Ohad Peled

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# EXPERIENCE

2022 -

## Santa Inc – Senior Product Designer

- Working On An Ultra-Unique, Versatile Back Office System That Supports The Company's Disruptive Idea And Includes Aspects Of: CRM, Dispatching, Logistics, Inventory And More.

- Researching, Communicating, Identifying And Tailoring Solutions For Different Departments And Stakeholders Within The Company

- Designing And Maintaining A Documented Design Library By Creating And Providing Guidelines For  Hundreds Of Different Components And Styles

2020-2022

## Wix.com – UX/UI Designer

- Researching, Designing And Validating Features That Support Our Users And Growth

- Collaborating With Different Wix Verticals To Create The Best In Class Booking Management System

- Taking An Active Part In The Wix UX Guild By Mentoring Students, Presenting Work And Sharing Knowledge

2019-2020

## CWT – UX/UI Designer

- Designing World-Class User Experiences For Multi-Platform Booking Tools Used By Millions Of Corporate Travelers At Companies Such As Facebook, Amazon, JPMorgan Chase, Walmart, And More.

- Leveraging Large Scale Data And Research To Create An Experience That's Valuable And Coherent.

2017-2019

## Wemark – Founding Designer

- Visually And Conceptually Crafting The 'Wemark' Brand From The Ground Up.

- Defining And Designing All Of Wemark's Mobile And Desktop UI/UX

- Establishing And Maintaining A Documented Design Library To Support Dev Velocity

# SKILLS

User Research

Competitor Research

Interaction Design

Advanced Prototyping

Motion Design

HTML + CSS

# SOFTWARE

Figma

Adobe After Effects

Principle

Framer

Miro

Dovetail

Fullstory

JIRA