Lior Yair

User Experience Designer

Resume & selected portfolio projects

Summary

Manages all Research, User Interface and Design activities performed by Netcraft's User Experience team. Has a unique experience in the fields of Mobile design, Smart TV design, Usability Testing and Eye Tracking technology.

The founder of NetcraftAcademy the biggest User Experience School in Israel.

Amongst the founders of the UXI – the Israeli User Experience organization and the Local Leader of IxDA - the Interaction Design Association.

A regular speaker in academic institutions, lectures and professional gatherings around the world.

Education

The College of Management Academic Studies - Business Administration | 2008 – 2012

Tel Aviv University - Computer Science | 2002 – 2004

Selected portfolio projects

Yellow pages - Sensis

A POS (Point Of Sales) system provided to the European market. This product combines a set of beautiful and useful infographics with real time data creating a powerful selling tool for field agents.

With one look the users (a sales person and his customer) are able to see the current status of the costumer's web presents.

Comigo – Smart TV

Comigo's solution is a comprehensive multi-screen platform presenting exciting interactive and ground-breaking personal and social networking capabilities.

Comigo is one of the main competitors of Smart TV, along with AppleTV, Boxee, and GoogleTV. I have taken responsibility for the entire User Experience of the Operating System, which received commendations worldwide.

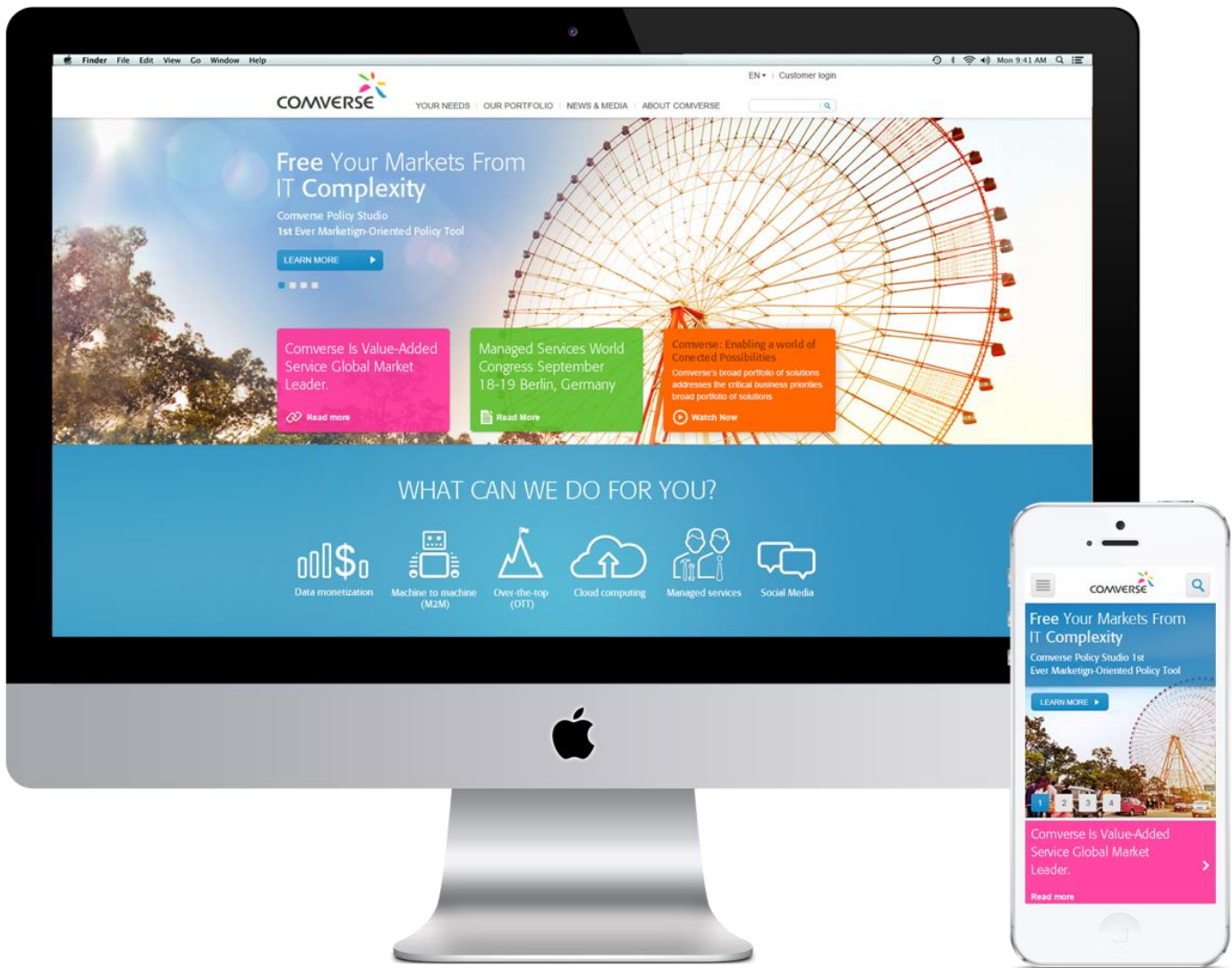# Comigo – Tablet and Cellular applications

The user experience has expanded beyond smart TV platform and into complementary platforms like mobile and tablet.

Various applications offer a second screen experience that supports the experience of watching TV.
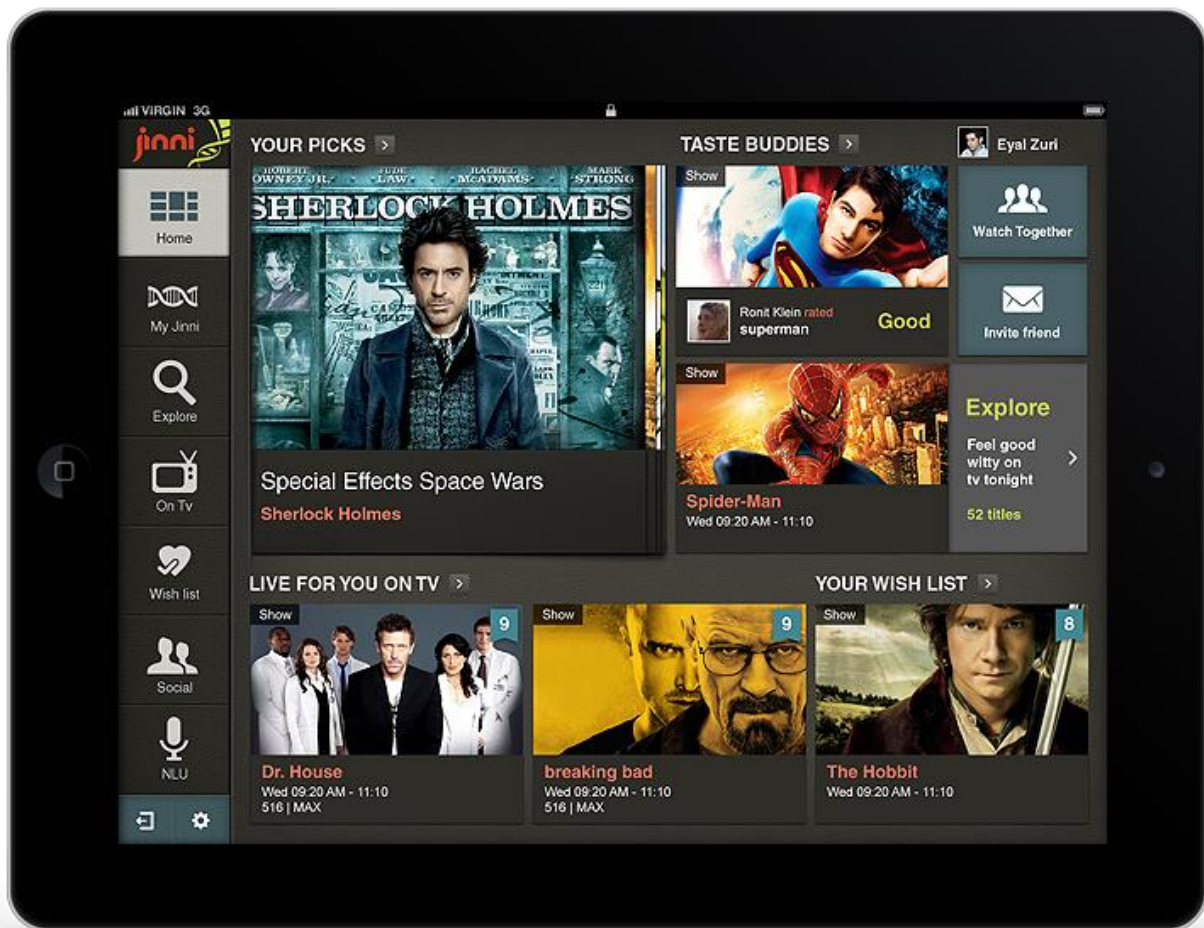
Comverse – Responsive global website

Comverse global website in Responsive Design methodologies deliverables for web, tablet and mobile devices.

Jinni's iPad application

Jinni is powered by the Movie Genome, a big, ongoing project with the Jinni community to describe video more complexly.

Using proprietary semantic technology, a Jinni search takes you inside plot, mood, style and more - for search that reflects how we think and talk about movies.

HP Innovation | BTO Anywhere

Research, strategy, and concept work were that main challenge of this complex Manager-level application for HP worldwide corporate customers.

Onsite agile UX methodologies were employed to assure the project's success.

Additional titles

Academic lecturer

Permanent lecturer at:

The Instructional Systems Technologies department of Holon Institute of Technology (Israel) – **Mobile UX design**

The Interdisciplinary Center Herzliya (Israel) - **Entrepreneurship and innovation in the digital market**

University of Delaware (US) – **Mentoring program for alumni entrepreneurs**

Founder of UxOnBeer

Series of professional meetings from the user experience and design field, conducted in a good atmosphere.

Each meeting takes place in a cool bar with 8 speakers giving a ten minute lecture. UxOnBeer is currently the biggest meet up event in Israel.

Founder of NetcraftAcademy

NetcraftAcademy is a User Experience School in Israel specializing in studying industry professionals in the field of user experience with an emphasis on methods and methodology.

Founder of DigitlDesign organization

The organization organizes periodic events, courses and lectures on digital design and branding for the Israeli design community.

Digital presence

Facebook: https://www.facebook.com/lior.yair

Email: lioryair@gmail.com

LinkedIn: linkedin.com/

Personal portfolio: uxhero.co.il