

# Ido Shavit

Interaction Design  
User Experience Specialist  
Usability

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## User Experience Design and Strategy

Freelance and consultant , specializes in managing and designing User Interaction and User Experience solutions for **Web, Mobile and Desktop** products and systems.

*“I teach applications how to behave”*

### Core Competencies

- Proven leadership in project & product management, requirement analysis, concept development, interaction design, usability engineering, usability scripting and usability testing.
- Expert in analysis and design of User Experience for
  - Mobile context
  - Online and offline Consumer applications,
  - Online Enterprise software.
- Vast experience and background in visual design and creative direction for interactive and printed media.
- Excellent written and oral communication skills.
- Team player

### 2010 - current

#### Teacher, lecturer

- Teaching User Experience at Holon Technical Institute, Department of Interactive Design
- Teaching Mobile User Experience at UXSchool, Israel
- Public Lectures at the Smartphone Convention:
  - “From Web to Mobile”
  - “the 5 w – The Mobile User Context”

2009 - current

## Mobile interaction UX design

### Independent Consultant

- Android and iPhone applications for the U.S. Department of Defense (Via AtHoc)
- Consultant to several ongoing mobile strategy projects

## Program director

### Global Usability day, UPA Israel

- Managed and directed the program for the 2010 World Usability day

2007 -current

## Interaction Designer, UI architect, User Experience.

### Independent Consultant

- Providing Interaction Design, User Experience and Usability consulting services. (See list of notable clients)

2004 –2006

## User Experience Specialist

### K2K Ltd. Providers of iPortal - Enterprise Portal Management tools

- Served as a lead member of the product management and strategy team
- Managed and lead K2K user-interaction analysis and design efforts for customers
- Worked with customers such as: IDF, Rafael, Bezeq, Israel Electric Company and others on various enterprise portal projects, as a consultant in the following fields:
  - Interaction-Design
  - Usability
  - Information Architecture

## 1999-2004

### Director of Product Strategy and Usability

AtHoc, Inc. Providers of Enterprise-class platform for subscription-based and profile-based delivery of alerts, notification and content.

#### **User Interaction Design**

- Lead all AtHoc product interaction analysis and design, continuously extended product offering to cater for new features and functionalities.

#### **Product Usability**

- Worked hand-in-hand with industry-leading usability expert Jacob Nielsen to assess user interaction direction and design
- Conducted user focus groups and usability testing during the product inception phases; defined testing scripts, conducted tests with outsourced agency, analyzed results
- Performed continuous analysis of user feedback from customer support in order to learn, assess and improve product usability and usefulness
- Lead usage data analysis and data mining to learn and realize actual usage patterns and trends; these activities led to recommendations for product improvements

#### **Product Strategy and Management**

- Served as a lead member of the core product strategy team, analyzing and devising product strategic directions
- Acted as the user advocate in the product strategy and management team
- Collected and aggregated AtHoc implementation and ongoing management Best Practices, based on accumulated and collective AtHoc experience

#### **Customer Interactions**

- Worked with customers including eBay, Boeing, PricewaterhouseCoopers, HP, Thomas Publishing, BEA Systems, Juniper Networks, Accenture HR, USGS and many others

## 1998-1999

### Chief Creative Officer

NetVision Internet Applications Subsidiary of Elron (now Netwise). Israel leading web based development company, a pioneer in implementing state-of-the-art web technologies.

- Held all responsibilities for interaction, visual design and usability of e-commerce sites, consumer portals, enterprise extranets and online financial services sites
- Was involved in all large scale projects, directing and leading all user interaction and design
- Actively participated in pre-sales activities and the Needs Analysis process

**Notable projects:**

- **Israel's Ministry of Foreign Affairs** official web site.
- **Ort-net**, Israel's largest scale intranet project. The product was deployed in the largest educational networks in Israel (Ort, Amal)
- **Bank Hapoalim** financial web site.

**1991-1998**

## Co-founder, owner, General Manager

Tabula Ltd. Privately owned visual communication studio

Co-founded Tabula in 1991. Tabula gained leadership in the market of video packaging, television stage settings and multimedia directing and storyboarding. Built and directed a team of 7 designers.

**Notable projects:**

User interaction consulting for several proprietary software packages:

- **Schema LTD.** ( Software-based solutions for telecom operators)
- **Agentics LTD.** (E-catalog classification developer)
- **Box Interactive** (now Scepia) (Web based applications)
- **Benefit** (Interactive Sales Tools for the Insurance industries)

Creative Director and Interaction Designer for “Wonder-Tools” - a joined venture of **Compaq Software** and **Fisher Price**; produced by: Pixel LTD.

B.S.T.C from the Holon-Institute-of Technology (Interior-Design)

Native speaker of Hebrew, Fluent English

**Education  
Language**

**List of notable  
customers**

- Oracle
- Isrotel
- Sun Micro Systems
- Totango
- Arkia

- Gov.il
- Gulliver
- Israel Electric Company
- Tel Aviv Stock Exchange
- ARX
- Sentrigo
- Algosec
- Yael Software
- K2K
- Casino.com
- Bezeq
- Rafael
- IDE
- OpenSource Inc
- AtHoc
- Boeing
- PWC
- eBay
- Israel's Ministry of Foreign Affairs
- Ort
- Schema