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**Uri Kochavi**  
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Tel Aviv, Israel

## Senior level User Experience Designer / Manager

### Work Experience

2005 - present

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

Enterprise content management software manufacturer

#### Principal 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.

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 pending 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.

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*

Microsoft Visio

Axure (prototyping tool)

Microsoft Office

Adobe Photoshop

Adobe GoLive

Macromedia Flash

Balsamiq (wireframe tool)

#### Education

1995 – 1996

*Utrecht School of Design, Hollana*

**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