

OFIR LEVY DESIGN LEADER

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- 18+ years in the design industry, with an emphasis on product design, user interaction, customer end-to-end solutions, and visual design, for mobile, web, and desktop applications
- User-centric design process oriented, from researching and identifying users' needs, to design concepts, sketches, flows, wires, prototyping, testing, final high-resolution compositions, and detailed development specifications
- Creative storyteller, translating insights into adaptable workflows to address diverse audiences
- An exclusive design style that blends form and function with intelligence, delight, harmony, balanced composition, edgy copy, vivid color, humor, and traditional graphic design methodology
- Rapid prototyper
- Proficient problem-solver
- Critical thinker
- Minimalist
- Seasoned iconographer
- Presentation specialist
- High-end image generator
- Experienced in all industry-standard design applications, such as Figma, Adobe Creative Cloud, Office 365, and Keynote
- Strong communicator, with proven written and verbal communication skills
- Experience in brand-marketeer
- Cross-functional team collaborator
- Self-starter and manager of several projects

EXPERIENCE

Amazon Web Services (AWS)

Sr. UX Designer

April 2022 – January 2026

- Spearheaded end-to-end (E2E) UX design for Amazon EMR, a data analytics product, driving a customer-centric approach from research to final implementation.
- Initiated and co-founded the "Pixel & Prompt" internal team to evangelize and incorporate internally approved GenAI applications, significantly accelerating design workflows and velocity across partner teams.
- Collaborated tightly with cross-functional partners, including product managers, developers, and engineers, to define product integration, navigation, and GenAI strategy.
- Drove the entire design lifecycle, demonstrating strong intuition and self-direction in identifying user needs, conducting competitive analysis, producing mockups, and running user tests.
- Leveraged AI applications and rapid prototyping to enhance and accelerate design cycles, translating complex insights into adaptable, high-impact workflows.

VMware

Sr. Product Designer

December 2018 – April 2022

- Lead designer, translating principles of user-centered design, usability, and business and user goals into our product designs and increased productivity, ease of use, and customer satisfaction
- Developed user interface design concepts, customer service blueprints, wireframes, low- and hi-fidelity prototypes, user scenarios, workflows, specifications, navigation maps, and other UX design documents
- Leveraged user experience design with user research and usability testing results that produce focused designs
- Interacted directly with product managers, project managers, development leads, and engineers on user experience topics
- Constantly integrated the voice of the customer through all stages of the product development life cycle
- Developed advanced concepts and designs for our product based on industry-standard principles
- Worked under minimal supervision and participate in determining objectives and priorities

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Sr. Interaction and Lead Designer

April 2018 – December 2018

- Helped to build and maintain product quality to help corporate customers achieve their goals
- Created user-focused designs informed by market analysis, customer feedback and requirements
- Covered all phases of product design, from ideation, user research, prototyping, design iteration, and high fidelity UI comps and specs
- Collaborated with teams of designers, developers, and product managers to build and improve product quality
- Delivered polished product design documentation to developers and other stakeholders
- Developed common control library to be used by all designers across the company
- Improved usability for legacy products with fresh ideas based on user research and testing
- Worked closely with both mobile and web product teams to ensure design consistency and quality

CloudOne

Sr. Product Designer and Creative Lead

December 2016 – April 2018

- Oversee user interaction and visual design consistency and quality across products
- Composed layouts and user flow designs in the areas of CRM and data analysis
- Authored company new polished usability and visual style guide
- Conceptualized and strategize new product features and improve existing ones
- Researched and introduce cutting edge interface ideas in ways to improve usability and product quality
- Worked in a team environment consisting of product managers, engineers, and customer success representatives to best understand and adjust design requirements to simplify user needs and understand their goals and desires
- Generated and translate abstract concepts into simple and elegant user interfaces
- Created design specs and user interface sketches
- Produced high definition mock ups to optimally respond and function across all platforms
- Analyzed analytics and qualitative data from user research and iterate accordingly until the product meets standards
- Constantly worked under minimal supervision with full trust and respect to determine product objectives and priorities

VMware

Sr. Product Designer

March 2015 – October 2016

- Translated principles of user-centered design, usability, and business and user goals into our product designs and increased productivity, ease of use, and customer satisfaction
- Developed user interface design concepts and wireframes, low- and hi-fidelity prototypes, user scenarios, workflows, specifications, navigation maps, style guides, and other UI design documents
- Leveraged user experience design with user research and usability testing results that produce focused designs
- Interacted directly with product managers, project managers, development leads, and engineers on user experience topics
- Constantly integrated the voice of the customer through all stages of the product development life cycle
- Continued to develop advanced concepts and designs for our product based on industry-standard principles
- Worked under minimal supervision and participate in determining objectives and priorities

Western Digital (WD)

Sr. Visual and Interactive Designer

December 2008 – February 2015

- Combined information architecture, branding guidelines, and creative strategy to create a comprehensive design and user experience
- Visualizes data to find the best ways to interpret information for users
- Created high-resolution design comps based on flows and wireframes
- Achieved usability, marketing, branding, and business goals
- Developed and improved product design patterns
- Interacted directly with mobile and web product managers, developers, and QA engineers to achieve design and development goals

EDUCATION

BFA Graphic Design, with a minor in Sociology

California State University, Fresno

Certification: Master Design Thinking

MIT Sloan Executive Education

NOTABLES

- UI Patent holder - Western Digital, 2014, patent ID US-20150095776-A1
- Wrote, illustrated, and published a children's book in 2008 - Available on Amazon.com, ISBN-13: 978-1606041390