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# **Eran Dvir**

Product Designer & Entrepreneur

972-54-7606064

eranoon@gmail.com

<https://www.linkedin.com/in/eran-dvir/>

https://www.design2empower.com/

**Skills & Background**

*“Creativity is thinking up new things. Innovation is doing new things.“* T. Levitt

As a designer and an entrepreneur, I combine both...

B.des from Bezalel in Visual Communication, MA in Human-Computer Interaction from Reichman Uni., with demonstrated experience as an Art Director and a team lead, UX expert, Product Designer, and lecturer.

A Tech savvy with attraction to AI incorporated into human experiences.

Addicted to open-water swimming.

**Professional Experience**

## **Arrows /** Founder & CEO / Product Designer

An AI-Driven Personal Assistant software empowering social interaction skills to individuals with Autism and social anxiety.

Founded and managed the Venture, hands on Product Design.

Built the team, recruited advisors and the entire eco-system.

Design of brand, Investor deck, website, marketing materials.

Presented in various investor conferences including at the UN in Vienna in ‘Zero Project’ convention. Finalized 8200 Impact & Masschallenge accelerators.

The startup received a grant from the Israeli Innovation Authority.

2021 – 2023

## **TAMA /** UX expert

Conducted UX research and UI design for a leading worldwide agricultural industry, focusing on complex operating systems and native mobile apps.

Applied Design Thinking methodology.

2021-2023

## **Yarok Visual Communications /** Graphic Design Lecturer

Constructed the fundamentals of graphic design and Adobe illustrator courses and delivered lecture in class and remote.

2021

## **Shift Live /** Product / UX Designer

A SaaS platform for shuttle operators to optimize routes and reduce costs.

Designed workflows, user stories, and improved UX/UI features.

Collaborated with the CEO and Product Manager in an agile environment.

### 2020 - 2021

## **Sizer Technologies /** Product/ UX Designer

An AI body measurement technology for the fashion and uniform industry.

Designed new features for iOS and Android apps, brand's website,

and marketing materials.

Collaborated with product managers and developers.

Created user flows, wireframes, prototypes, and conducted user testing.

Designed marketing strategy, social media, newsletters, and conference materials.

Developed presentation decks.

### 2017 - 2020

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## **ED Design Studio**

UX/UI design for websites, apps, and dashboards.

UX consultant and researcher.

Presentation decks and startup graphic materials.

Graphic design, Branding, and marketing materials for conferences and exhibitions.

### 2004 – Current

## **Electra Target /** Art Director

Managed and lead a team of designers at a major Complex Project Company

in Israel. Conceptualized, designed, and designed websites and mobile applications.

Complete design for conferences, (Branding, Websites, newsletters, banners, etc.)

### 2012 - 2017

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## **Noon T-Shirts /** Founder & Creative andArt Director

Managed a T-shirt brand and graphic design agency.

Designed, branded, manufactured, and marketed products.

Developed web e-commerce design and worked with both B2B and B2C clients.

### 2006 - 2012

## **Chevignon /** Graphic designer

Designed Prints for the collection clients and Product files including design for marketing materials

### 2006 - 2008

## **TV Mania /** Graphic designer

Leading European manufacturer and distributor of branded clothing merchandise.

Design & managing European clients and workshops in China, Bangladesh and India.

### 2005 - 2006

## **Berlzon & Ran Levy /** Graphic designer

Graphic designer at the leading Advertising company in Jerusalem.

### 2003 – 2004

**Tools**

## Adobe Photoshop | Illustrator | InDesign | XD | Figma | Unity | Familiar with JavaScript, HTML, CSS, Arduino

**Education**

## **Reichman University /** HCI M.A Program

### 2019-2020

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## **Create /** User Experience Design a 6-month intensive training program

### 2016

**Bezalel Academy of Art and Design Jerusalem /** B. Des. Visual Communications

### 1999-2003