

Oren Kravetz

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UX designer and manager with 15+ years in B2B, B2C, and enterprise products. Lead teams of 1–5 designers and partner with PMs, engineers, and client leadership on healthcare, financial services, and more.

PROFESSIONAL EXPERIENCE

Associate Director, Experience Design

Merkle

January 2024 – Present

- As sole designer, prototyped an agentic AI tool for a B2C client that configures and verifies A/B tests before launch, using Figma Make and Claude Code; developers used the prototype code as their starting point
- Led 2 junior UX designers on Leading Hotels of the World's Travel Advisor portal and traveler site redesign; the portal launched in 2025
- Ran roadmapping and prioritization on a dual-track agile project; designed editorial marketing pages with Figma Make and Claude Design
- Co-facilitated pitch workshops with client and agency leadership, including the CMO; the team secured a \$6M+ two-year contract covering the Travel Advisor portal and traveler site
- Led the offshore team of 3 designers in India on the Openbank.com redesign, launched October 2024; Santander reported more than \$6B in deposits in Openbank's first year in the U.S.
- Led an offshore team of 3 designers in research, personas, and user journeys for Anthem's Carelon.com

Associate Design Director

Dentsu Creative

June 2022 – December 2023

- Co-led the IMAX.com redesign with a visual designer, owning the sitemap, information architecture, and wireframes, including the ticketing flow; managed 1 junior UX designer; launched on schedule
- Designed future vision of American Express's business blog, Business Intel, formerly Business Class, and directed user testing with 22 users to validate design decisions

Lead, Experience Design

mcgarrybowen

June 2020 – May 2022

- Identified opportunities with agency strategists through user research with American Express's B2B sales team; conceptual design sold a \$200K+ project to design their daily sales tool
- Led its design through launch with 1 junior UX designer and 1 visual designer; usability tested with 16 users

Lead, Experience Design

Isobar

July 2016 – May 2020

- Owned the design of IntegraMed's patient portal and co-designed the clinician portal; mentored 1 junior designer and took part in discovery research with healthcare professionals on a \$2M+ account
- Established a design system for the U.S. Air Force, unifying components and patterns used across HR products

SKILLS

- Design Engineering, User Research, User Testing, Tokenized Design Systems, AI-Enabled Design, Agentic Workflows, Team Leadership, Mentoring, Workshop Facilitation, Stakeholder Management, Agile/Scrum, Project Management
- **Tools:** Figma, Figma Make, Claude Code, Claude Design
- **Languages:** English, Hebrew, Spanish

EDUCATION

M.S., Human-Computer Interaction, Carnegie Mellon University

August 2010

B.A., Computer Science, Washington University in St. Louis

December 2008