

# Omri Nir

## Product Designer

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Website - [omrinirux.com](http://omrinirux.com)

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Full stack product designer dedicated to the creation of optimal designs informed by thorough research, testing, and planning. Implementing strategic solutions while maintaining user advocacy and doing so with strong and measurable results.

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### Experience:

#### Best Buy

Mar 2021 - Present

- Served as lead designer for the creation & implementation of the Best Buy Connect web portal which is the go to digital resource for all internal tools and information for Best Buy employees.
- Served as the lead designer on an initiative to provide employees with digital solutions around Covid-19 in order to ensure better workplace safety and meet government issued health protocols.
- Facilitated numerous design workshops with engineering, product and business partners, including a vision casting workshop for aligning on the overall product vision for the total rewards space.

#### DiveViz - Principal UX Designer

Jan 2020 - Jul 2021

- Served as sole designer on team. Responsible for user experience, user interface, and overall creative direction of the platform.
- Designed and conducted research and usability tests with real and potential users to understand their needs and how to address them through design.
- Developed and maintained a design system for streamlined design production.

#### HP - Interaction Designer

Dec 2017 - Mar 2021

- Served as a lead designer on a number of large scale initiatives for the Instant Ink service, which has roughly 7 million subscribers worldwide.
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- Served as lead Interaction Designer on an initiative for integrating the Instant Ink setup and enrollment flow into the Amazon mobile app and website.
- Successfully led a design initiative to create and implement a new account portal ecosystem that allowed HP customers to consolidate and manage all of their HP print related services in one location.
- Designed and conducted field research studies that helped inform a number of large scale design initiatives.

### Wrethink - UX Design Consultant

November 2020 - Jan 2021

- Outlined the information architecture and provided designs for the application's user notification center and all other notifications in the app.
- Assisted the company in organizing its design assets effectively, and provided the framework for a design system to be used by the organization in order to streamline design production.

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### Skills & Tools

- Workshop facilitation
- Defining & maintaining design standards
- Incorporating AI, ML, & NLP
- UX research planning
- Adobe CS
- Figma
- Sketch
- Invision

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### Education:

General Assembly - UX Design Certificate

Jun 2017 - Sep 2017

University of Oregon - BS Psychology

Sep 2008 - Sep 2012