

ADY KACEN

— UX EXPERT —

PROFILE

A data-driven designer that strives to discover the root cause of the problem to be solved. Owns both innovative mindset and analytical skills with a passion to create delightful interfaces and provide the users with "magic" moments.

CONTACT

050-4902100

adykacen@gmail.com

PORTFOLIO

www.adykacen.com

LANGUAGES

English, Hebrew

EXPERIENCE

SENIOR PRODUCT DESIGNER, @OPTIMOVE

2021-**PRESENT**

- Champion the end-to-end design of features and interactions for Optimove's marketing SaaS platform, a global leader in Customer Data Platform and multichannel orchestration.
- Led user research, including usability tests, contextual inquiry, and user testing and interviews. Translated observations to enhance user experience and streamline workflows.
- Developed and implemented a comprehensive research methodology, enhancing the effectiveness of user research activities, and crafted a framework for collecting and sharing research insights, aimed at fostering organizational knowledge and sharing insights across teams.
- Translate product requirements into wireframes, detailed designs, and specifications. Collaborate closely with cross-functional teams, including developers, product managers, and stakeholders, to iterate and enhance product offerings.

SENIOR UX DESIGNER, @AUTODESK

2019-2021

- Lead end to end design features and interaction of AutoCAD mobile app.
- Lead user research and competitive analysis to inform product requirements, user journeys, and workflows.
- Translate product requirements into wireframes, prototypes, and product behavior using Axure, Sketch & Figma.
- Conduct usability testing to validate assumptions and hypotheses.
- Collaborate with devs, the product managers, and stakeholders to establish and evolve the AutoCAD app.
- Deliver wireframes that feature detailed interactions and micro-copy.

SENIOR USER EXPERIENCE SPECIALIST, @LOOLYAN (FIRMA)

2018-2019

- Define product strategy and UX concept for the online platform of Menora Mivtachim, an insurance company.
- Conduct market analysis and user research through users interviews, ethnology, user stories, empathy map and usability tests.
- Deliver wireframes to communicate the user experience and detailed interactions.

USER EXPERIENCE SPECIALIST, @NG SOFT

2015-2018

- Design high-usability desktop & mobile experiences throughout the product life-cycle for +30 clients.
- Deliver high-fidelity wireframes to communicate the user experience and detailed interactions.
- Conduct user research and gather product requirements into actionable insights in a variety of methods. Including persona's research, user stories, empathy maps and journey maps.

EDUCATION

6b College - Graphic Designer Certificate 2011-2012

Mission Australia - Certificate IV Small Business Management 2010

Tel-Aviv University - Sociology & Anthropology studies, 2004-2008

Koteret School of Journalism - Journalism certificate, 2004-2008

ADY KACEN

— UX EXPERT —

ADDITIONAL EXPERIENCE

User experience specialist, @Trade-FXL 2014-2015

Retention product manager @Exent (Free ride games) 2013-2014

Product manager @Iq-tech 2011-2012

Business owner, @T&P Lifestyle - 2010-2011

Product manager, @Gertler-Davidov (love me) - 2008-2010

Desk manager & home page editor, @MSN Israel - 2006-2008