



AMIT AROM-ZOHAR Creative, pragmatic & curious product designer with over 15 years of experience binding machines, brands, and people.



ABOUT ME Inquisitive design thinker, attentive, easygoing & optimistic Excited about solving complex problems in simple ways. Transforms business goals into simple and elegant experiences. Expert in user interface best practices and all aspects of product design cycle. Keen eye for detecting usability issues and innovation opportunities. Extensive experience with multidisciplinary and multicultural teams.

MY TOOLBOX Task analysis and flows, journey maps, wireframes, high fidelity mockups, clickable prototypes, persona development, scenarios, and storyboards, product requirements, design specs, system audits, competitive analysis, heuristic evaluation, usability testing. Expert-level with tools of the trade (e.g., Figma, sketch, Photoshop & more).

WORK EXPERIENCE | Recent blocks I've been around...

2021- Present | Guidewire (San Mateo, CA) | Lead Consultant UX Designer (remote)

As a Lead UX Designer, I drive Guidewires' clients towards their desired outcomes for exceptional customer experiences and brand alignment. I balance project demands, budgets, and technology advancements to deliver top-notch results, leveraging the latest design system. Collaborating with the Sales and Solutions teams, I take charge in executing UX designs for both enterprise and customer-facing applications. My responsibilities include Plan and facilitate design workshops; Conduct user research and testing; Craft and iterate on UX designs; and communicate design solutions to stakeholders

2020- 2021 | Propelo (Santa Clara, CA) | Principal UX Designer

(Propelo is a DevOps SaaS platform, designed to drive engineering excellence; Acquired by harness)

As the lead UX designer, I was responsible for shaping the overall user experience and design vision of the platform. I worked closely with cross-functional teams, including technology, product, and customer success teams, to identify key business issues and develop solutions that would improve the platform's functionality, usability, and customer acceptance. Key areas of focus were improving automation tools, streamline the DevOps workflow and simplify the onboarding process.

2016 – 2020 | ServiceNow (Santa Clara, CA) | Sr. UX Designer

As a part of the ITOM (IT Operation Management) business unit, I led large-scale design projects for exceptionally complex and technical products. (Earned 3 US design patents)

- Successfully and drastically simplify the experience, delivering products that customers love.
- Delivered thoughtful, innovative, and detailed designs while collaborating with peer designers to create a seamless experience that is grounded in solid research and validation.
- Quickly gained clarity into the extremely complex domain and project requirements.
- Conducted user interviews and UX research activities, collecting insights into users' goals and needs.
- Continuously engaged with product and design system teams.
- Regularly communicated the design story and logic to stakeholders

- Oversaw the project development throughout the release lifecycle.

2013 - 2016 | Intel (Santa Clara, CA) | Sr. UX Designer

Delivered highly intuitive and viable user experiences. Identified and tackled complex user interaction problems, and discovered opportunities for improvements that addressed user needs, business goals, and technical constraints.

- Initiated the re-design for Intel® Unite (wireless screen collaboration), dramatically improved the app, under unusual tight deadline, enabling Intel to release on time a high-quality product, and saving ~\$500K in development costs.
- Significantly improved Intel® WiDi updates and support workflow (Earned a Divisional Award).
- Delivered elegant designs for Intel Remote; Intel WiDi; (> 5.0), and a wireless charging app.
- Gained insights and clarity into what customers want via ethnographic studies and usability tests.

2011 - 2013 | Cisco (NMTG - Network management group) Santa Clara, CA | Sr. UX Designer

Led the user experience design and process for the Service Provider software.

- Conducted detailed analysis of the applications and similar services.
- Created logical flows aligning logic workflows across product management and engineering.
- Simplified and automated complex process for Prime Provisioning & Prime Infrastructure.
- Structured and organized big data system into scalable, user-friendly, intuitive interface.
- Collaborated with product and researcher teams to gain insights into customers' behavior.
- Created design patterns and widget libraries. participated in brainstorm and design critiques

EARLIER- Lead Visual and Interaction Designer for:

- 2010 - 2011 | Reputation.com (Redwood City, CA)
- 2009 - 2010 | Intuit and FileMaker (Consultant, Bay Area, CA)
- 2008 - 2009 | Predict WallStreet.com (Capitola, CA)
- 2007 - 2008 | Inner8.com (investment advice platform, Cupertino, CA)
- 2005-2007 | Owner/inventor/Product designer

PATENTS

- [10785096](#) Graphical user interfaces for device discovery and scheduling
- [10613711](#) Service management techniques
- [10341841](#) Operation of device and application discovery for a managed network

ETC. US Citizen | Languages: English; Hebrew | **Hobbies?** yes – talk to me about them ;)