

# DORELLE RABINOWITZ

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## EXPERIENCE SUMMARY

Creative leader who combines design, business and strategic skills with hands-on concept development and content creation, producing compelling interactive experiences.

## WORK EXPERIENCE

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**eBay**  
April 08 – present

### **Sr. Manager, Design Systems Group**

Lead the Pattern Engine team at eBay, creating and maintaining a design system (patterns, guidelines & processes) that ensure a holistic customer experience. Provide creative direction, driving design review processes across eBay and perform hands-on visual and interaction design and IA. Evangelize systems and methodologies, create strategic plans and manage & prioritize team's day-to-day activities.

**GOOGLE**  
Feb 07 – April 08

### **User Experience Manager, Platform**

Develop and lead UX team, managing performance expectations, creating strategic plans and developing product requirements. Lead infrastructure efforts (standards, patterns, education, intranet, CMS,) providing hands-on design & research, resource planning, decision prioritization while managing team's day-to-day activities.

**YAHOO!**  
Aug 04 – Feb 07

### **Sr. Design Manager, Platform Products Group** (July 06 – Feb 07)

Evangelize Yahoo! design and brand standards, interaction patterns & guidelines and provide creative direction across a multitude of Yahoo! products. Direct user experience design (UED) team, communicating design rationales to network stakeholders. Champion and support an environment for user-centered design (UCD) processes.

### **Design Manager, Personals** (Aug 05 - July 06)

Translate research, business goals, and company-wide strategic objectives into product direction, conceptual design, and specifications. Scope, plan, and manage multiple, simultaneous projects from strategic product definition through launch; reviewing project plans, designs and deliverables, prioritizing features, assigning resources, and ensuring project goals are achieved. Lead day-to-day operation of the UED team: recruiting, hiring and mentoring staff (managing performance expectations, writing performance reviews, and making compensation recommendations.)

### **Design Manager, Finance** (Aug 04 - Aug 05)

Lead UED team and provide creative direction while partnering with cross-functional teams to leverage user research, improve designs, identify future product improvements and drive product vision. Hands on conceptual modeling, information architecture, interaction design, requirements specifications, personas, storyboards, scenarios, flowcharts, prototypes, visual designs and design/functional specifications.

**SBI.RAZORFISH**  
(originally Scient)  
March 2000 – Aug 2004

### **Experience Lead - Information Architect Manager**

Experience strategist and manager, leading creative efforts and directing multiple project details and activities: IA, ID, UI, visual design, user research and usability testing. Hands on creation of design & research deliverables. Manage, mentor and direct colleagues, (career development, performance and compensation reviews, promotion procedures.) Maintain client relationships, from business development to education. Clients include: JP Morgan Chase, Citibank, MasterCard Corporate Payment Solutions, OrthoBiotech, Maybelline and The Thomson Corporation.

**OXYGEN MEDIA**  
May 1999 – March 2000

### **Senior Producer**

Creative and project management responsibility for award-winning web site ("Our Stories,") including concept development, content creation, design and production (animation, copywriting, illustration, music/effects, visual design, IA and code)

**THE AMERICAN MUSEUM OF  
NATURAL HISTORY**  
June 1998 - May 1999

### **Design Consultant**

Visual, interaction, editorial design and production responsibilities for web and kiosk projects. Developed content and artwork, information architecture, pitching ideas, writing, visual design, coding and production.

**COOPERS & LYBRAND  
CONSULTING**  
(1994 – 1998)

**Design Director, National Media Services**

Directed national graphics department, responsible for supporting print and digital mediums. Hired, recruited and supervised staff and freelancers; purchased software and computer equipment; managed budget.

**DEVELOPMENT CORP. FOR  
ISRAEL**  
1992 – 1994

**Design Manager**

Hands on and managerial responsibilities for creative services department producing marketing materials. Provided creative direction for each project from concept through completion under serious deadline pressure.

**COOPERS & LYBRAND  
CONSULTING**  
(1990 – 1992)

**Designer, Strategic Management Services** (1990 – 1992)

Graphic design and production of presentations, proposals, CD-ROMs, videos, posters, brochures, corporate identity standards.

**LISTER BUTLER, NYNEX**  
1989 - 1990

**Creative Consultant**

Visual design and production for packaging, print, and audio-visual materials

**ADMASTER**  
1986 - 1989

**Art Director**

Designed and produced multi-media and speech support slide presentations, brochures, posters and other supporting materials, job managing from concept through completion

**SALISBURY & SALIBURY**  
1984 – 1986

**Jr Designer**

Designed print graphics, packaging, audio-visuals

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**EXPERTISE**

User-centered design, information architecture, interaction design, visual design, people management, project management, sales proposals & presentations, conceptual models, sitemaps, wireframe schematics, flowcharts, storyboards, personas, scenarios, use cases, prototypes, ethnography, usability testing, animation

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**RECOGNITION, PUBLICATIONS & PROFESSIONAL ORGANIZATIONS**

**INFORMATION ARCHITECTURE INSTITUTE** (2007 – 2008)  
Advisory Board

**IA SUMMIT** (2007, 2008, 2009)  
Presenter: ***Team Design Reviews, Storytelling - a compelling design tool, Motivating teams – Inspiring people to do great work***

**BOXES AND ARROWS** (2003 – 2006)  
Editor  
Author: ***"Using Site Evaluations to Communicate with Clients"***  
(January 13, 2003)

**ASSOCIATION FOR COMPUTING MACHINERY**  
Member: Special Interest Group: Computer Human Interaction. (ACM-SIG Chi) (BayChi)

**AIGA**, the professional association for design

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**EDUCATION**

**New York University Tisch School of the Arts**  
MPS Interactive Telecommunications.

**Rhode Island School of Design**  
BFA Graphic Design.