

Dor Reich

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www.doreich.com | www.linkedin.com/in/dor-reich | Permanent Resident

EXECUTIVE PROFILE

Strategy Development | Product & User Experience Design | Pre/Post-Launch Execution

Motivated, adaptable professional with proven achievement overseeing the entire product design lifecycle for global companies. Quality-driven, resourceful leader recognized for driving complex projects with cross-functional teams and excellent product results. Process-oriented problem-solver dedicated to elevating efficiency through the integration of creative solutions and streamlining outdated procedures and strategies. Outstanding interpersonal and organizational strengths demonstrated by a history of leading fulfillment of product vision and roadmaps.

Areas of Expertise

- Product Design Process
- Wireframes & Mockups
- Figma & ADA Design
- Cross-Team Leadership
- Research, Trends, & Analysis
- Business-To-Consumer Systems
- Design Thinking Approach
- Product Vision & Roadmaps
- Consumer-Facing Products
- Stakeholder Relationships
- Web/Mobile Products
- End User Support

PROFESSIONAL EXPERIENCE

Xandr (formerly AppNexus) a Microsoft company | New York, NY

Jun 2021 – Oct 2023

Senior Product Designer

Steered product design across multiple teams, accountable for the most used area of the platform. Coordinated with Product Managers, Engineers, and Researchers on various optimization and improvement projects.

Key Achievements:

- Designed a new Premium Connect-TV Specification Validation feature for Xandr's main platforms; Invest (Demand-Side) and Monetize (Sale-Side).
- Crafted a new Creatives' Registration and Approval workflow to support exceptional quality checks requirements allowing Netflix to pre-stitch ads into their streaming content.

JPMorgan Chase & Co. | New York, NY

Oct 2020 – Jun 2021

Lead Product Designer

Champion management of design process from discovery to execution for the full-scale digital transformation of business application with outstanding functionality. Recognize user requirements through in-depth discovery efforts that include user interviews and usability testing.

Key Achievements:

- Maximized team performance by cultivating an atmosphere of collaboration and mutual trust.
- Established user-centered design process to develop a cohesive artifact and product execution.

Temporary leave of employment while waiting for green card to finalize.

Aug 2019 – Oct 2020

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CDW | Chicago, IL

Nov 2016 – Aug 2019

Senior Product Designer

Optimized product development process to meet the needs of users. Directed development and implementation of creative solutions based on user insight, business goals, and technical feasibility. Collaborated cross functionally with internal and external stakeholders to define, develop, and deliver best-in-class experience for products.

Key Achievements:

- Boosted the Purchase Authorization System (PAS) customers base by 23% and total orders in PAS by over 30% through redesign of the company's PAS with an emphasis on small and midsize businesses (SMB).
- Elevated conversion rate by over 5% and total revenue for web and mobile by over 8% with the redesign of CDW's multiple checkout flows, resulting in a doubled volume of orders from mobile customers.

Temporary leave of employment for work permit after relocating from Tel-Aviv.

Jul 2016 – Nov 2016

Amdocs | Israel

Jun 2015 – Jul 2016

Usability & User Experience Design Expert

Oversaw improvement of user experience for cloud-native portfolio of digital platforms. Applied user-centered design methods to fully meet user needs. Coordinated flawlessly with teams by sharing expertise and promoting culture of improvement and best practices. Defined and prioritized features needed to create superb experiences.

Key Achievements:

- Refined the user experience of a critical Amdocs product and customer management platform.
- Tested future concepts for B2C and B2B2C systems by performing research with multinational customers.

TD Bank Group | Toronto, Canada

Oct 2012 – May 2015

Senior Interaction Designer

Developed information architecture structures, user flows, and interaction design patterns. Translated business requirements into practical concepts and prototypes. Gathered thorough research data to create intuitive user flows. Integrated structure, navigation, and functionality for effective and engaging user interactions.

Key Achievements:

- Produced credit card sales flows that enabled 200+ completed apps on day one of product launch.
- Secured 16 points on Forrester's largest bank ranking by improving online checking accounts section.

Nurun | CriticalMass | SapientRazorfish | Toronto, Canada

Oct 2010 – Oct 2012

Information Architect

Contributed to design review processes and worked with teams to analyze ongoing enhancements. Demonstrated dedication to upholding organizational standards through review of product data to ensure consistency.

Key Achievements:

- Forged innovative design experience for Canadian Weather Network mobile web and desktop platforms.
- Acted as a trusted consultant for global customers, including CitiBank, Best Buy, Home Depot, and Sears.

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ADDITIONAL EXPERIENCE

Technology Instructor

IDF – Human Resources IT Unit | Israel

Key Achievements:

- Developed training materials and led workshops for officers and instructors.
- Served as software and hardware technical support, on-site and remotely.

EDUCATION

Master of Arts in Information Studies

University of Toronto, Canada

Bachelor of Arts in Communication & Management

College of Management, Tel-Aviv, Israel