



## VERED ADAR. UX Expert, Design Thinking workshop facilitator

Highly experienced in UX design for complex systems. Self-motivated, independent worker with excellent team building and leadership capabilities. Creative out-of-the-box innovative thinking and great interpersonal skills.



### PROFESSIONAL EXPERIENCE:

#### 2021-today **Founder, Vered-UX-design**

UX consultant, Facilitator of Design Thinking and UX workshops & UX lectures. Among my clients: Hebrew university, Morfix, Compedia, RoutePerfect & more

#### 2019-2021 **Head of UX, Co. Product management, SkillReal**

Define product milestones and workflows, set priorities for development, add bugs and stories to JIRA and work closely with the project manager, R&D, graphic designers and QA to create an innovating app for corporate training using AR technology.

#### 2019 **Co-chair of UX committee, VR/AR Association**

#### 2017-2021 **Head of UX, Compedia**

**Manage UX design**, Lead and mentor UX designers in all company projects, including mobile, web, VR and AR applications.

**Innovating viable products** out of customer dreams, working closely with the customers and the presale team.

**Learnyx platform PM-** Transforming a project into the company platform, managing the platform to suit customers needs, product road-map and development priorities.

#### 2009 **Co-founder, UXI- the leading organization for UX in Israel**

#### 2007-2017 **Application engineer. XMPie; a XEROX company**

- Providing UX specifications, using wire frames and mockups, for all company applications instituting a user-centered design (UCD) approach, mainly on an E-Commerce platform.
- Working in cooperation with:
  - Product managers, defining feature requirements
  - R&D teams, best implementation of the defined specifications
  - Graphic designers, getting an impacting GUI that serves the UX goals

- QA engineers, defining use case scenarios for testing.
- Technical writers, for Superior quality documentation across a wide range of writing tasks such as user guide, release notes and tutorials

**2004-2007 UX professional and UI design, TGS Technologies LTD**

Creating best workflows for B2B travel agencies and B2C travelers in a trip planning process, such as ordering flights, hotels and more, while raising the excitement of the trip.

**Lecturer, John Bryce Training Center**



**EDUCATION:**

- Design Thinking workshop facilitator, Discovers seminar
- Information system analysis, Ono Academy
- B.Sc. Visual Communications Design, HIT- Holon Institute of Technology.



**HOBBIES**

Travel, Events concept and visual design, Company culture, Social events planning and facilitating, Sing, write, and Make every moment count.

---

My LinkedIn page: <https://www.linkedin.com/in/vered-adar-4386846/>

Looking forward to meeting you in person,

Vered