



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 **Owner, 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**

Manage UX design, Defining AssistAR, SkillReal's original and main product that bridges the gap between the digital twin and the physical world, set product UX design, learning & facing AR challenges, define user workflows and set development priorities.

Work closely with the project manager, R&D team, graphic designers and QA department to create an innovating app for corporate assembly and 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 all the product circles, including product managers, R&D teams, graphic designers, marketing, support, QA engineers & technical writers, for superior quality of product, marketing and documentation.

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

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

2004 **Freelance**

Main Aspects: UX, presentations & websites design.

Among my clients: High tech companies, Entrepreneurs, Visual- communications & UX design companies

2000-2003 **GUI designer, Digital Fuel Technologies Corp.**

Lecturer, John Bryce Training Center

Writing and teaching courses in User Interface Design for Web apps.

1998- 2000 **Art Director. Shelron Internet Ltd.**



EDUCATION:

2019 Design Thinking workshop facilitator, Discovers seminar

2007-2008 Information system analysis, Ono Academy

1995-1998 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.

For more recommendations, visit my LinkedIn page.

Looking forward to meet you in person,

Vered