities, limitations, and practical next steps accurately.

Gengius — Co-Founder / Creative Director

Sep 2010–Dec 2012

- Worked directly with clients to translate goals into interface flows, feature definitions, visual requirements, and implementation plans.
- Created interface and user-flow specifications for iOS experiences using platform guidance, self-directed study, developer-conference learning, and iterative design review.
- Reviewed builds with distributed developers and artists, identified visual and behavioral problems, resolved ambiguity, and supplied specific corrective direction from concept through delivery.
- Led product and creative direction for mobile gaming and photo applications and conceived an early self-service website-building platform for business customers.

Activision — Junior Systems Tech Engineer (Contract Assignment)

May–Jul 2008

- Supported technical testing, debugging, and release-quality workflows across PC and console game-development environments, including development support associated with X-Men Origins: Wolverine and Call of Duty: World at War multiplayer/Zombies content.

SELECTED DESIGN AND AI WORK

Drawn interactive experiences: Directed iterative design of a browser game and generative art-and-writing experience. Evaluated hierarchy, object readability, gameplay feedback, scene composition, generated imagery, writing quality, and safeguards; supplied specific revision criteria while Codex assisted with implementation.

Tumbles World web and commerce: Directed branded website and sandbox-commerce design across discovery, product presentation, and checkout. Distinguished the visual needs of story discovery from shopping, identified repeated customer work and missing purchase context, and specified a clearer Delivery, Payment, and Review sequence.

Private document-review product: Identified automated feedback that showed too little source context and highlighted the wrong passage. Directed sentence-level context, accurate source highlighting, and removal of internal scoring metadata; rejected a partial correction when the original failure still remained.

AI-assisted design workflow: Use ChatGPT/Codex and other agentic tools to implement and test design direction while retaining responsibility for requirements, critique, acceptance criteria, and final judgment. Review screenshots, working builds, generated output, and observed behavior rather than treating implementation completion as design success.

TOOLS AND TECHNICAL CONTEXT

AI and prototyping: ChatGPT/Codex-assisted development, LLM workflows, conversational AI, product and behavior specification, AI-output evaluation, and agent supervision. **Design disciplines:** Web and interface review, game design, digital art, photography, video, visual storytelling, and creative direction. **Technical context:** Working exposure to Next.js, Node.js, Fastify, MariaDB/Drizzle, Stripe, APIs, webhooks, deployment, testing, and debugging through independent projects.

LEADERSHIP & COMMUNITY

Independent Game Design Meetup — Founder / Organizer. Created and operated a recurring game-design community; organized meetings and participated in conference-hosted opportunities with Microsoft and BlackBerry before transitioning leadership to a successor.

EDUCATION & TECHNICAL COURSEWORK

B.A., Film & Video Production — Brooks Institute of Photography

Computer Science coursework — Los Angeles Pierce College | Additional university study — California State University, Northridge

AWS Skill Builder — Learner Guide, completed May 2024 (training; not an AWS certification)

Technical coursework/training: C++, SQL & database systems, application development/Xcode, Visual Studio, Microsoft/Coursera IT coursework, MATLAB.

Quantitative coursework: Calculus I–III, Ordinary Differential Equations, Linear Algebra, Physics I–II.