Omri Nir

SENIOR PRODUCT DESIGNER

Outcome focused product designer with successful, proven track record of solving complex user problems, with thoroughly informed design solutions that drive real, quantifiable, and lasting impacts for the business.

WORK EXPERIENCE

Senior UX Designer / Best Buy

March 2021 - PRESENT / Full-time, remote

Served as a lead designer on a number of large scale initiatives to maximize workforce optimization for the business such as:

- Standing up the Best Buy Connect ecosystem which serves as the go to destination for all internal employee needs including on the job tools.
- Creating a standardized digital leader-to-employee check-in experience for the entirety of the Best Buy retail Workforce, reducing capacity strain for team leaders by nearly 1 hour per day, and driving more targeted goal setting and performance tracking.
- Defining a comprehensive strategy experience for surfacing all business to employee communications, leading to a significant increase in employee task completion rate, and decreased impact on internal support teams.

Interaction Designer / HP

DEC 2017 - March 2021 / Full Time, San Diego

Worked on a number of key initiatives leading to increase revenue for the business including:

- Designing the integration of the opt-in experience for the HP Instant Ink Service into the online checkout flow for retailers such as Amazon, Best Buy, and Staples that drove increase adoption for the service across multiple channels.
- Conducting in-field research with small businesses to inform the design of a digital dashboard experience, providing businesses with printing related insights, to help better manage their operations and make more informed business decisions.

Principal UX Desinger / DiveViz

Jan 2020 - Jul 2021 / Part-time Freelance, remote

Served as the sole designer on an initiative funded by the National Oceanic & Atmospheric Administration for improving water visibility prediction. As the principal designer on the team I was responsible for:

- Setting up and maintaining a design system of design components for the mobile app with a focus on accessibility and scalability.
- Conducting in-field user research with divers of all backgrounds, to inform the design of a mobile app for surfacing diving conditions data.
- Defining a broad design vision for the product, and presenting it to representatives from NOAA to contribute to the securing of an additional funding grant.

omrinirux.com

omrinirux@gmail.com

(858) 922-3630

San Diego, CA

EDUCATION

2012 | B.S

Psychology

UNIVERSITY OF OREGON

SKILLS

Cross-functional Collaboration
Design Strategy
End-to-End Design
Workshop Facilitation
Data-Driven Decision Making
Broad Systems Thinking
Storytelling
Value Communication
Prioritization
Wireframing
Rapid Prototyping
Visual Design
Interaction Design
Product Thinking
Storyboarding
Data Analysis
User Research

TOOLS

Figma, Adobe CS, Miro,

SOCIAL

linkedin.com/in/omrinir