

# Oren Kravetz

*Experience Design Lead*

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## Professional Experience

### Isobar

- Jul 2016  
– Present
- Experience Design Lead*
- Scope and prioritize personal and team time & effort to deliver ahead of schedule
  - Manage projects independently through the design process
  - Produce and design user research analysis presentations and experience design briefs
  - Lead a team of junior designers
  - Present team's work to client stakeholders
  - Develop design systems and pattern libraries
  - Present workshops that showcase previous work or teach about latest technologies to company-wide design team
- Jan 2013  
– Jun 2016
- Senior Experience Designer*
- 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
- Oct 2010  
– Dec 2012
- User Experience Designer*
- 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,  
LPL Financial, MSCI,  
D. E. Shaw, NBCUniversal,  
Google, Umpqua Bank,  
The Wall Street Journal,  
IntegraMed, the U.S. Air Force,  
General Motors, Altar'd State,  
Flexport, Baker Hughes,  
Cisco, AllianceBernstein,  
American Express, and  
Olive Garden.*

## Volunteer Experience

### Congregation Darchei Noam of Fair Lawn

- Feb 2017  
– Present
- Executive Board Member, Chairperson of Event & Communication Committees*
- Help to grow membership size by 188%
  - Reduced accounts receivable by 10%
  - Successfully launch new social media presences
  - Lead committees of volunteers in planning events, marketing events, running events, and managing IT for the synagogue
  - Support event planners and help them successfully plan & execute events
  - Design and publish marketing materials for synagogue and social events

## 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*