

Oren Kravetz

Experience Design Lead

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Professional Experience

Dentsu Creative

Apr 2022
– Present

Associate Design Director

- Plan project timelines and scope & prioritize work-streams
- Manage a cross-discipline teams to deliver solutions across multiple projects
- Lead presentations with clients and develop client relationships
- Own projects from research & requirements to launch, testing, and analysis
- Develop experience design strategy including personas and journey maps
- Lead brainstorming and ideation workshops
- Conduct user research and testing to determine needs and uncover opportunities for improvement

Clients 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,
Alliance Bernstein, Olive Garden,
American Express, IMAX, and End
Family Fire.

Jul 2016
– Apr 2022

Experience Design Lead

- Scope time and prioritize effort to deliver on or ahead of schedule
- Manage projects independently through the design process
- Produce 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

*Previous agency brands
that are now part of Dentsu
Creative include: Roundarch,
RoucharchIsobar, Isobar,
McGarryBowen, and
dentsumcgarrybowen*

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

Technical Skills

Languages

Fluent in English and Spanish

Design

Figma • Miro • Sketch • XD • InVision • InDesign •
Photoshop • Illustrator • HTML/CSS/JS

Education

Master of Human-Computer Interaction

Carnegie Mellon University *August 2010*

Bachelor of Applied Sciences: Computer Science

Washington University in St. Louis *December 2008*