

DORELLE RABINOWITZ

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WORK EXPERIENCE

Dorelvis Design LLC
April 2004 – present

Principal

Hands-on user experience design focusing on the entire product, including interaction design, visual design, information architecture, branding, design research and everything in-between. Projects include consumer-facing solutions, mobile and desktop applications. Clients include Intuit, Apple, Inky-Dinky, Vurve, Monvia.

Accomplishments:

- Launched multi-platform mobile app translating a complex financial desktop application to the mobile space, working as part of an agile development team
- Conceptualized and beta'd a deals app targeted to manufacturers, saving an average of 5k a year for each small business
- Experience strategy for an artist using multi-channels and social networks to increase sales

eBay
April 08 – Jan 2010

Sr. User Experience Manager, Design Systems Group

Lead the Pattern Engine team at eBay, creating and maintaining a design system (patterns, guidelines & processes) to 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.

Accomplishments:

- As part of an agile team, created working, data-driven prototype of an alternative eBay shopping experience
- Led redesign of design system and overall eBay user experience
- Instituted office hours – peer design reviews for all eBay designers

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. 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. 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

Senior Producer

May 1999 – March 2000

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.

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

RECOGNITION, PUBLICATIONS & PROFESSIONAL ORGANIZATIONS

INFORMATION ARCHITECTURE INSTITUTE (2007 – 2008)

Advisory Board

IA SUMMIT (2007, 2008, 2009)

Presenter: ***Team Design Reviews***

Presenter: ***Storytelling - a compelling design tool***

Presenter: ***Motivating teams – Inspiring people to do great work***

NN/g Usability Week (2008, 2009)

Teacher: ***Thinking by Design***

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

Member

EDUCATION

New York University Tisch School of the Arts

MPS Interactive Telecommunications.

Rhode Island School of Design

BFA Graphic Design.