

**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

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## PORTFOLIO

[www.adykacen.com](http://www.adykacen.com)

## LANGUAGES

English, Hebrew

## EXPERIENCE

### 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

## 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