



leor maizel

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experience

BookingSuite (a division of Booking.com) ~ User Experience Designer

Digital marketing & property management software for hotels.

Feb 2015 – Current

From Dec. 2015 onward, I've served as primary UX Designer for both of BookingSuite's major product initiatives. My process encompasses the entire product lifecycle, including analyzing user data to define requirements, sketching and wireframing, defining user flows, rapid prototyping, user testing, and working with developers to ensure the built product is true to user learnings.

I regularly employed a variety of user testing methodologies, including IA tree-testing, prototype first-click analysis, as well as moderated eye-tracking usability sessions.

I served on a small strategic integrations team, exploring designs to combine BookingSuite and Booking.com's B2B offerings in a single, unified platform.

PitchBook Data ~ User Experience Designer

Venture capital & private equity data analytics platform.

Feb 2014 – Feb 2015

On this small product team, I frequently owned the interaction/visual design as well as product management of new platform features, including: improving platform's primary search functionality, design of iOS app, platform-wide LinkedIn and Excel integrations, etc.

I led the corporate website redesign, including content strategy and site architecture; design of page layouts and extensible templates, and spec'ing custom-built content management system.

SR Education Group ~ User Experience Designer

Lead-generation & affiliate marketing company in the online education space.

Jun 2012 – Feb 2014

My role included: conducting competitive research to plan new site content and features; designing site architecture and user flows; measuring user engagement & conversion metrics, implementing designs in clean and responsive HTML/CSS; mentoring junior designers; resolving bugs and optimizing performance.

education

Whitman College, 2004 – 2009

B.A. in Philosophy, minor in Politics; Magna Cum Laude

volunteer work
2011

Lha Charitable Trust (Mcleod Ganj, India)

Tutored newly-arrived Tibetan refugees in English conversation and World History.

Pukeatea Farm (Taumurunui, New Zealand)

Worked seasonally on a sheep farm practicing organic and sustainable agricultural methods.