Dror Bren - Product Designer

052-8536826 | brendror@gmail.com | Portfolio

- Creator of products that delight users, raise the bar of functionality, and achieve company goals
- Over 7 years of experience in building great products with multi-disciplinary teams in various tech fields
- Interested in working with inspiring people who are passionate about out-smarting challenging problems
- Fun to work with - Skilled at choosing work music, pretty fast on a bicycle, very qualified at bringing snacks to the office

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Employment

See linkedin for more details and prior roles

Odo Security - Lead Designer

January 2019 - June 2019

- Created a design system that answers both product and marketing needs
- Led a company renaming and rebranding process along with our VP Marketing
- Designed a complex web app for managing company access permissions
- Designed the company's website, that tells the story of our technology and advantages
- Collaborated with engineering on product and website development

Bacon Oppenheim - Product Designer (at Google)

April 2018 - January 2019

- Worked on a new product at Google meant to serve investigative journalists
- Created UX wireframes, pixel perfect designs, and developer-friendly specs
- Managed the project from a design standpoint from scoping through implementation
- Conducted product research including: competitor analysis, on-site research and user study workshops

Neura - Product Manager

June 2016 - Dec 2017

- Managed a multi-disciplinary team that created products and solutions that grew the company's user base from 10,000 to 1,000,000 end-users
- Led a rebranding process meant to help the company reach out to new types of markets
- Gathered customers needs and translated them to technical requirements and design specs
- Conducted quantitative and qualitative user studies that helped prove the product's market value

Sensibo - Head of Design

March 2014 - May 2016

- Worked on the company's product from initial ideation, through prototyping, croud-funding, manufacturing and marketing
- Managed external design, mechanical engineering, and manufacturing teams
- Helped define the company's vision, goals and brand identity
- Led the product cycle, feature backlog, and all product design aspects of an IoT product
- Collected requirements from customers and partners to define design requirements

Brio Design - Interaction Designer

March 2012 - February 2014

- Designed products for start-up companies (in various stages) in collaboration with founders and PMs
- Worked in iterative processes that brought products from concepts to guidelines and implementation
- Worked with Datorama on designing their initial product from the ground up
- Redesigned Qwilt's monitoring dashboard, with a strong focus on improving usability and clarity

Education

Bezalel Academy of Arts & Design - M. Des. Design Management
October 2009 - June 2012

Holon Institute of Technology - B. Des. Industrial Design
October 2004 - July 2008

Voluntary Work

Open Knowledge Foundation - Product Designer
2011 - 2015

- Researched and defined product needs through brainstorming sessions
- Led a design team in the Open Knesset, a project meant to make politics transparent
- Worked on the design of MyWay, a project meant to help fight traffic accidents

Skills

Research
- Qualitative and quantitative research
- Running design workshops
- Interviews
- Data analysis

Design
- Designing with multiple tools of the trade from Sketch to Illustrator(and more)
- Creating mockups with tools varying from Invision to Proto.io
- Delivering ready to develop specs with Zeppelin, Google Gallery, or just plain old guidelines

Technical
- Writing HTML/CSS
- Working with version control tools
- Full understanding of web and mobile development requirements and limitations