

# Oren Kravetz

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Product designer and manager with 15+ years developing intuitive B2B/enterprise solutions. Proven track record leading cross-functional teams and delivering impactful user experiences for healthcare, financial services, and SaaS platforms.

## Professional Experience

### **Associate Director, Experience Design at Merkle**

*January 2024 – Present*

- Managed UX for LHW.com design of new Travel Advisors-focused product on a dual-track agile project
- Facilitated collaborative design workshops that led to a \$6M+ two-year contract to redesign LHW.com
- Led off-shore UX team in India to launch redesigned Openbank.com leading to over \$6M+ in deposits in the first year
- Led UX research and discovery for a redesign of Anthem's Carelon.com

### **Associate Director, Experience Design at Dentsu Creative**

*March 2022 – December 2023*

- Led UX team on \$2M+ account redesigning IMAX.com
- Designed future vision of American Express's blog and led user testing & validation with 22 users

### **Lead, Experience Design at Isobar**

*July 2016 – March 2022*

- Managed a junior designer and led design efforts for IntegraMed's clinical and patient portals, conducting user research with healthcare professionals on a \$2M+ project
- Led user research to uncover opportunities for American Express's B2B sales team, resulting in a \$200K+ project to redesign their daily sales tool used by hundreds of sales professionals
- Developed a design system for the U.S. Air Force

### **Senior Experience Designer at Isobar**

*January 2013 – June 2016*

- Managed a junior designer, created wireframes for MSCI's risk analysis dashboard
- Participated in user research, conceptualized complex dashboards and data visualizations for D. E. Shaw
- Developed conceptual designs for an Apple Watch fitness app for NBCUniversal

### **User Experience Designer at Roundarch**

*October 2010 – December 2012*

- Designed wireframes for Bloomberg Law's professional legal research platform, contributing to surpassing 100,000 daily active users
- Collaborated with cross-functional teams including developers and UI designers on client-side projects

## Skills

Figma, Miro, Framer, Sketch, Adobe Creative Suite | User Research, Prototyping, Wireframes, Design Systems, Data Visualization, User Testing, Workshops | HTML, CSS, JavaScript, React | Fluent in English, Hebrew, Spanish

## Education

**M.S. Human-Computer Interaction at Carnegie Mellon University, August 2010**

**B.A. Computer Science at Washington University in St. Louis, December 2008**