

# Uri Kochavi

## Senior level User Experience Designer / Manager

Seasoned user experience designer with over 15 years of experience in creating innovative and engaging designs implemented in shipping products. Expert in collaborating with Agile teams on highly complex enterprise products in rapid iterations.

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### Work Experience

March 2016 - present

**Fortscale Security** <https://fortscale.com/>

Cyber security software company

#### **Principal User Experience Designer**

In charge of the end-to-end UXD process and deliverables for Fortscale [award winning](#) User Behavior Analytics product.

2012 - 2016

**VMware** <http://www.vmware.com/>

The global leader in virtualization and cloud infrastructure

#### **Staff User Experience Designer**

Lead UX designer working on SAAS, on premise, and mobile products focusing on the financial and business aspects of running cloud solutions in large organizations.

In charge of the end-to-end UXD process and deliverables.

Pioneered the use of interactive prototypes as a design, validation, and customer communication tool.

[2 Patents around information visualization and UI innovations.](#)

2005 - 2012

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

Storage and content management software

#### **Principal Interaction Designer**

Lead the user experience design for a number of Documentum 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 prototypes and functional specifications.

See more on <http://www.emc.com/collateral/demos/microsites/xcp/>

2005

**Esprida** <http://esprida.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](#) (PCT/US2006/013542) for UI innovation

2003 - 2004

**Netwise** (formerly known as Addwise Infomanage) <http://www.netwise.co.il/>

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.

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

1992 – 1995

**Commercial and Editorial Freelance Photographer**

UXD Skills

UX & UI Design

Usability

**Prototyping**

Persona Creation

Information Architecture

Information Visualization

User Testing

Contextual inquiries

Requirements Definition

Windows and Mac

Balsamiq (wireframing tool)

Microsoft Visio

Axure (prototyping tool)

Adobe Photoshop

Tableau

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.