

Overview: For the past 7 years I've been planning interactive flows, designing visuals and defining user experiences for rich communication solutions across Mobile, TV and Web based platforms. As an interactive and industrial designer, I strive towards designing and developing interactive solutions for digital devices.

Employment

- 2010-2011** **Senior UX Architect** at [Ascentium Interactive Agency](#). Delivered the user research, information architecture, interaction design, prototyping, and usability evaluation for clients including Microsoft and T-Mobile; Facilitated collaborative brainstorming sessions across experience disciplines; Presented pitches and solutions to clients.
- 2009-2010** **Product Visual Designer III (contract)** at [Microsoft, Windows Live](#). Role involved design, project management and production. Designed the Windows 7 themes for web, desktop, mobile & Live Messenger; Emoticons for Messenger & marketing materials.
- 2008-2009** **Industrial and Interactive Designer** at [Metro-Board.com](#). Developed an electric skateboard with a remote control; Supported the development of products and packaging; as well as the design and execution of trade show spaces; produced large scale graphics and was the UX and visual designer for everything online.
- 2005-2008** **User Experience Team Lead** at [TriPlay Inc., Internet / Mobile / TV convergence start-up](#). Performed wire-frame user interface sketches and plans, including documentation; Interactive user interface mockups; Visual screen design for PC, Mobile and Interactive Television based applications (in various operating systems); Animation design and production; Actionscript programming for DHTML and Flash; Web Site Development in CSS and DHTML with Dreamweaver; Print design for various marcom needs.
- 2005** **Graphic Designer** at [UI, Human Factors Ltd. UI Ltd.](#) provides consulting services in the field of user experience design, implementation and evaluation. My job included designs for web applications, icons, presentations, logos, log in screens.
- 2005** **Web site developer and visual designer** at the [Israel Museum in Jerusalem](#). Developed interactive sites for the museum's youth wing exhibitions.
- 2004** **Industrial designer** at [Sygnet Technologies](#). Designed speakers and headphones for mobile devices.

Education

- 2011** Graduated the **Project Management Academy** held by Ascentium.
- 2005** **M. Des – Master of Industrial Design**, Magna Cum Laude, Bezalel Academy for Art and Design, Jerusalem.
- 2003** **B.F.A. - Ceramics and Glass product design**, Magna Cum Laude, Bezalel Academy for Art and Design, Jerusalem.
- 2002** Participated in an exchange student program, department of product design, The Surrey Institute of Art and Design, England.
- 2000** Studied glass blowing and worked in a glass factory in Novy Bor, The Czech Republic.

Prizes

- 2011** Selected for **Best Presentation Award** at the Project Management Academy.
- 2009** Selected as **Featured Artist** by Filter Talent.
- 2005** **First-place award** for best final project in Industrial Design Masters Degree, Bezalel Academy.
- 2005** **Third place in architecture competition:** Synagogue as an Egalitarian Space, held by "Kolech, 4th International Conference in Israel".
- 2004** Memory Box project selected as **"Most Outstanding Innovative Idea"** at the Microsoft Research Design Expo, Redmond, Washington.
- 2003** **First-place award** for best final project in glass and ceramics, Bezalel Academy.

Exhibitions

- 2006** In Second Gear, Product Design Exhibition, Tel Aviv, Israel
- 2006** Product Design Exhibit at Ben Gurion, Israeli International Airport
- 2005** Architecture exhibition, Museum for Israeli Art, Ramat Gan, Israel
- 2005** Product Design Exhibition, Holon, Israel
- 2005** Ceramic Biennale, Eretz Israel Museum, Tel-Aviv
- 2004** Microsoft Research Design Expo, Redmond, Washington
- 2004** Israeli Design Exhibition, Jerusalem

Public Speaking

- 2009** Lecture about the "Booklifier" at IDSA Oregon Chapter, Portland, Oregon
- 2005** Lecture at the Israel Museum conference: "Design and Technology", Jerusalem, Israel
- 2004** Lecture about "My Memory Box" at Microsoft Research Design Expo, Redmond, Washington

Computer Skills

Proficient in Photoshop, Illustrator, Flash, Dreamweaver, Premiere, Solid-Works, Visio and Axure

Profesisonal Association

- 2010-Present** **Newsletter Editor** at [IDSA, Northwest Chapter](#). The newsletter publication goes out monthly and is dedicated to building community by raising awareness of design and cultural events in Seattle and the Northwest metro region. Subscribers include: business executives, designers, managers, educators, media geeks and those that just want to have fun.
- 2011-Present** **Secretary** at [IDSA, Northwest Chapter](#). Keeping log of chapter board meetings; collaborating with other chapter officers to organize community design events; reaching out to sponsors; fundraising; networking and coordinating with other organizations; and maintaining membership values at events.

Languages

English, Hebrew - Native