

## Experience:

### 2014-Present - Art Director & UX Specialist at eTeacher

I am responsible for the company UX strategy for various products & managing the Studio team:

- Defining and executing company UX Strategy
- Managing the studio team (two designers and a video editor)
- UI/UX Design for the student platform, company web sites and landing pages
- A/B Testing and analyzing all of the campaigns data to improve conversion and optimization
- Working with Product, R&D, and Marketing teams

### 2013-Present - Freelance UI/UX Designer

Web & mobile UI/UX freelance work

### 2013-2014 - UI/UX Designer at Modlin Ltd.

I was responsible for the company's different brands - NSFX, 99Binary, ForexGlobes:

- UI/UX Design for a Forex Social Network, Landing Pages, Web Sites, etc
- Working with the Product, R&D and Marketing teams
- Directing brand guidelines for each brand, writing the brand book and setting the tone for each brand materials

### 2008-2013 - UI/UX designer at Internet Company Tradency

I was responsible for the design and GUI of the company's software:

- User interface design (technology Adobe Flex, Flash, CSS and Dynamic HTML) fully integrated with R&D team
- Product specs, wire-framing and prototyping for web and mobile apps
- Coordination with customers needs, adjusting interface in full integration with company business model
- Analyzing of regenerative usability (from focus groups and end consumers)
- Working with product, QA, and R&D teams from UX specifications stage until the end of front end development
- Full responsibility for the BRAND of all applications and the company's sites, landing pages and prints
- Design and Interactive for Video Guides and Interactive Guide-through

## Education:

- 2010-2013 Graduated at the top of my class of Visual Communication at ORT
- 2005 Photography and video editing course by Shahad (IDF)
- 1999-2005 Secondary education, graduated from "Zafit" high school



## Work environment & software



Windows, Mac, Web, Microsoft office, IOS, Android, Google Analytics, Zoom Analytics

## Languages

Hebrew, English (Native languages)

## Military Service

2005-2008 Video editor, photographer at Unit 669 (Search and Rescue Unit of the Israeli Air Force)

- I was responsible for filming and editing videos for documenting, learning & training research

## Various

Amateur photographer: <http://photography.zohartelor.com>

Recommendations will be provided upon request

