Oren Kravetz
Experience Design Lead

e-mail	resume@orenkravetz.com
portfolio	orenkravetz.com
social media	/okravetz • @okravetz
address	17-11 Ellis Ave
	Fair Lawn, NJ 07410
phone	917-515-6129

Professional Experience

Isobar

Experience Design Lead

Jul 2016 – Present

- Lead team of junior designers through the design process from user research and product definition through launch
- Manage projects independently
- Facilitate increased collaboration between design team, developers, and business analysts
- Develop design systems and pattern libraries
- Gather and scope business requirements
- Present workshops that showcase previous work or teach about latest technologies to company-wide design team

Senior Experience Designer

Jan 2013 – Jun 2016

- Design conceptual wireframes, detail wireframes, and interactive prototypes for web apps, iOS apps, Android apps, watchOS apps, and Java apps
- Develop responsive solution for multiple breakpoints
- Manage project threads independently
- Perform user research and usability testing
- Develop journey maps based on user research
- Write and scope user stories with business analysts

User Experience Designer

Oct 2010 – Dec 2012

- Design conceptual and detail wireframes for web apps
- Perform Quality Assurance for website in development
- Develop information flow between Isobar and the client
- Collaborate with developers, visual designers, and business analysts to ensure proper execution of designs

Clients/projects include: Bloomberg, Sotheby's, MSCI, D. E. Shaw, NBCUniversal, Google, Umpqua Bank, The Wall Street Journal, IntegraMed, the U.S. Air Force, Genral Motors, Altar'd State, Flexport, Baker Hughes, and Cisco.

As of February 2012, Roundarch combined with Isobar to form Roundarch Isobar.
As of December 2013, the company is known as Isobar.

Volunteer Experience

Congregation Darchei Noam of Fair Lawn

Executive Board Member, Event & Communication Committee Chairs

Feb 2017 – Present

- Manage event planners and help them successfully plan & execute events
- Design marketing materials for synagogue and social events
- Write marketing copy for synagogue and social events
- Publish marketing materials to membership & drive engagement at events
- Manage synagogue website & social media accounts

Technical Skills

Languages
Fluent in English, Spanish, and Hebrew
Design
Sketch • XD • Figma • InVision • Zepplin • Axure • InDesign • Photoshop • Illustrator • JavaScript • Sass • Jekyll/Liquid

Education

Master of Human-Computer Interaction
Carnegie Mellon University *August 2010*
Bachelor of Applied Sciences: Computer Science
Washington University in St. Louis *December 2008*