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# **Eran Dvir**

Product Designer & Entrepreneur

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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 & researcher, Product Designer, and lecturer. Experienced with Startups, providing an A-to-Z service including Branding, Presentations and marketing materials as well as UX Design.

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

Addicted to open-water swimming and my 2 daughters.

**Professional Experience**

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

A Gen. AI-Driven Platform empowering social interaction skills to individuals with Autism and social anxiety.

**User-Centered Design:** Conducted in-depth research and user testing to understand the unique needs of our target audience, including individuals with autism translating these insights into intuitive, user-friendly design solutions.

**End-to-End Design Process:** Led the design process from concept to delivery, including wireframing, prototyping, visual design, and interaction design, ensuring a seamless user experience across the platform.

**Collaboration with Cross-Functional Teams:** Worked closely with engineers, AI specialists, and psychologists to integrate generative AI capabilities into the platform, creating real-time feedback systems that effectively simulate social interactions.

**Iteration and Testing:** Utilized agile methodologies to iteratively test and refine design elements, incorporating feedback from users and stakeholders to continuously improve the platform’s usability and effectiveness.

**Branding and Visual Identity:** Developed and maintained a consistent visual identity, ensuring that all design elements aligned with the brand’s mission and values.

**Accessibility Focus:** Prioritized accessibility in design, ensuring that the platform was inclusive and easy to use for individuals with varying levels of digital literacy and cognitive abilities.

## **TAMA /** UX expert

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

UX and design of user interface of industrial machines.

Applied Design Thinking methodology.

2021-2024

## **AppCard /** UX/UI expert

Designed visually appealing and intuitive screens that made the onboarding process engaging and straightforward.

**Dashboard Design:** Designed a user-friendly management interface that provided clear and actionable insights into customer data, transaction history, and rewards programs.

**Accessibility & Responsiveness:** Ensured that the management interface was fully responsive and accessible, providing a consistent user experience across devices.

2024

## **6B Studio /** Graphic Design – UX/UI Lecturer

Lecturer for a full course of visual communications – Fundamentals of design, Advertising Seminar, Branding, UX/UI Seminar

2024

## **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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## **Design 2 Empower Studio**

An independent design agency providing multidisciplinary services, collaborating with experts according to needs:

UX/UI design for websites, apps, and complex systems.

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

Founded, Managed, and lead a team of designers at the leading Project Company in Israel for significant customers (Government, Uniliver, Hogla, Bezeq, etc.)

Conceptualized and designed print materials, 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

Founder & Managed a T-shirt Graphic design Brand.

Designed, branded, manufactured, and marketed products.

Developed e-commerce website.

### 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 Advertising /** Graphic designer

Graphic designer at the leading Advertising company in Jerusalem.

### 2003 – 2004

**Tools**

## Adobe Photoshop | Illustrator | InDesign | XD | Figma | Unity | Generative AI Tools

## 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