

UX DESIGNER & MANAGER • ASSOCIATE DIRECTOR, EXPERIENCE DESIGN

Oren Kravetz

he/him/his

Portfolio · 2026

15+ Years in B2B, B2C & Enterprise Products

Agenda

Introduction

American Express

IMAX

The Leading Hotels of the World

Parting thoughts

→ Introduction

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Experienced Designer and Manager

I am a UX designer and manager with 15+ years in B2B, B2C, and enterprise products. I lead teams of 1–5 designers and partner with PMs, engineers, and client leadership on **healthcare, financial services, and more**. My software engineering background lets me work closely with BAs and developers. I help turn your messy workflows into experiences that work for your users.

Bloomberg

HBO

Sotheby's

LPL Financial

MSCI

DE Shaw & Co

NBC UNIVERSAL

Google

UAPQUA BANK

THE WALL STREET JOURNAL
WSJ

IntegrusMed Fertility

Shawmut Design

GM

ALTAR'S STATE

flexport.

Baker Hughes

CISCO

Alumac Corporation

AMERICAN EXPRESS

Olive Garden
ITALIAN GARDENS

IMAX

Santander

Openbank
BY SANTANDER

THE LEADING HOTELS
OF THE WORLD

carelon

INTRODUCTION

Top reasons to work with me

①

Spreadsheets to software

At American Express, I turned a collection of custom spreadsheets into a flexible web tool for the sales team to better support their clients.

②

Workshops that win work

At LHW, I partnered with Experience Strategy to lead brainstorming and roadmapping workshops with their CMO that helped win a \$6M+ contract.

③

Storytelling and ticket sales

At IMAX, I balanced immersive, cinematic storytelling with a simplified booking flow.

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CASE STUDY 1

American Express: Value Builder

① The Challenge

Sales professionals were using inconsistent, manual methods to sell value. They wanted a digital standard to ensure compliance and boost efficiency.

② The Leadership

Identified opportunities for the B2B sales team with agency strategists. My concept design sold a \$200K+ project to design a new daily sales tool.

③ The Process

Designed the wireframes and prototypes and led usability testing with 16 users.

④ The Impact

Codified the sales strategy into a repeatable, compliant digital tool. The client reported it is used by hundreds of sales professionals.

CASE STUDY 1

Value Builder: Behind the Work

① The Team

I led a junior UX designer and a visual designer.
Client side: sales leadership, compliance, a sales PM consultant, and a third-party tech team.

② The Constraints

Compliance kept points benefits separate from cash benefits. Amex machines restrict downloads, which shaped the PDF report.

③ The Decision

My first concept rebuilt the calculations as a spreadsheet. The client wanted to standardize the whole sales conversation, so it became a wizard.

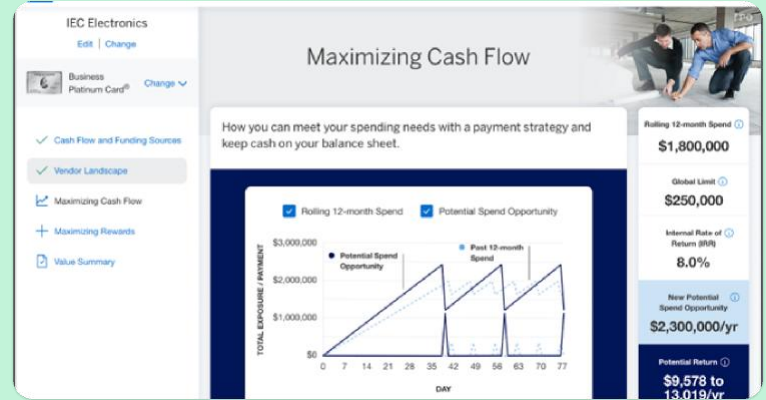
④ What I'd Change

Explore separate private and client-facing views, add calculators for benefit accelerators, and rethink which sections go into the final summary.

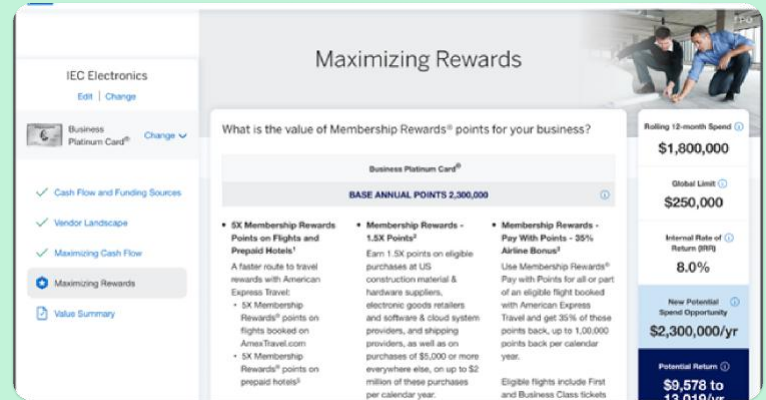
Key Stages	Prospecting	Starting Relationship	Building Relationship	Expanding Relationship
Motivation	Gathering as much information as possible	Starting on the right foot	Embedding AMEX into the businesses	Getting more spend on the card
Key Steps	<ul style="list-style-type: none"> Researching the company Understanding the vertical Gathering case studies 	<ul style="list-style-type: none"> Walking through needs analysis Introducing AMEX products and offerings 	<ul style="list-style-type: none"> Introduce new products Motivate spend on the card 	<ul style="list-style-type: none"> Introduce new products Motivate spend on the card
Challenge	<ul style="list-style-type: none"> Knowing what questions to ask client to find pain points Prepping for needs analysis 	<ul style="list-style-type: none"> Knowing what information to get from client Getting vendor file Understanding client goals – e.g. cash rich or poor 	<ul style="list-style-type: none"> Applying the right value strategy based on the individual clients needs 	<ul style="list-style-type: none"> Showing the exponential value of Amex across multiple products
Existing Tools	<ul style="list-style-type: none"> Salesforce/Oneforce for finding client revenue and spend 	<ul style="list-style-type: none"> Salesforce for tracking process 	<ul style="list-style-type: none"> Salesforce for tracking progress Vendor file to help 	<ul style="list-style-type: none"> Salesforce for tracking progress Non client facing homegrown

Uncovering the high-level sales process

Structured to guide sales conversations, but also allows users to **jump around to different sections** as the discussion & client needs evolve.

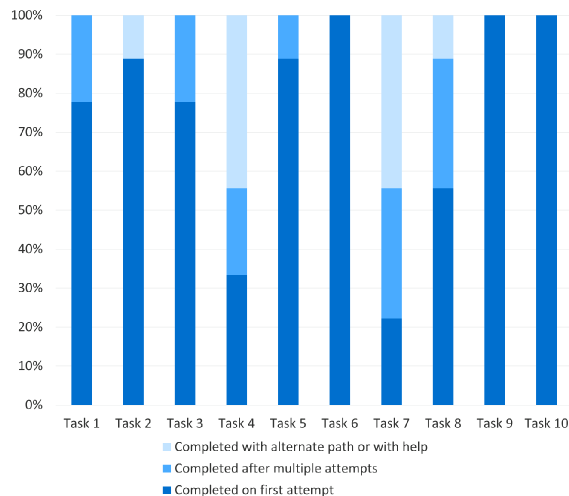


The Sales Team can consult with clients on how to **meet spending needs**, adjust payment strategy and **maximize Cash Flow**.



The tool also breaks down complicated specifics of **Membership Rewards**, demonstrating how to maximize points.

Task Completion At a Glance



The user response was positive

Testing with 16 users led to auto-save, more training on cash flow, and a simpler Salesforce integration.

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CASE STUDY 2

IMAX.com relaunch

① The Challenge

A site that didn't feel premium or explain why to choose IMAX over new competitors Dolby, 4DX, and ScreenX.

② The Leadership

Led UX with one junior designer and co-led the design team with the visual designer on a \$2M+ account to redesign IMAX.com.

③ The Process

Owned the sitemap and all wireframes, including a ticketing flow that hands off to each partner as soon as its data allows, so users never choose twice.

④ The Impact

Launched on schedule.

CASE STUDY 2

IMAX: Behind the Work

① The Team

Experience strategists ran discovery.

Client side: marketing leadership, a marketing PM, and a dev lead. I also oversaw wireframes for the IMAX apps.

② The Constraints

Ticket partners vary by country and accept different data. Where they could, we passed film, date, and theater so users only picked seats.

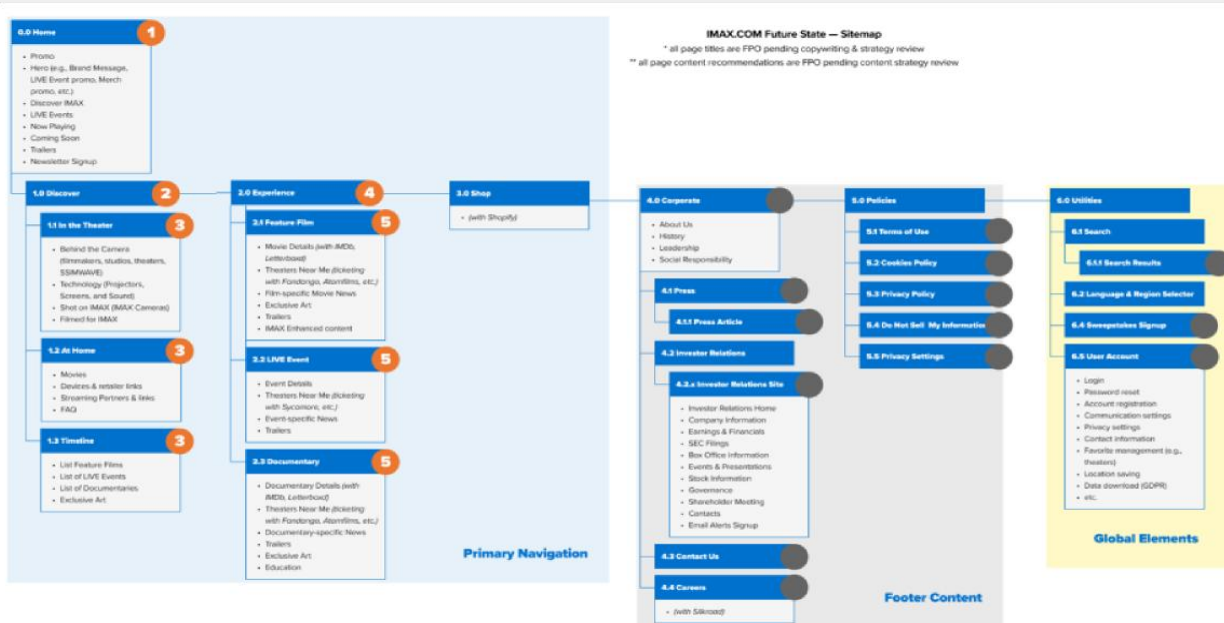
③ The Tradeoff

Scope began as the whole site. Time and budget cut it to the public site, with more focus on filmmakers and partners.

④ What I'd Change

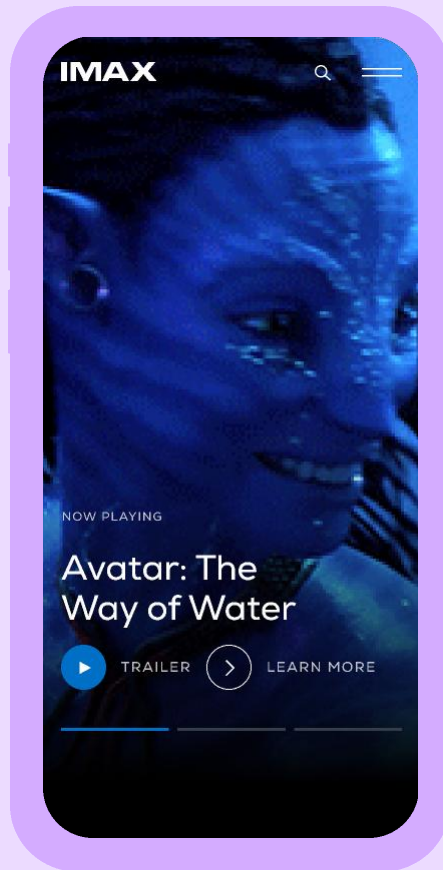
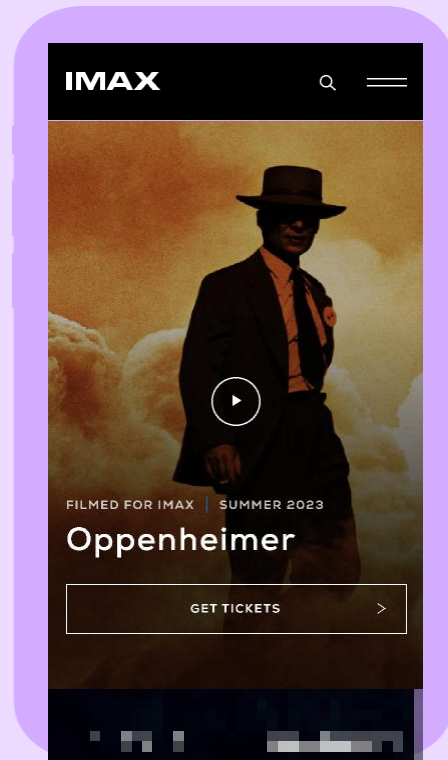
Design a better template system for local theater events and include more 'surprise and delight' moments like data that fans now track in a Reddit spreadsheet.

Organize the website based on the Experience North Star & Strategy



High-Fidelity Storytelling

Balancing the needs of IMAX and their partners



Find Tickets

Location Date Film

THURSDAY
21 JUL

FRIDAY
22 JUL

SATURDAY
23 JUL

SUNDAY
24 JUL

MONDAY
25 JUL

TUESDAY
26 JUL



Oppenheimer >

Rated Exclusively for IMAX

PG-13
2 hr 30 min

IMAX

12:30 PM

1:30 PM

5:30 PM

IMAX 3D

12:30 PM

12:30 PM



Ant-Man and the Wasp: Quantumania >

Rated For IMAX 3D

PG-13
2 hr 30 min

IMAX

12:30 PM

IMAX 3D

1:00 PM

2:00 PM

3:00 PM

4:00 PM

5:00 PM

6:00 PM >



Creed III >

PG-13

IMAX®

Immersive ticketing experience

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CASE STUDY 3

The Leading Hotels of the World: Redesign & Travel Advisor Portal

① The Challenge

Traveler site design was outdated and was being overshadowed by member hotels. High-revenue-generating travel advisor audience was underserved.

② The Leadership

Co-facilitated pitch workshops with the experience strategist that helped win a \$6M+ two-year contract; led 2 UX designers on a dual-track agile project.

③ The Process

Led design of a new Travel Advisor product and ran roadmapping and prioritization. Designed editorial pages with Figma Make and Claude Design.

④ The Impact

Advisor portal launched in 2025 and showcased by LHW leadership at its annual member-hotelier conference. The client then kept us on for the traveler site's design.

CASE STUDY 3

The Leading Hotels of the World : Behind the Work

① The Team

Led 2 junior UX designers alongside the visual design lead, and covered project management as the project went through 6 PMs. Client side included the CMO.

② The Constraints

A small team for the scope, hard release dates tied to LHW's annual conferences inside an agile process, and a rule that the new site couldn't lose revenue.

③ The Research

Advisors want short, actionable copy with key facts first, so their content is more informational than the traveler site's. Biggest pain point was limited by data availability.

④ What I'd Change

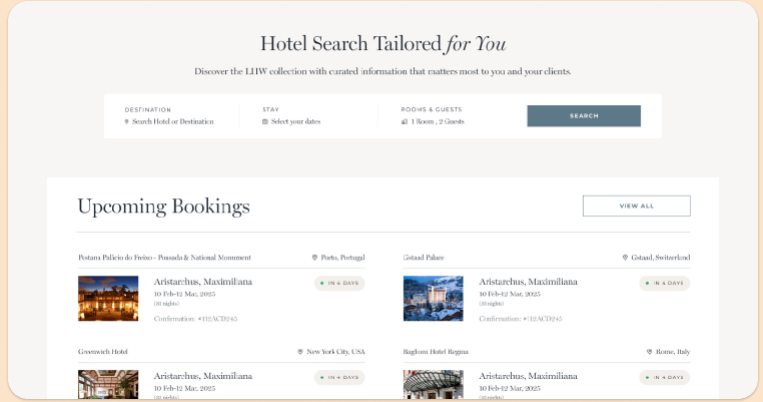
Push for a flexible design system up front, set a clearer client approval process, and give my designer more feedback so mistakes were caught earlier.

Prioritizing Business Needs, User Impact, and Level of Effort

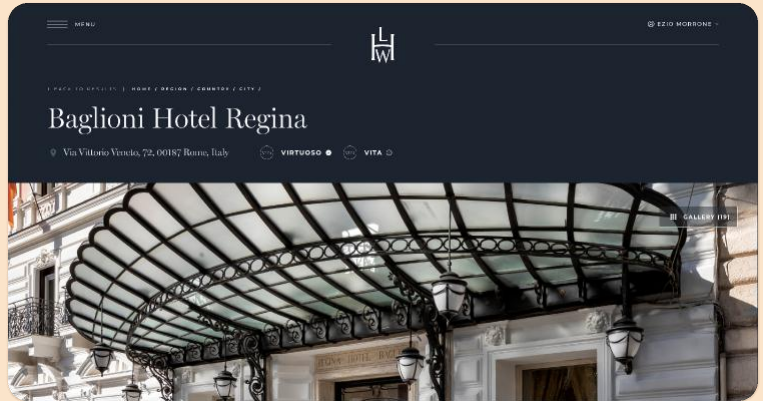
				40%	40%	20%		
Audience	Description	Planned					Total	Dependencies
		Version	Business	Users	LOE			
Traveler	Ability to learn about LHW	v2.1	5	5	<div><div></div></div> 5	5		
Hotelier	Ability to apply to become a Leading Hotel	v2.1	5	5	<div><div></div></div> 5	5		
Traveler	Ability to link to external careers site	v2.1	5	5	<div><div></div></div> 5	5		
Traveler	Ability to view FAQ	v2.1	5	5	<div><div></div></div> 5	5		
Leaders Club	Ability to view user profile	v2.1	5	5	<div><div></div></div> 5	5		
	Ability to find contact information for LHW							
Traveler	Ability to submit a form with questions for LHW	v2.1	5	5	<div><div></div></div> 3	4.6		
Traveler	Ability to learn about Leaders Club	v2.1	5	5	<div><div></div></div> 3	4.6		
Traveler	Ability to learn about LHW's Sustainability efforts	v2.1	5	5	<div><div></div></div> 3	4.6		
	Ability to view editorial pages that recommend hotels and itineraries							
Traveler	Ability to view learn about LHWs differentiators	v2.0	5	5	<div><div></div></div> 3	4.6		
Traveler	Ability to view learn about LHWs differentiators	v2.0	5	5	<div><div></div></div> 3	4.6		
Travel Advisor	Ability for a TA to register for a new LAN and account	v1.2	5	5	<div><div></div></div> 2	4.4		
	Ability for a TA to register a new account with an existing LAN							
Travel Advisor	LAN	v1.2	5	5	<div><div></div></div> 2	4.4		
Leaders Club	Ability to login to account	v2.1	5	5	<div><div></div></div> 2	4.4		
Leaders Club	Ability to create a new Leaders Club account	v2.1	5	5	<div><div></div></div> 2	4.4		
	Ability to toggle a map on/off on search results page							
	Ability to see search results reflected on map							
Travel Advisor	Ability to filter search results by panning & zooming map	v1.1	5	5	<div><div></div></div> 1	4.2	Search Platform decision Map Platform decision	
	Ability to filter search results based on taxonomy tags							
	Ability to have filters update to reflect current search result set							
Travel Advisor		v1.1	5	5	<div><div></div></div> 1	4.2	Search Platform decision	
	Ability to differentiate content to different users based on user type or other tag							
Travel Advisor		v1.1	5	5	<div><div></div></div> 1	4.2	Personalization discovery sp	
Travel Advisor	Ability to save in-progress proposal to specific client	v1.2	5	5	<div><div></div></div> 1	4.2		
	Ability to checkout with one or more rooms from one hotel							
Traveler		v2.0	5	5	<div><div></div></div> 1	4.2	Checkout discovery	
	Ability to have leaders page to surface key leaders							

Feature prioritization exercise to drive sprint planning

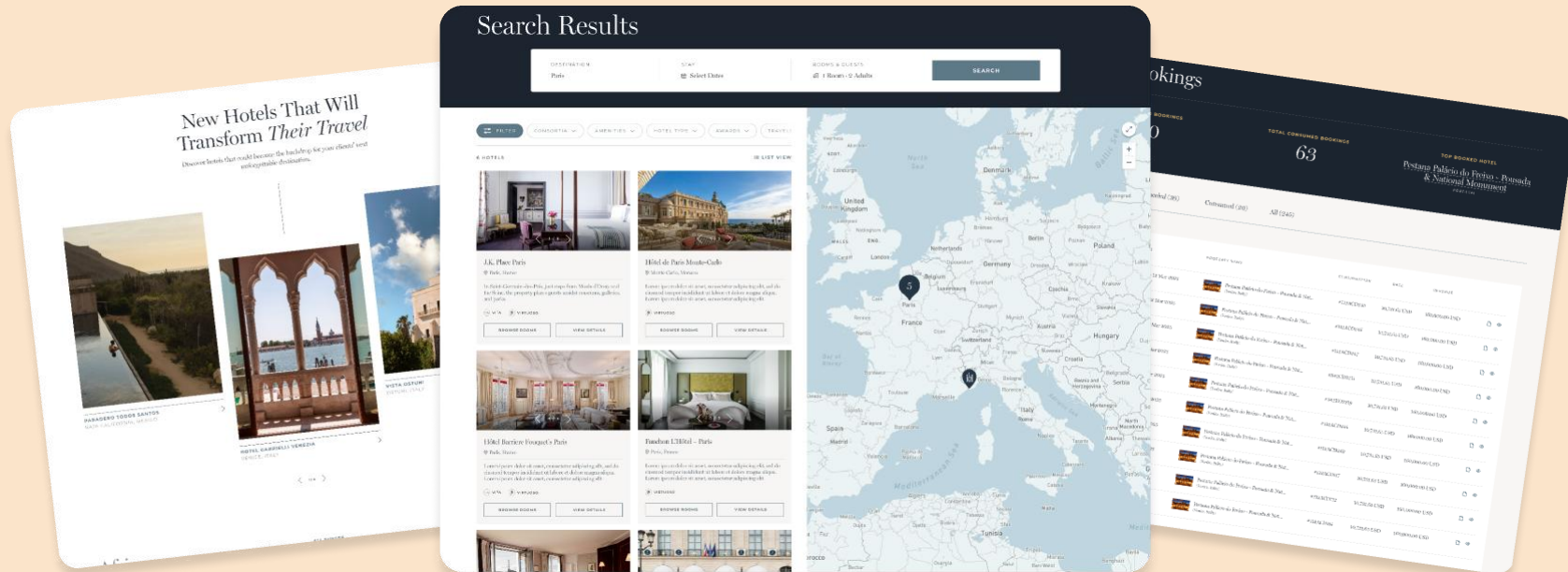
A tailored experience designed to **increase visibility & booking**



Focused Dashboard for Travel Advisors



Curated hotel information



Search, bookings activity, and new property highlights

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→ **Parting Thoughts**

RECENT WORK

Agentic A/B Testing: Prototype

① The Challenge

For a B2C client, an engineer hand-built each A/B test from a Figma file, and brand, accessibility, and legal checks ran on an honor system.

② The Concept

Analysts submit a hypothesis, guardrails, and a Figma link, and get back a configured test in preview with a pass/fail check for each guardrail.

③ My Role

Sole designer. Built the clickable prototype in Figma Make from the brand guide, checked that it complied, and edited in Claude Code when Make credits ran out.

④ The Result

Developers used the prototype's code as their starting point. The work is ongoing, so the client stays unnamed.

Why Oren?

I am a builder who values working collaboratively to solve hard problems with simple, user-friendly solutions. I care about the success of my team and client partners, and I work hard to get the details right.



Oren Kravetz recognized for **We All Lead**

by [redacted] · 4 weeks ago

I really appreciate everything you do and how you lean in to lead where we need it even for other workstreams. You are such a team player and you do great work. I am grateful to work with you on this program.



Oren Kravetz recognized for **We Team Without Limits**

by [redacted] · Jul 7, 2023

For being a great manager and collaborator. Thank you for all your expertise and wisdom that inform my dentsu journey



Oren Kravetz recognized for **We All Lead**

by [redacted] · Mar 24, 2025

Thanks a lot for being closer, giving support and guidance through the projects at AMEX, even though you have a lot going on! I really appreciate your help on providing context for me and Sarah in order to improve our work here!



Oren Kravetz recognized for **We All Lead**

by [redacted] · Jul 28, 2023

You're a great design partner and leader, I don't feel like I'm on an island with your support <3



Oren Kravetz recognized for **We Team Without Limits**

by [redacted] · Mar 4, 2025

Thank you so much for your thoughtful insights, brilliant suggestions, attention to detail, and patience with me trying to get back up to speed on LHW. Very lucky to work with you!



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