

# Tevi Hirschhorn

Product Designer

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## Summary

Insatiably curious, relentless tinkerer, and friendly people person, I'm a designer who loves big picture problem solving as much as producing detailed visuals. I've worked with small bootstrapped teams, large enterprise, venture capital, and scaled the design team at a growing startup. I'm looking to work with a design-focused team who's really changing the world. I love collaborating with others, reading, exploring, and I have lots of side projects.

## Skillset

Problem Solving  
Communication  
Fast Learner  
Wireframing  
Prototyping

UI Design  
Usability Engineering  
User Research Methods  
Adobe Creative Suite  
Invision

HTML/CSS/Jquery  
Wordpress  
Voracious Reader  
Photography  
Design Management



## Work Experience

### 2016 - Current

Director of Design, Eved

- Solved big expensive problems for Fortune 500's using Eved
- Implemented design standards and strategies across products
- Scaled up and managed design team
- Implemented user research strategies
- Redesigned UI while the train was moving
- Evangelized design best practices

### 2015 - 2016

Designer In Residence, Jumpspeed Ventures

- UX, UI and Product Design for portfolio companies
- Consulted with portfolio companies to improve design thinking and problem solving
- Mentored Jerusalem startups for UX and product design

### 2012 - 2015

UX/UI Consultant, Tevster LLC

- UX, UI and product design for desktop, web, and mobile apps
- Designed for startups and agency websites

### 2011 - 2012

Lead UX Designer, ContentDirect, CSG International

- UX for studio solutions (Disney, Sony, WWE)
- UX, UI and prototyping
- Develop front-end code for Android, Silverlight and Web
- Learned new technologies and platforms - XBOX, Samsung TV, iPhone, Android, iPad, Win8, Facebook apps

### 2010 - 2011

Lead UX Designer, CSG International

- Establish product vision and scope with stakeholders
- Implemented user-centered design processes
- Conducted on-site user research at call centers: field studies, contextual inquiry, interviews
- Created prototypes and UI assets

### 2007 - 2010

Art Director, liQuidprint, Lincolnwood, IL

- Worked with clients to determine strategy, design direction
- Managed projects, overseeing design and development
- Developed new skills to advance company offerings

### 1999 - 2006

Freelancer, dba Aardvark Web Design, Hollywood FL

- Project management and sales
- Created dozens of websites using HTML/CSS, JS, Flash
- Designed logos, catalogs, business cards and illustrations

### 2002

Web Designer, Vision Burst, Inc. Hollywood, FL

- Created websites, email templates and print brochures
- Worked on both internal and external projects

## Education & Certification

### 2011

Certified Usability Analyst, Human Factors International  
CUA # 2011-3174

### 2003 - 2006

Art Institute of Ft. Lauderdale / Illinois Institute of Art  
Received 120/180 credits for BS in Media Arts & Animation  
GPA: 3.9

## Other

### 2016 - current

Mentor - DesignLab

### 2015 - current

Mentor - Siftech Accelerator, Jerusalem, Israel

### April 6, 2014

Attended UX Salon, Tel Aviv, Israel

### August 22- 26, 2011

Attended UX Week, San Francisco, CA