

**Uri Kochavi**  
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Canada

## Senior level User Experience Designer / Manager

### Work Experience

2005 - present

**EMC Documentum** <http://software.emc.com/>

Enterprise content management software manufacturer

**Senior Interaction Designer**

Lead the user experience design for a number of Documentum globally leading enterprise software products (browser and client – server applications) including an all-new, innovative system of mission critical transactional content management. Process and deliverables included user research, contextual inquiries, task analysis, task flows, wire frame designs, interactive prototype and functional specifications.

2005

**TouchPoint Solutions** [www.touchpointsolutions.com](http://www.touchpointsolutions.com)

Software development company.

**Senior Information Architect**

Established and lead the user experience in-house team. Directed a complete redesign of Catapult™, the company's flagship product, using a user-centered methodology resulting in a web based, task oriented, intuitive interface. Mentored junior staff and introduced awareness for usability matters throughout the organization. Worked closely with company's clients to create a product that best suits the user needs while maximizing the client's business goals.

- Listed as inventor in a US patent pending for UI innovation

2003 - 2004

**Addwise Infomanage** [www.addwise.com](http://www.addwise.com)

User interface, information architecture and web development company

**Senior UI and usability consultant, head of the UI team**

Lead and managed a variety of UI projects; in charge of time and work planning, client meetings and presentations and oversight of junior staff work. Responsible for the user-centered design work flow: research, client and user interviews, users and tasks analyses, information architecture, user interface definition, style and standard guides and usability tests.

Clients included:

- BMC (large software company)
- Ministry of Treasure (Israel)
- Orange (cellular phone provider)
- Yellow pages, Israel
- Mizrahi Bank

Lectured in professional conferences, and lead workshops:

- Internet World (Tel Aviv) 2004
- Microsoft Israel Usability seminar 2004

2000 – 2003

**Aaron Marcus and Associates** [www.amanda.com](http://www.amanda.com)

User interface design consultancy

**Senior Designer / Analyst**

Led teams on analysis and user-centered design projects. Designed UI and visual appearance for applications and web-based environments.

Clients included:

- Visa
- ACM (the Association for Computing Machinery)
- Federal Reserve Bank
- Tiscali (a leading European ISP)

Lectured in international professional conferences:

- Wireless World (NYC) 2002
- CHI 01 (Seattle) 2001
- UPA meeting (Washington DC) 2001

1998 – 2000

**Amdocs LTD.** [www.amdocs.com](http://www.amdocs.com)

International telecommunication software company

**Team leader of the new media team**

Responsible for design and creative management of multiple projects, including interactive systems, computer based training CD-ROMs, and computer based video clips shown in conferences worldwide.

1996 – 1997

**Macom Networking LTD.**

Web presence company

**Web designer** – graphic and interaction design of websites:

- Israeli site of Dun and Bradstreet
- The Youth Hostel Association in Israel
- “Hebrew a Living Language” – a Hebrew learning site

1992 – 1995

**Commercial and Editorial Freelance Photographer**

- Produced and photographed photo essays for leading news papers and magazines (Ma’ariv, Ha’aretz, At)
- Photographed studio stills and portraiture appearing in commercial ads and catalogs

## **Computer Skills**

Windows and Mac platforms

Adobe Photoshop

Microsoft Visio

Adobe GoLive

Axure (prototyping tool)

Macromedia Flash

Microsoft Office

## **Education**

1995 – 1996

Utrecht School of Design, Holland

**Master’s degree in Interactive Multimedia**

Royal College of Arts, London.

An inter-disciplinary, project-oriented program.

The final project resulted in an educational CD-ROM for the Arnhem Museum of Arts.

1988 – 1992

Hadassah Wizo College of Design, Israel

Majored in photography studies.