

SUMMARY

User experience oriented **product owner** with **implementation** skill-set. Passionate about bridging **business goals** with **product identity**, resulting in concise experiences and turning users' needs into a solid design. Extensive background in **agile development cycle** from prototype to release in both startup environment and corporate.



“A GREAT USER EXPERIENCE IS
THE PRODUCT'S SELLING POINT

Bologna, Italy

FIELDS OF PRACTICE

IoT | Educational Technology | AR/VR | Robotics | Gaming | Web Design

TOOLS: Unity 3D, C#, Git, Github, UX prototyping, html, css, javascript

PROFESSIONAL EXPERIENCE

Human Machine Interface Senior Consultant

EDAG Italia

2020-present

- HMI, user experience, and software specification for Infotainment system of Lamborghini
- Digital innovation, new concept development, and emergent technologies

Product & R&D Consultant

FLUX: Strategic Design

2014-present

- Experience design & front-end development for AR/VR startups: United Portable Buildings, Resonai, Sixdof Space, HoloArch, Retrain Pain, Sarine, Israel Defense Forces
- Consult leading Ed-tech customers, both corporates, academics and startups, such as: Weizmann institute, Center of Educational Technology (CET), Fondazione Golinelli, Fablab Bologna, CUBO Unipol

R&D Consultant

Automobili Lamborghini SPA

2019

- Consulting project for Lamborghini R&D department about renovating the internal organization structure. Part of the academic program of the Bologna Business School MBA
- Presented to the C-Level management with great satisfaction for our work
- Workshops on persona building, application design, and communicating messages

Product Manager | CO-Founder

Plugiz

2016-2018

- Toy to teach computational thinking to pre-schoolers using physical programming blocks
- Won 1st prize in Makeathon, as part of DLD Innovation Festival 2016

Product Owner | User Experience Designer | Producer | Game Designer & Developer

Intel Corporation, Perceptual Computing Group

2013-2017

- Prototype experiences within the RealSense Studio, working with: gesture recognition, motion tracking, augmented / virtual / mixed reality, robotics, speech recognition, and more
- Manage & design 10 products and games that reached clients, such as: LEGO, Segway, IKEA, ASUS, Disney
- Implement user-centered methodologies into the product life cycle within several development and QA teams to change dev process mindset
- Invited speaker for: gesture recognition, motion tracking, augmented / virtual / mixed reality, robotics
- Awarded for bottom-up leadership. Exceeded expectations of my managers annually.

Game Designer & Developer | Flash Developer | Level Designer | User Experience Designer

Omek Interactive

2010-2013

- Develop motion tracking powered games and applications in a full product life cycle, released to USA and China
- 5 game titles showcased at the Consumer Electronic Show (CES)
- Flash developer for over 4 products; advised the SDK team; and managed the customer support forum

Flash Developer | Customer Success Lead

KCS Technologies

2009-2010

- Flash Developer for web solutions
 - Develop advanced video player and content management system, capable of live streams and complex advertisement engine
 - Point of contact for supporting clients and gathering future requirements
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VOLUNTEERING / OTHER EXPERIENCE

Lecturer

Fondazione Golinelli

2022-present

- 120 hours workshop for the internal team about engagement practices for education

Lecturer

Mentor College, Israel

2020-2021

- Leading a course about creative thinking and innovation, in a 2 year certification program in Game Design and Development

Coding Club Manager

Le Machine Celibi

2019-2020

- Leader of the youth coding club in Pianoro Factory. Organizing long term programs, summer camps, and special events.

Event Leader

Bologna Startup

2018-2020

- Member of the leadership committee of the biggest local network of professionals in Bologna
- Organizing network events to increase innovation and collaboration

Team Leader

Shiur Acher, Israel

2013-2017

- Lead and mentor 25 Intel engineers to speak with underprivileged high-school students
- Awarded from the students, intel, and the non-profit organization

Entrepreneurship Course Leader

Q5 Innovation Hub, Israel

2015

- Design, run and lead a 2 months' workshop for 40 entrepreneurs
- 60% of them are tirelessly working on their ideas. 1 raised over 0.5M\$

Also been a: teacher, sailor and photographer. Writer for [Data Driven Investor](#)

EDUCATION

MBA in Supercars & Innovation Management, Bologna Business School, Italy

Specialization track for supercars, superbike and motorsports

Top of my class on business strategy, innovation & technology

Bachelor of Arts in Instructional Systems Technologies (B.A.), Holon Institute of Technology, Israel

Human-Computer Interaction Design, Educational Game Development, Ed-Tech and Online Learning

Thesis project: Augmented reality instructions editor

Design Thinking certificates from: Cooper Inc, Coursera, Lynda, UXVision