

# Nimrod Ashkenazi

*UX UI & product design Manager, UX designer  
UX mentor & lecturer*

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I'm a designer & design manager with 16 years of experience. Over the years, I have accumulated extensive experience in highly creative user-centered design processes as an industrial design lead & UX manager within the high-tech industry – global companies and start-ups. I'm passionate about generating creative ideas and creating real innovative user experiences, and always aspire to be a part of exciting products development

## PROFESSIONAL EXPERIENCE

### Elbit

#### Head of UX UI & Product Design – Elisra, C4I & Cyber Divisions

Sep 2017 -  
Present

Managing all UX (digital), HFE and industrial design activities, as part of Elbit's cross organizational user experience and industrial design team, for verity of products

<https://elbitsystems.com/>

My role includes:

- Leading the division design strategy plan in order to achieve both business and design team goals
- Managing and monitor all design projects aspects: budget, schedule, clients, processes (~30 projects)
- Direct management of approximately 5 design leaders which in charge of approximately 20 UX, UI designers (vendor based)
- Establishing relationships and ongoing communication channels with the senior business and engineering leadership teams in order to make design discipline an integral and leading player
- Building, Implementing and maintaining design infrastructures, such as EDG: Elbit Design Gear (style guides, design patterns etc.)

### Consultant

#### UX Designer - Strategic UX for Digital and Hardware Businesses

Sep 2017 -  
Present

Working and consulting to startups and high-tech companies . My focus is to support organizations to meet their users' needs while achieving business's goals. Financial considerations and commercial objectives are an integral part of my work. My UX design process includes users and product flows, wireframes and mockups. I believe that cooperation with all relevant stakeholders (product managers/designers/programmers etc.) is essential to the project success

### Shenkar

#### UX Lecturer & Mentor

Oct 2017 -  
Present

An annual course in characterizing the user experience of digital interfaces, as part of the new media design department: Building the course from scratch, collaborating with complementary courses to create as holistic and broad learning experience as possible

<https://handsaim.shenkar.ac.il/>

\* Achieving excellence award

### HPE

#### Senior UX Designer - Network Virtualization

2016 -2017

Network Virtualization software enables you to capture and emulate real-world network conditions, so you can carry out performance tests and analyze test results to detect and remediate performance bottlenecks before deployment

[www.hpe.com](http://www.hpe.com)

My role includes:

- Analysis of system and users needs
- Workflows & User stories
- Wireframing & prototyping
- Development guidelines
- User testing – performing & analysis

## **Browzwear** Product Manager, UX Designer

2015 - 2016

[www.browzwear.com](http://www.browzwear.com)

Browzwear develops 3D solutions that make fashion designers, developers and marketers more creative and efficient – through the power of 3D technology. The company is based in Israel and Singapore

My role included:

- Product management
- Project management
- Client Management - Adidas
- UX design
- Quality assurance

## **BitBite** UX & Product Design Leader

2014-2015

[www.thebitbite.com](http://www.thebitbite.com)

BitBite was an IOT / wearable seed phase start-up. I accompanied and supported the founders over a year, consulting and leading the creative fields – UX (app & web) and product design: user journeys, personas, workflows, design (art directing) etc. In addition, I handle all marketing activities – research, social media activities (digital) , conferences , presentations, press releases etc.

## **Paradox** Senior Design Leader

2009-2014

[www.paradox.com](http://www.paradox.com)

Paradox innovation is a global manufacturer for home security and Home Automation products, based in Canada & Israel

My role included:

### **Establish & lead internal committee for innovation research & processes**

Accountability for all design management & execution - Define design processes and ux art directing to a variety of products & apps ((infrastructures, guide lines, workflows etc.)

## **Modu** Industrial Design Manager

2008

[www.modumobile.com](http://www.modumobile.com)

Modu was a start-up company based in Israel and Korea, that launched a new personal communications products Eco-system concept

## **Taga** Industrial Designer

2005-2008

[www.tagapro.com](http://www.tagapro.com)

Taga is a leading product design and development firm

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## EDUCATION

### **M.Des**

2009-2012

#### **Design Management**

Bezalel Academy of Arts and Design  
\* Achieving excellence award

### **UXV**

2015

#### **Israeli User Experience Certification**

Tal Florentin / John Brice

### **B.Des**

2001-2005

#### **Industrial Design**

Shenkar College of Engineering and Design

### **PMC**

2010

#### **Projects Management Certification**

While working at paradox

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## **Military**

1996-1999

IDF (Israeli Defense Forces) conscript military service. Team sergeant in an intelligence field unit

## **Interests**

- Shotokan karate do – black belt (Dan 2), Formal instructor (Wingate Institute)
- Painting

