

Oren Kravetz

Experience Design Lead

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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
 - 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 Law, Sotheby's, HBO, LPL Finance, MSCI, Umpqua Bank, D.E. Shaw, The Wall Street Journal, NBCUniversal, Google, IntegraMed, and the U.S. Air Force.

*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

Event Coordinator & Social Media Manager

- 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 • InVision • Axure • XD • InDesign • Photoshop • Illustrator • JavaScript • CSS

Education —

Master of Human-Computer Interaction

Carnegie Mellon University *August 2010*

Bachelor of Applied Sciences: Computer Science

Washington University in St. Louis *December 2008*