

Nadav Zohar

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Objective:

A UX research position in which I **improve technology experiences** through science, research-based empathy, and the craft of good design.

Technologies:

Wireframing and Prototyping:

- Axure
- Balsamiq
- InVision
- Keynote
- Photoshop
- Premiere/After Effects

Research and Data Management:

- SurveyMonkey
- Qualtrics
- Excel
- Optimal Suite
- UserTesting.com
- R Studio

Related Experience:

User Experience Consultant American Electric Power May 2017 - present
Columbus, OH

Responsibilities include:

- Generating design recommendations by listening to users of internal systems and learning about their values, needs, goals, obstacles, workarounds, inputs and outputs.
- Describing—with words, wireframes, storyboards, affinity- and journey-maps—new internal systems and subsystems that afford users a minimally stressful and maximally productive way to get their work done.
- Iteratively evaluating internal systems and subsystems to find out how well they support users' work and lives, and how the systems can be improved.
- Using clear communication and thoughtful interaction to be an active driver of my project teams' processes and benchmarks.
- Advocating for UX and Agile processes.

Human Factors Associate Pomiet, LLC Oct 2013 - Feb 2017
Miamisburg, OH

Responsibilities (user, generative, and evaluative research):

- Generated research goals and hypotheses and designed research projects to test those hypotheses

- Recruited, screened, and managed pools of research participants as well as scheduled participants within research projects
- Coordinated and moderated research projects including ethnographic and user research (e.g. contextual inquiries, interviews, task analysis, and surveys) and design testing (e.g. formal and casual/"guerilla" usability testing, timing studies, heuristic evaluations, and design feedback sessions) to identify user needs and goals
- Evaluated and reported research data
- Delivered design recommendations based on research outcomes to software developers and the human factors team, and delivered internal and external white papers and presentations to showcase research methods and outcomes
- Modeled tasks and workflows

Responsibilities (design):

- Created wireframes, prototypes and personas based on user research, domain research, and best practices—sometimes on my own and sometimes rapidly iterating on designs with others on my team
- Provided direction and collaborative feedback to visual and graphic designers
- Built and maintained project taxonomies to govern content and communication

Responsibilities (enterprise/strategy):

- Collaborated with supervisors to shape the human factors enterprise within an iterative development environment
- Presented or published internally on (e.g.) accessibility, comparative analyses, and project-specific design standards
- Was the “local expert” on ADA/§508/accessibility standards and checked designs for compliance with those standards

Video Producer

QuantaEd, LLC

Dec 2012 - Nov 2013
San Diego, CA

Produced e-learning videos for organizational development. Wrote scripts; coordinated talent; recorded, animated, and edited videos. Dreamed up streamlined workflows to maximize video quality and throughput. Constructed animations to simplify and explain complex subjects to cross-functional audiences.

Editor/VFX artist

Freelance

Nov 2006 - Jan 2013
Ohio region (2006-2011); Los Angeles, CA (2011-2013)

Edited and created digital visual effects for films, advertisements, and music videos. Tailored content to specific audiences. Forged valuable business relationships. Stunned clients with beautiful visuals and perfectly cut footage.

Publications:

Intentional and Responsible: Incorporating Social Values into a Design Process
Accepted into IEEE Ethics Symposium, Vancouver BC; 2016. (Did not attend.)

Presentations:

Righteous Design

Midwest UX, Cincinnati, OH; 2017

Testing a New Process Model

UXDayton, OH; 2016.

Righteous Tech: Designing Responsibly for People and Society

A2 Experience Design, Ann Arbor MI; 2016.

IxDA, Columbus OH; 2016.

PDMA, Cincinnati OH; 2016.

UXDayton, OH; 2015.

ProductCamp Cincinnati, OH; 2015.

Motorluxodonta: Reflections on Midwest UX 2015

IxDA, Cincinnati OH; 2015.

Embrace Your Complexity--and No One Else's

Dayton Clean Coders, OH; 2014.

Education:

University of Amsterdam	Certificate: Qualitative Research Methods	2018
UC San Diego	Certificate: Interaction Design	2017
Wright State University	BFA: Motion Picture Production	2009