

# Omri Nir

## UX & Interaction Designer

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

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### Experience:

#### DiveViz - Principal UX Designer

Jan 2020 - Present

- Serving as sole designer on team responsible 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.
- Working alongside product and development managers to implement designs on a flexible agile schedule.
- Developed and maintain a design system to streamline the design process and help meet deadlines consistently.

#### HP - Interaction Designer

Dec 2017 - Present

- Served as a lead designer on a number of large scale initiatives for the Instant Ink service, which has roughly 7 million subscribers worldwide.
  - Worked in conjunction with 3rd party retailers such as Best Buy, Amazon, and Costco, as well as their product and development teams, in order to design and implement solutions that aligned with both company's needs without sacrificing the needs of users.
  - Successfully lead 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
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### Experience Continued:

**Great Schools - UX Consultant**

**Fall 2017**

- Redesigned and Optimized the search feature for Desktop and Mobile sites
  - Conducted thorough research to better understand user demographics and inform design decisions
  - Sketched and designed wireframes and prototypes for testing purposes
  - Provided annotations and spec documentation to developers
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### Tools & Skills

- User Research
  - Design Systems
  - Prototyping/wireframing
  - Information Architecture
  - Responsive Design
  - Adobe CS
  - Sketch
  - Axure
  - Invision
  - Overflow
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### Education:

**General Assembly - UX Design Certificate**

**Jun 2017 - Sep 2017**

**University of Oregon - BS Psychology**

**Sep 2010 - Sep 2012**