

Nice to meet you



Eran Zehavi

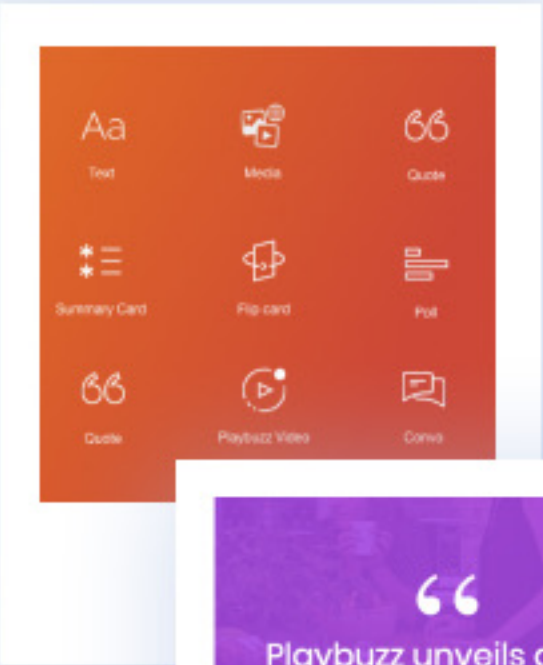
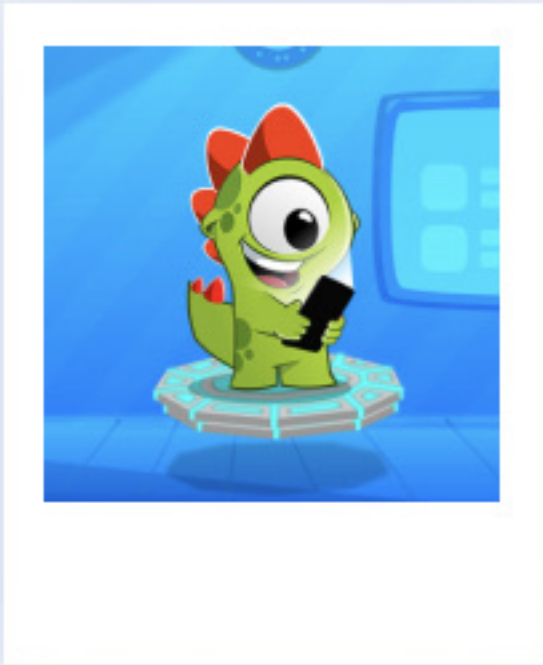
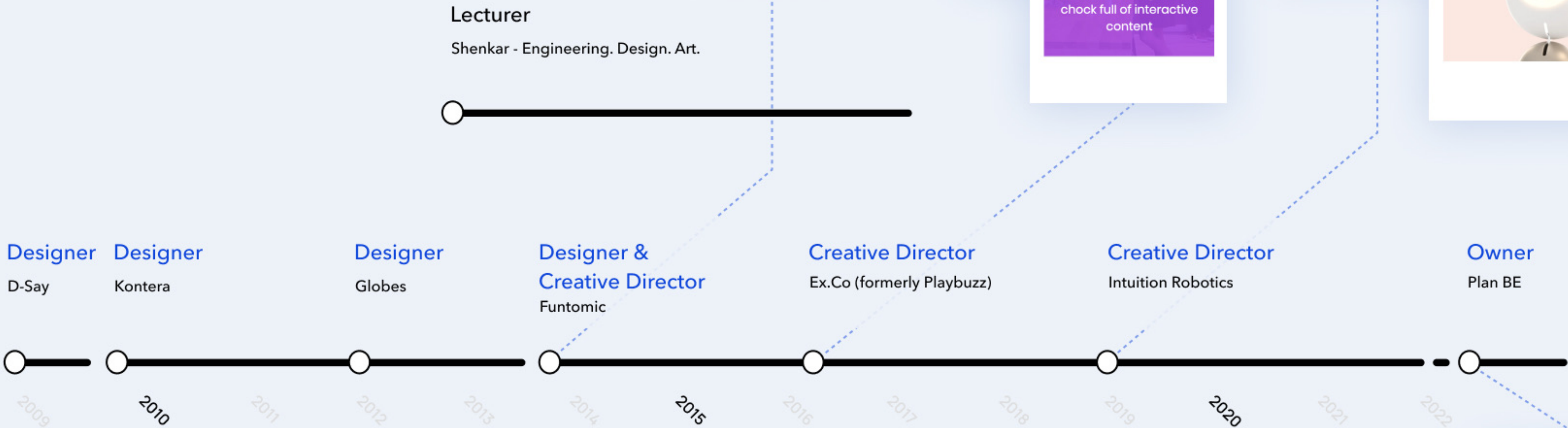
Hello,

I have a successful history of forming, expanding, and managing diverse data-oriented design teams, delivering impactful and people-centered experiences that benefit businesses. My enthusiasm and curiosity drive me to use design and technology to improve people's actions positively.

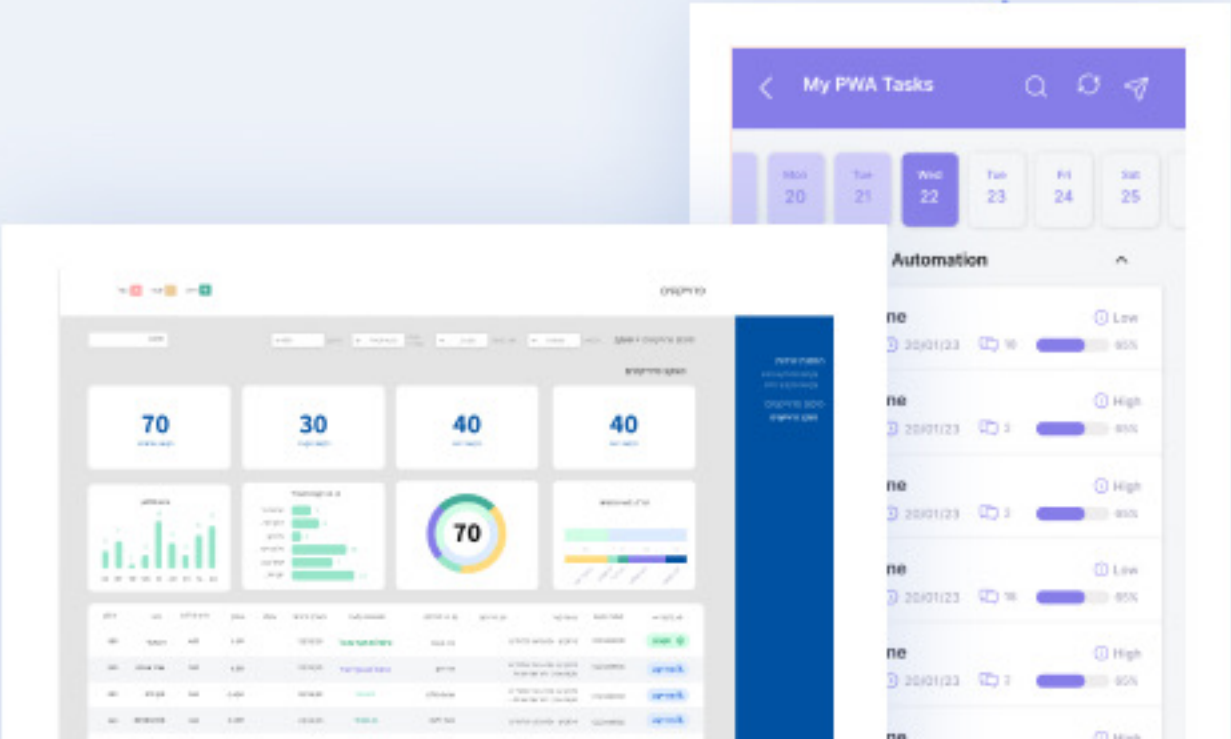
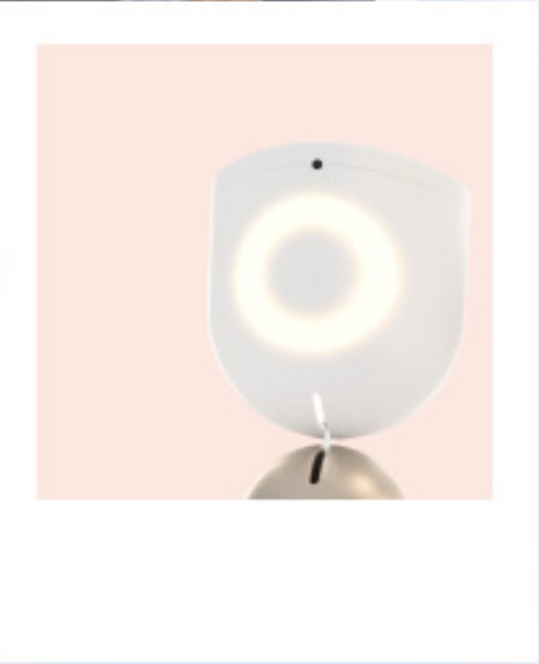
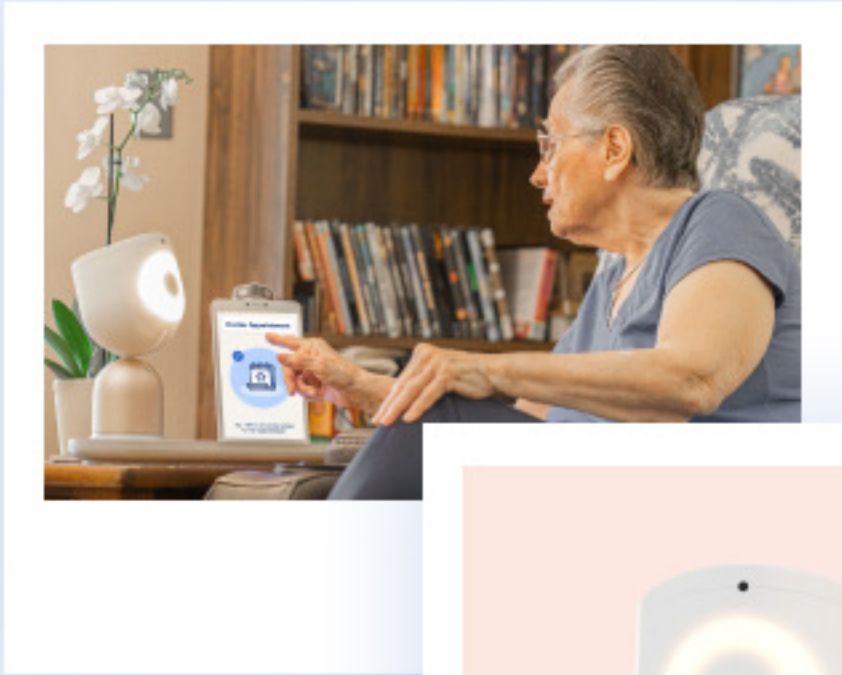
I am deeply interested in the study of [behavioral design](#). This is why I frequently immerse myself in books, podcasts, workshops, classes, or a degree in fields such as [psychology](#), [UX](#) , and [mindfulness](#).

My aim is to apply this knowledge and my experience in order to alleviate suffering and frustration in people's lives and products. I hope to accomplish this in a fun, straightforward, and captivating manner.

Experience timeline



“
Playbuzz unveils a new editor for writing articles chock full of interactive content



Experience Summary



8 YRS Creative Director	13 YRS Full Stuck Designer	9 YRS UX Designer	4 YRS Lecturer	1 YRS Coach	Plan BE Intuition Robotics Playbuzz Funtomic ● Designing ● Managing
Users	Roll	years	Des. Managing	Vertical	Teams
Plan BE	Owner	2022-TODAY		All	Product
Intuition Robotics	Creative Director	2019-2022	3 Product 1 Other	Age-tech, Health-Care, HRI	Product Marketing
Ex.Co formally Playbuzz	Creative Director	2016-2019	3 Product 6 Other	Publisher, Advertiser, Platforms	Product Marketing Ad & Social
Funtomic	Creative Director Designer	2013-2016	1 Product 1 Other	Casual Games, Kids Games	Product Marketing Ad & Social
Globes	Interaction Designer	2012-2013		Publisher	Motion Design Illustrations
Kontera	Designer	2009-2012		Publishers, Advertiser	Product Marketing
D-Say	Designer	2009		Design Agency	Web Design Marketing

Experience.

Here are some notable product design projects from the past 4 companies (as manager and designer).

there are numerous Jira tickets and a considerable amount of complexity. Should it be necessary, I can provide more detailed information.

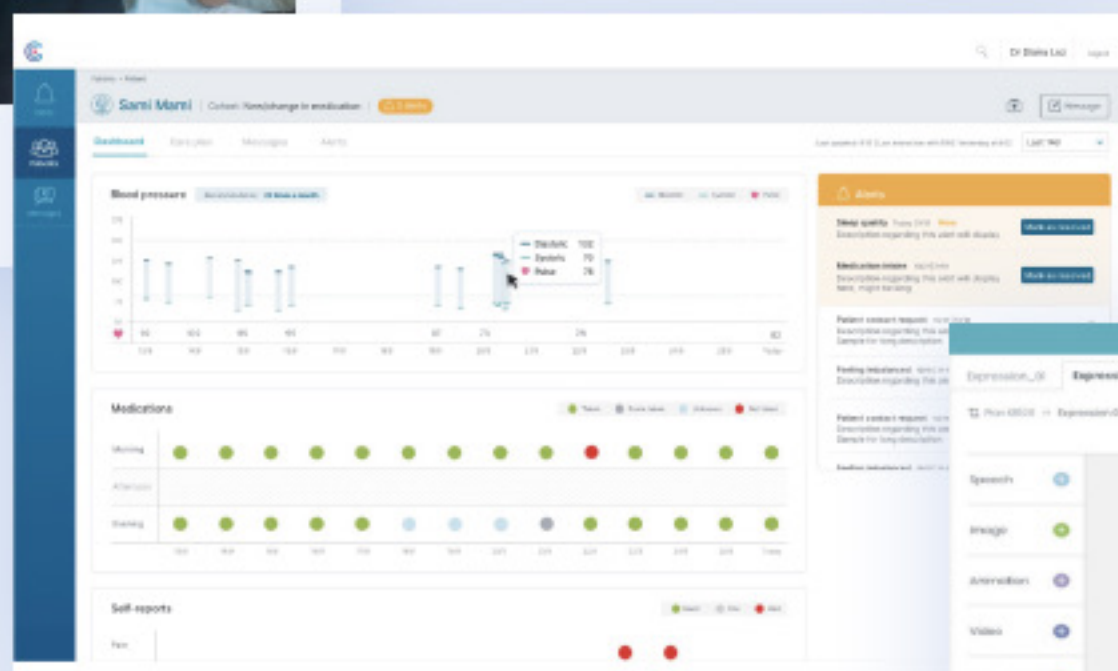
1 Creative Director
Intuition Robotics
2019 -2022 · 3.6 yrs

3 Creative Director
Ex.Co (formerly Playbuzz)
2016 - 2019 · 3 yrs

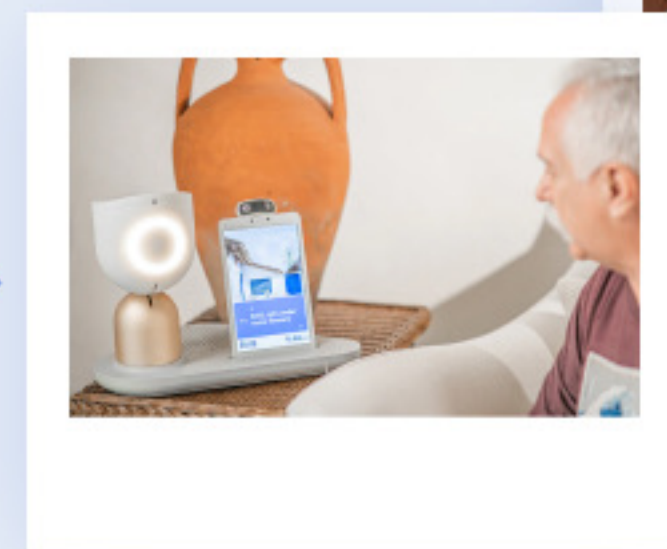
2 Owner - UX & UI | coach
Plan BE
2022 -2023 · 1 yrs

4 Designer & Creative Director
Funtomic
2013 -2016 · 2.6 yrs

1 Intuition Robotics



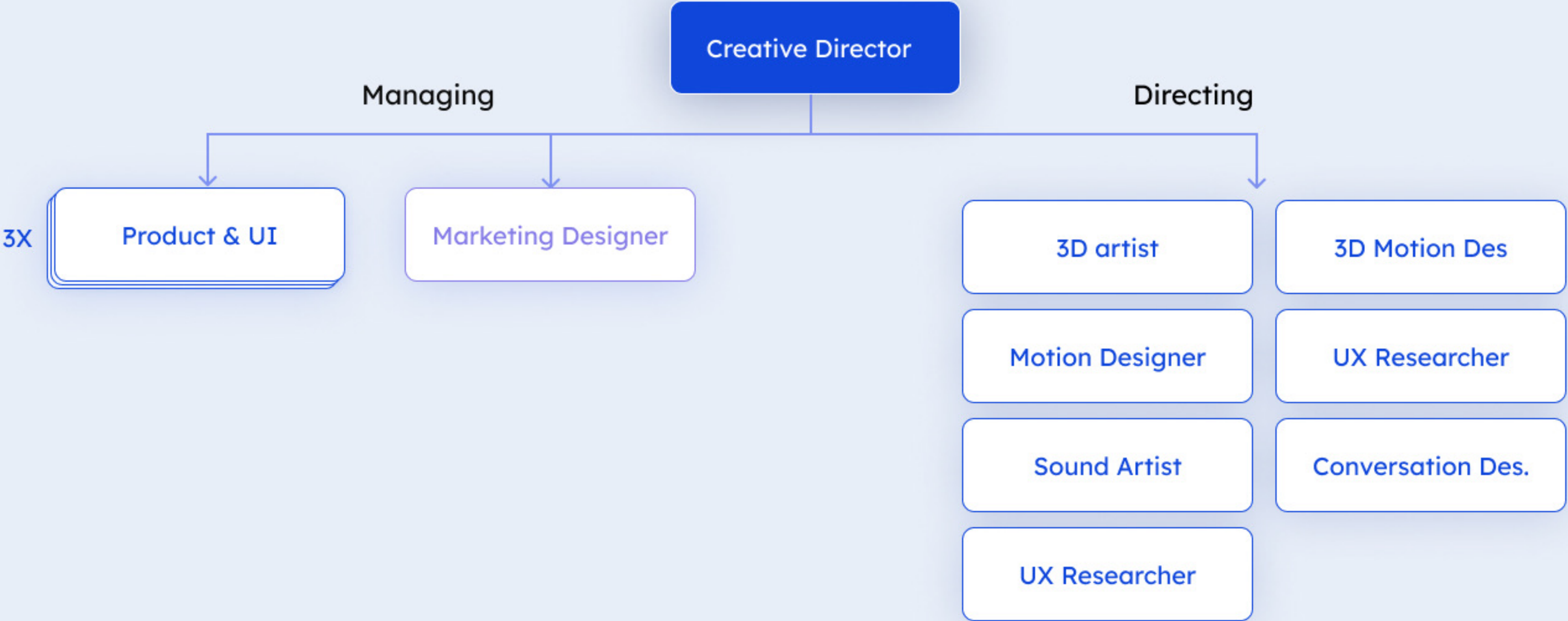
Building Expression tool - Directing tool to all modalities (Robots/ Cars)



The image shows the top portion of the ElliQ website. At the top, the 'ELLI•Q' logo is on the left in a dark blue font. To its right is a navigation bar with links: 'Meet ElliQ' (with a dropdown arrow), 'Testimonials', 'Press', 'Partners' (with a dropdown arrow), 'Blog', and a prominent orange 'Buy Now' button. On the far right of the navigation bar is a small icon of a shopping bag with a blue circle containing the number '0'. Below the navigation bar is the hero section. It features the text 'Introducing ElliQ' in a small, dark blue font, followed by the headline 'The sidekick for healthier, happier aging' in a large, bold, dark blue font. To the right of the text is a photograph of the ElliQ robot. The robot has a white, dome-shaped head with a glowing circular light in the center, and a silver, cylindrical base. A tablet is mounted on the robot's body, displaying the 'ELLI•Q' logo on its screen.

Team

Intuition Robotics



Experience.

Intuition Robotics
Main product area



Directing ElliQ

Creating empathetic digital companion for older adults
Role: Lead Designer, Creative Director

Integrate all ElliQ's modalities including voice, sound, movement, LED's, animation, and UI, for a unified experience?
How can robots display empathy and grab attention while encouraging positive habits?

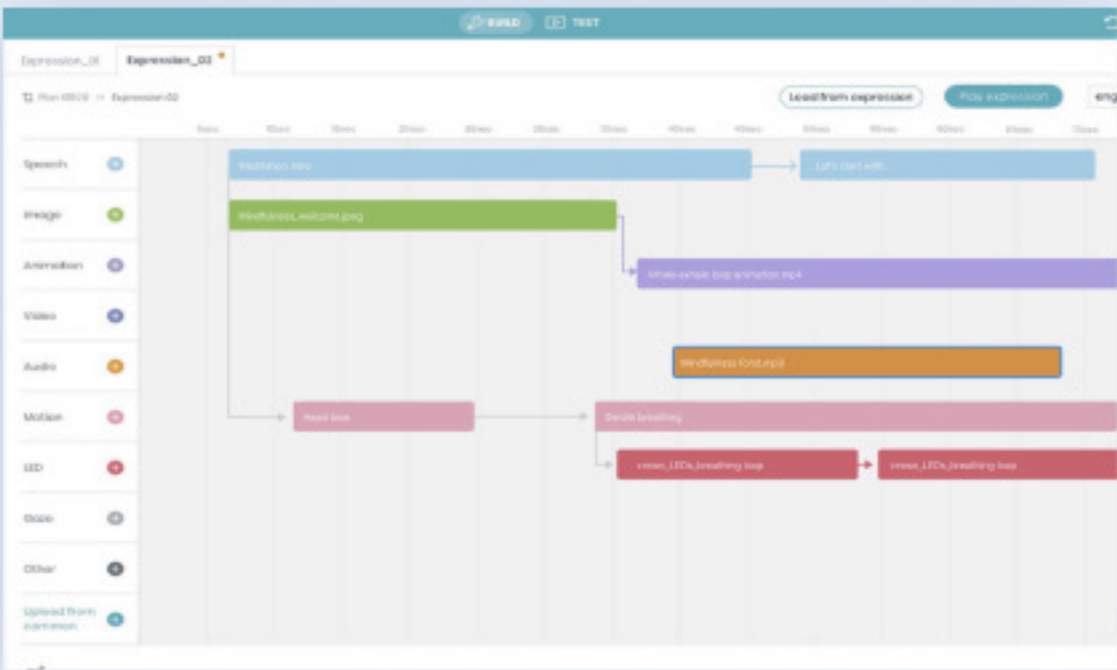
Team

3X

Creative Director

Product Designers

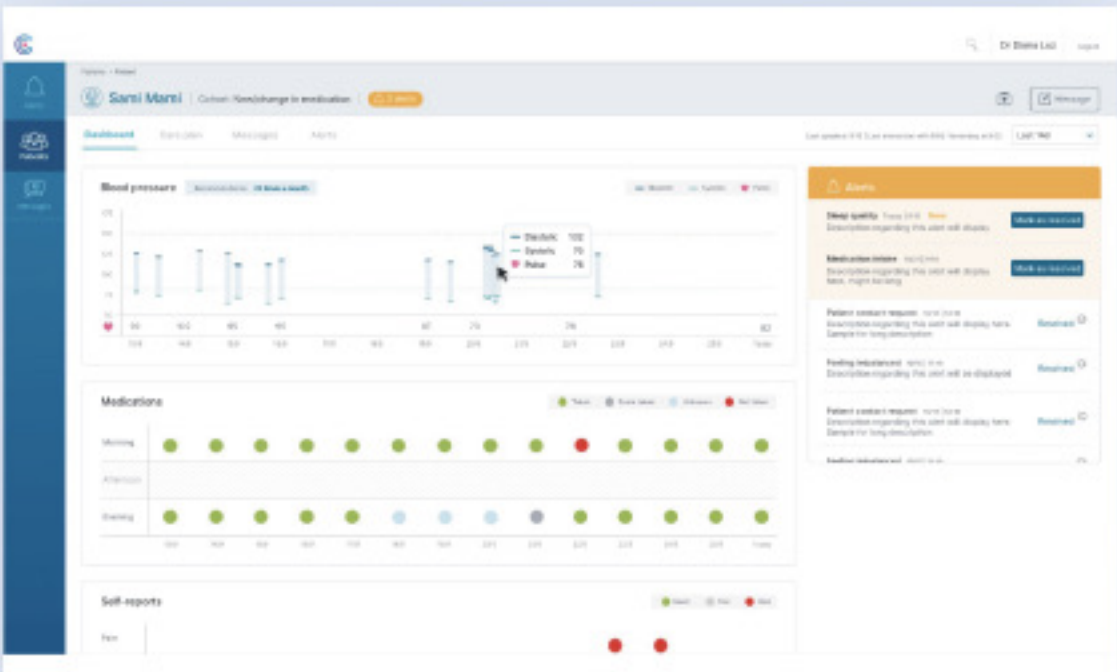
Marketing Designer



Tools developing

One tool to role them all
Role: Creative Director, UX

We needed to create our own design tools that will enable to direct robots/ car expressions (modalities). one place that to combine the light, movement, UI, motion, Sound and speech



Clinics Dashboards

Improve and even save customers health
Role: Creative Director, UX

We encourage costumers to improve their health and send the doctors and clinic all the data that can improve their physical and mental health

Top 5 things I've learned @ Intuition robotics

1. HRI (human Robotics Interaction), HMI (human Machine Interaction)
2. Age Tech, Accessible design, Inclusive design.
3. Improve my UX research knowledge and abilities.
4. How to effectively blend qualitative and quantitative research methods.
5. Building a happy creative multidisciplinary design team.

Short-term memory and episodic memory | one focus at once | clear feedback and much more

User research | Interviews | how to work with UX research team and integrate them to the product cycle work | How to Merge Quantitative and Qualitative Research

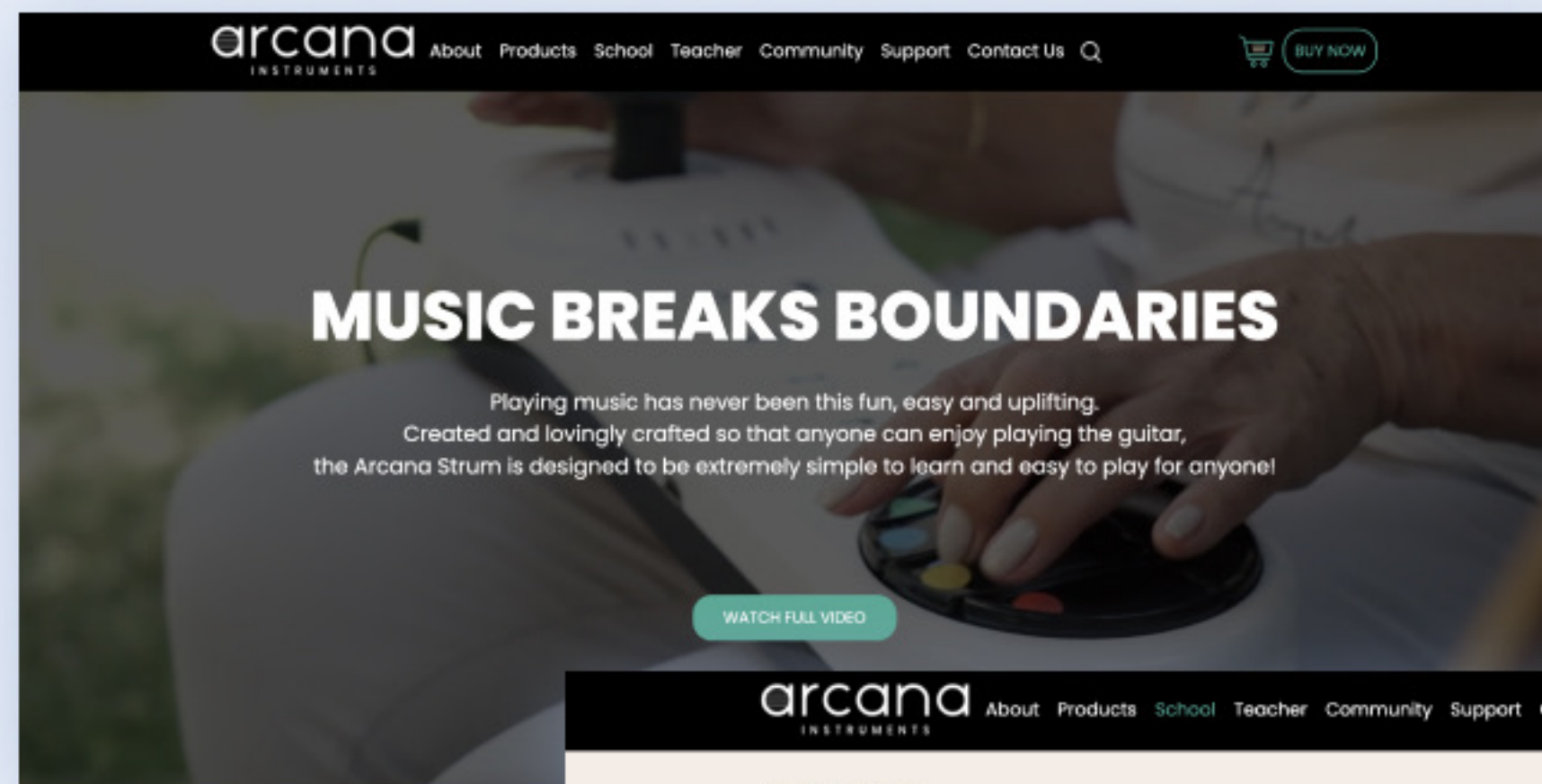
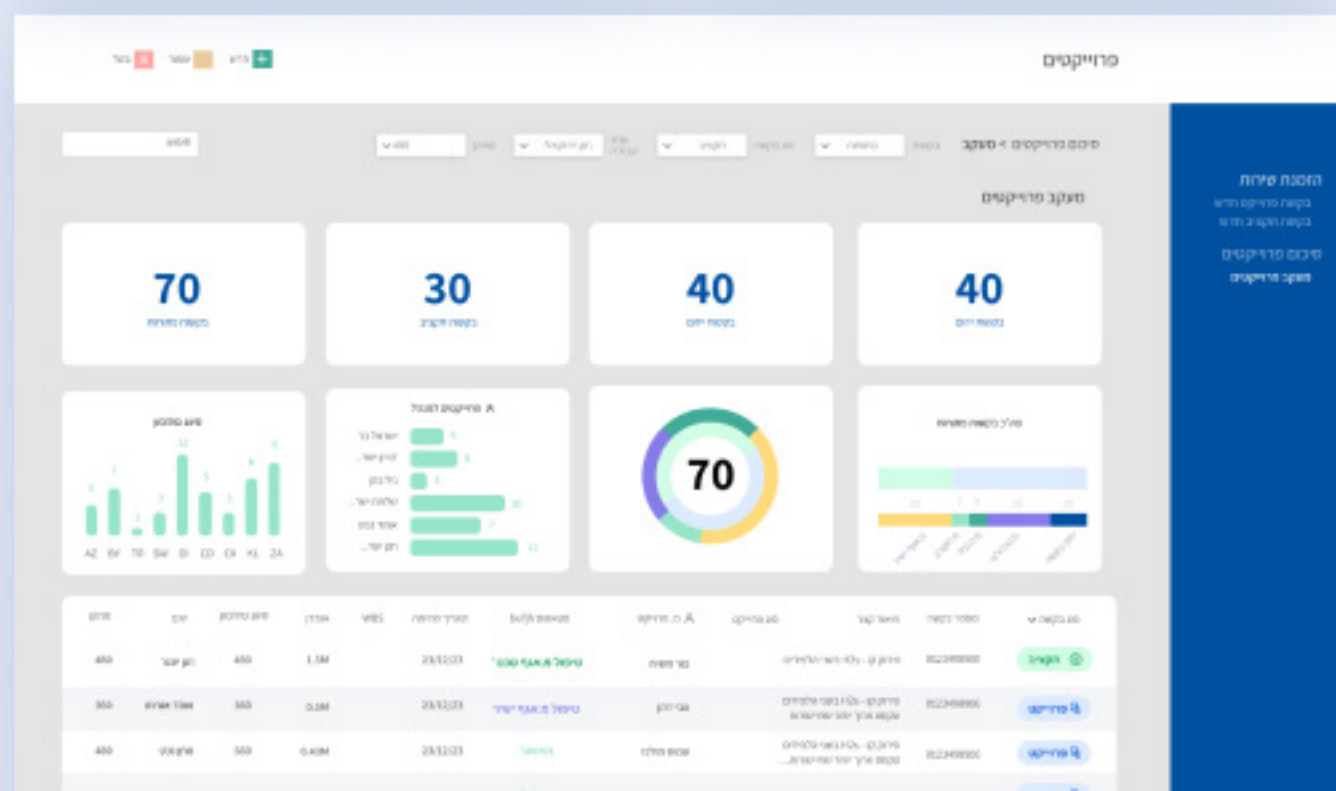
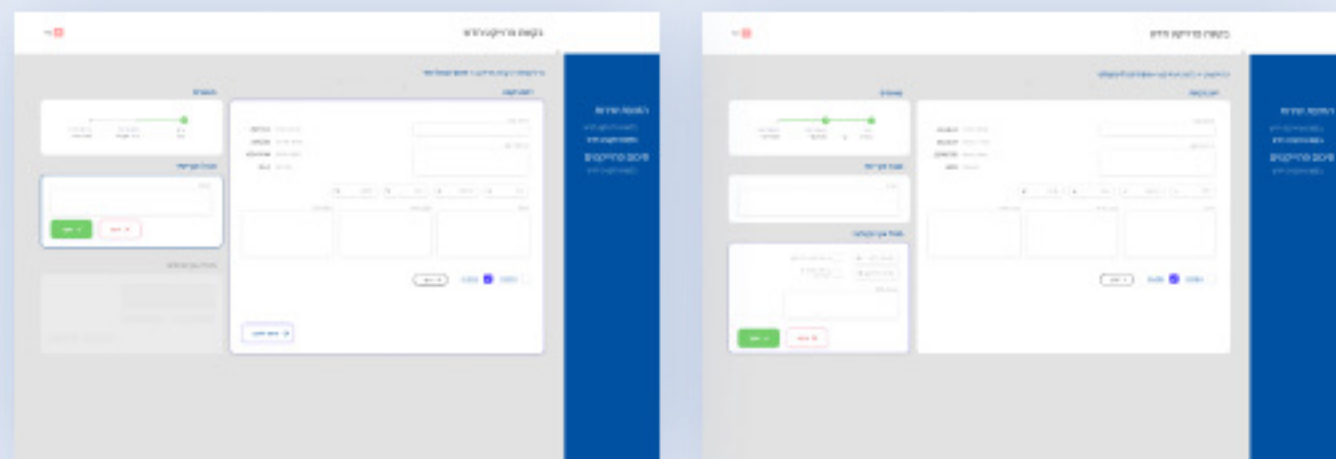
Work samples

2 Plan BE

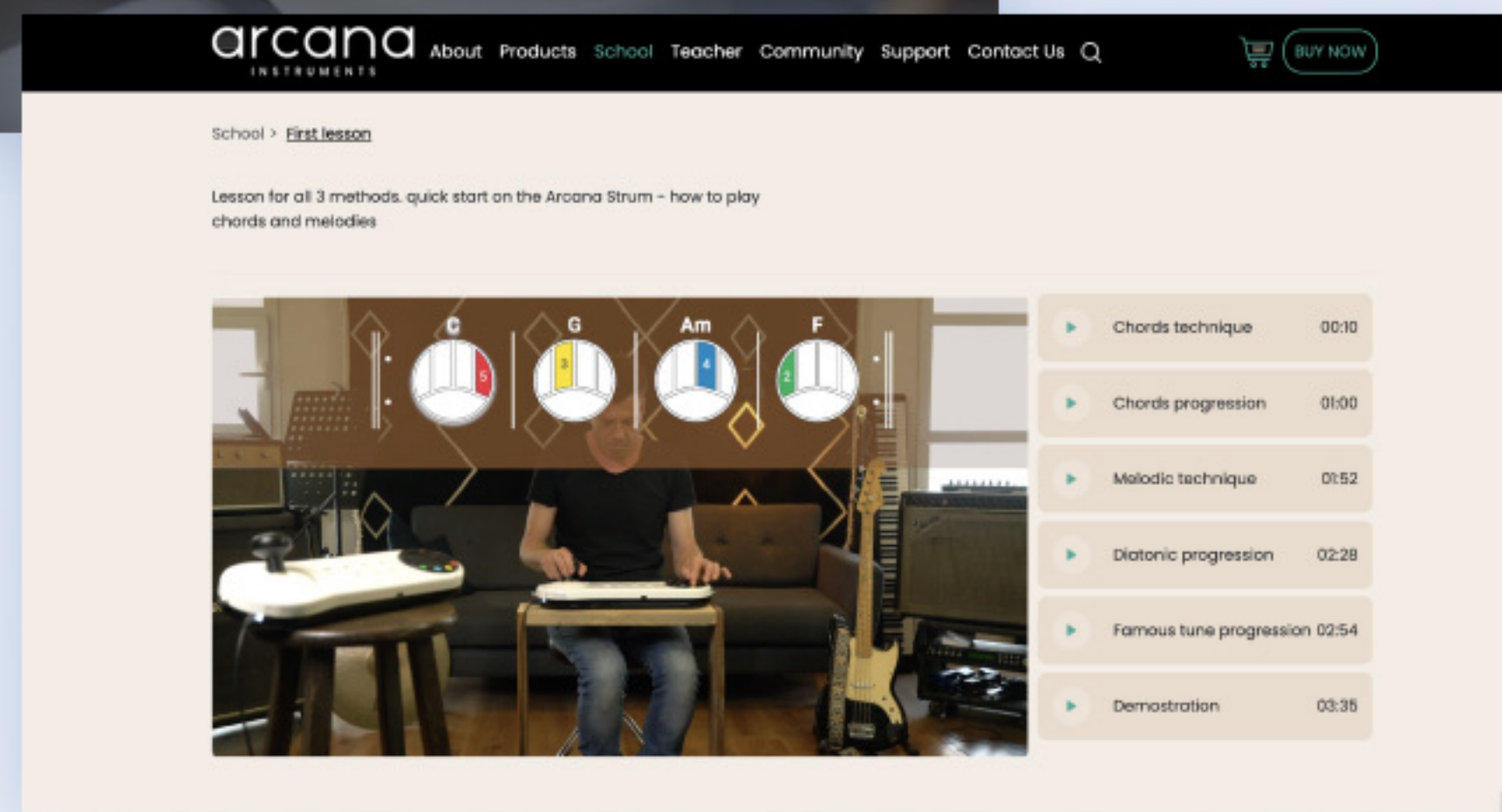
UX & UI Design and Consulting

Projects Management Tool

Role: UX design, and UI redesign
Status: Work in progress - Dev



B2C and B2B2c
eCommerce websites



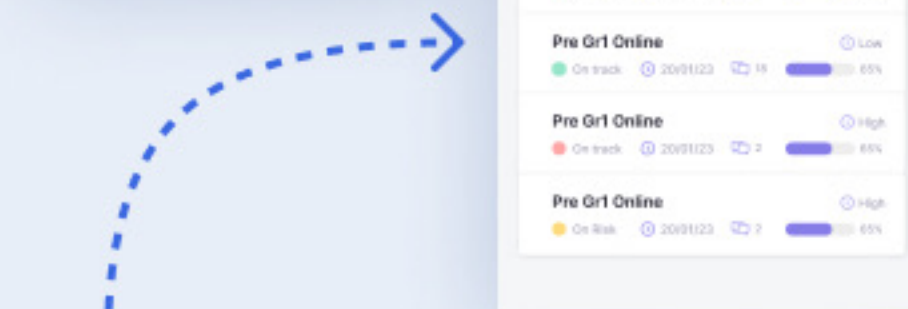
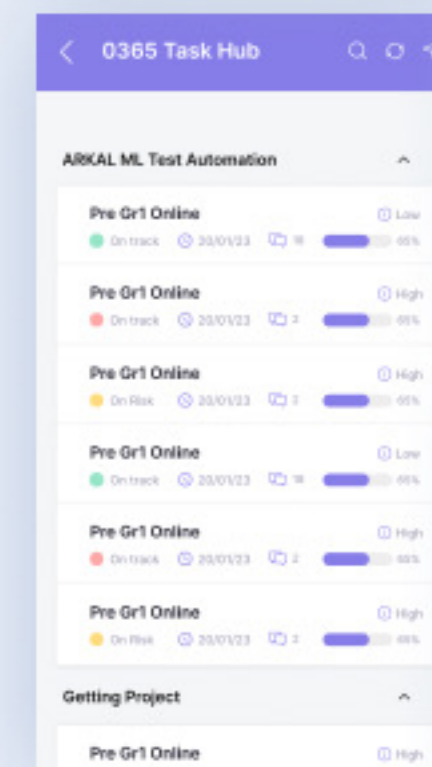
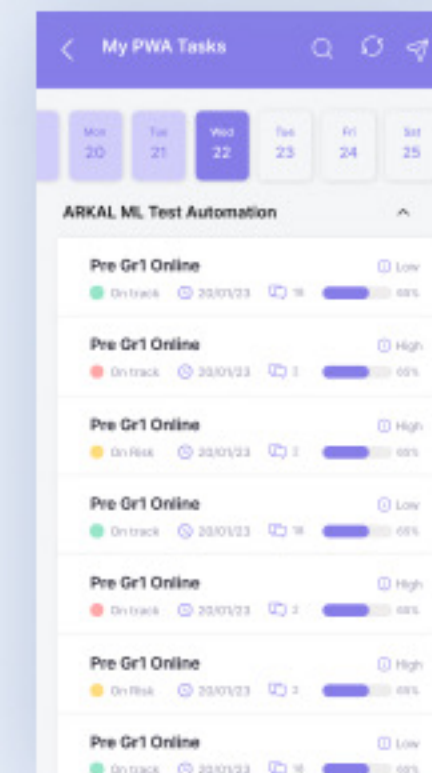
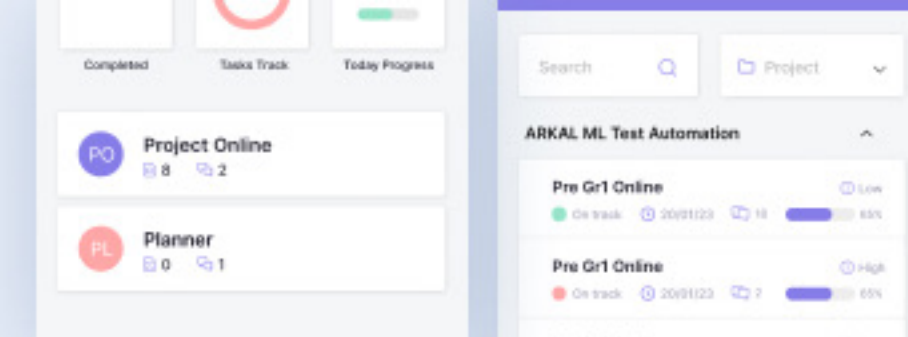
Instrument teaching
and music school

eCommerce site & music and
instrument school

Creative director consulting

Role: Art Direction for the eCommerce
site, UX design for the music school

Status: Live



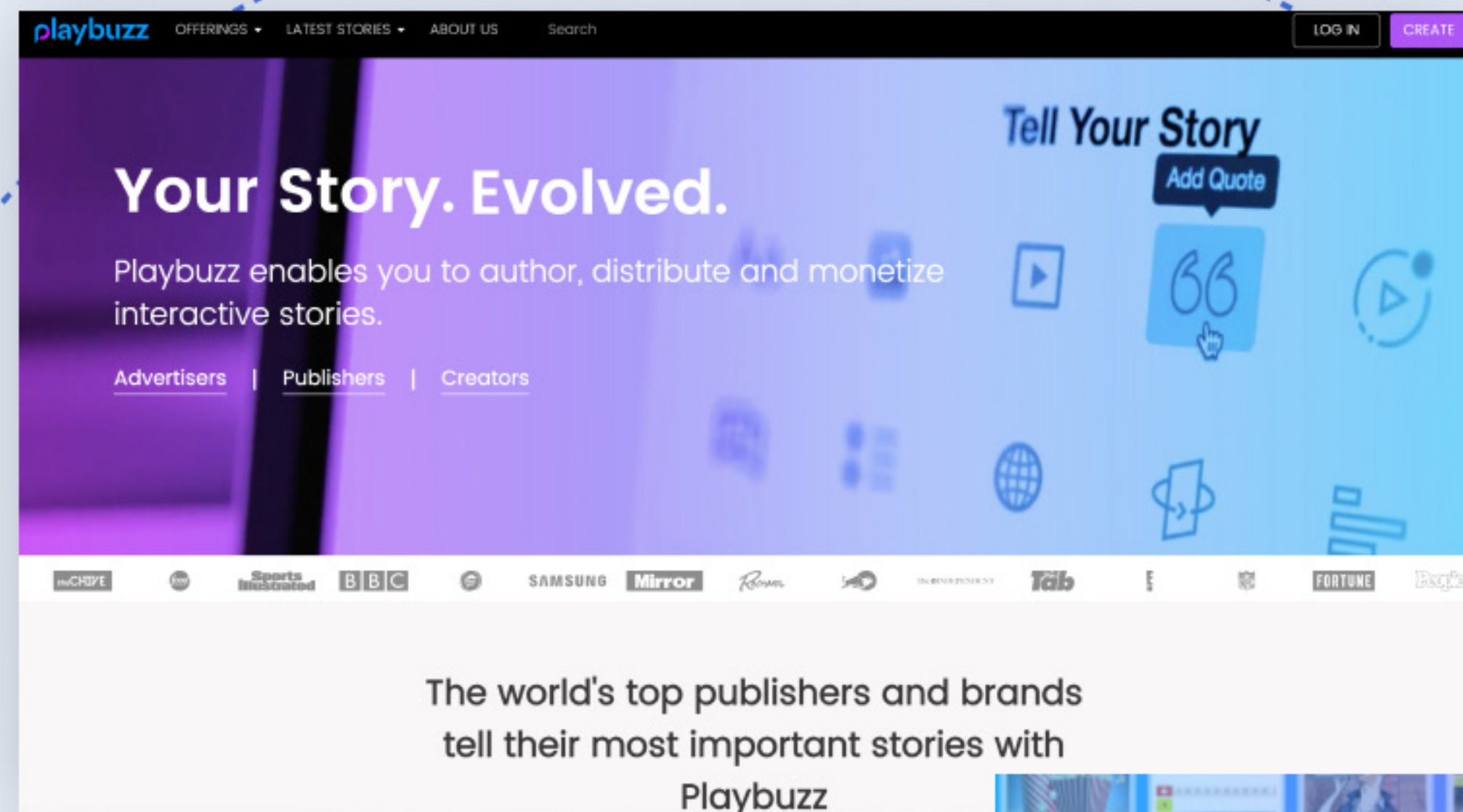
Task Manager App

Redesigning and UX improvements
for an MVP App.

Role: UX design, and UI redesign
Status: Work in progress - Dev

Experience.

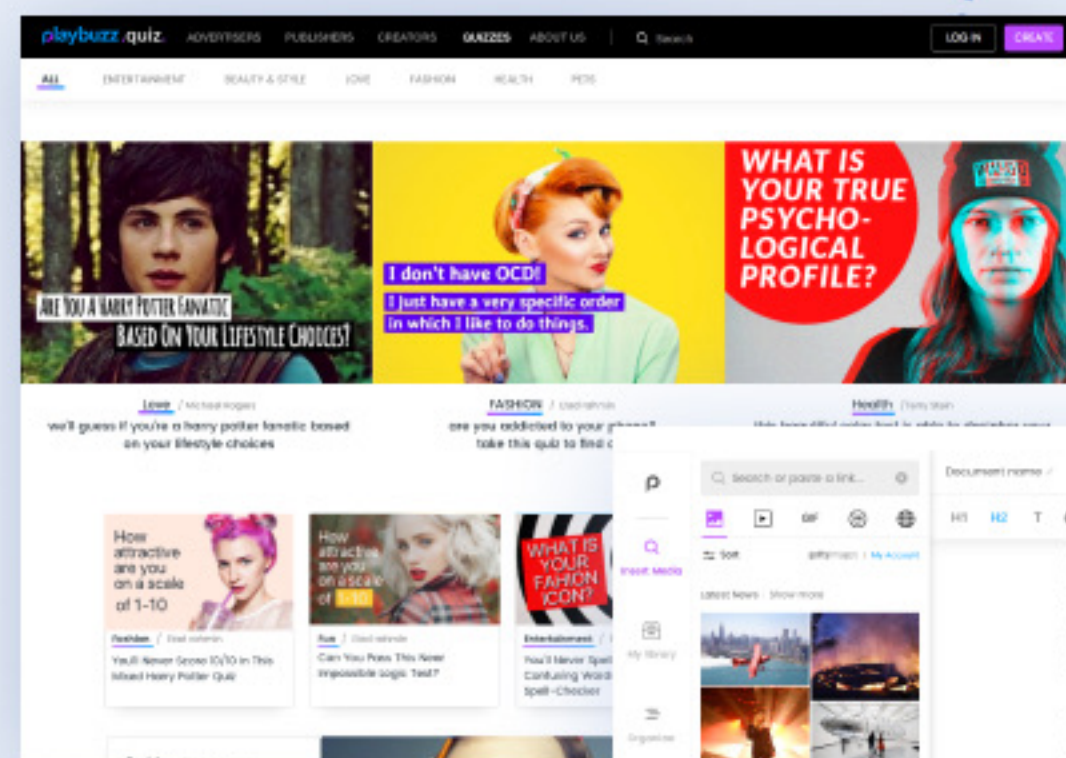
3 Playbuzz



The world's top publishers and brands tell their most important stories with Playbuzz

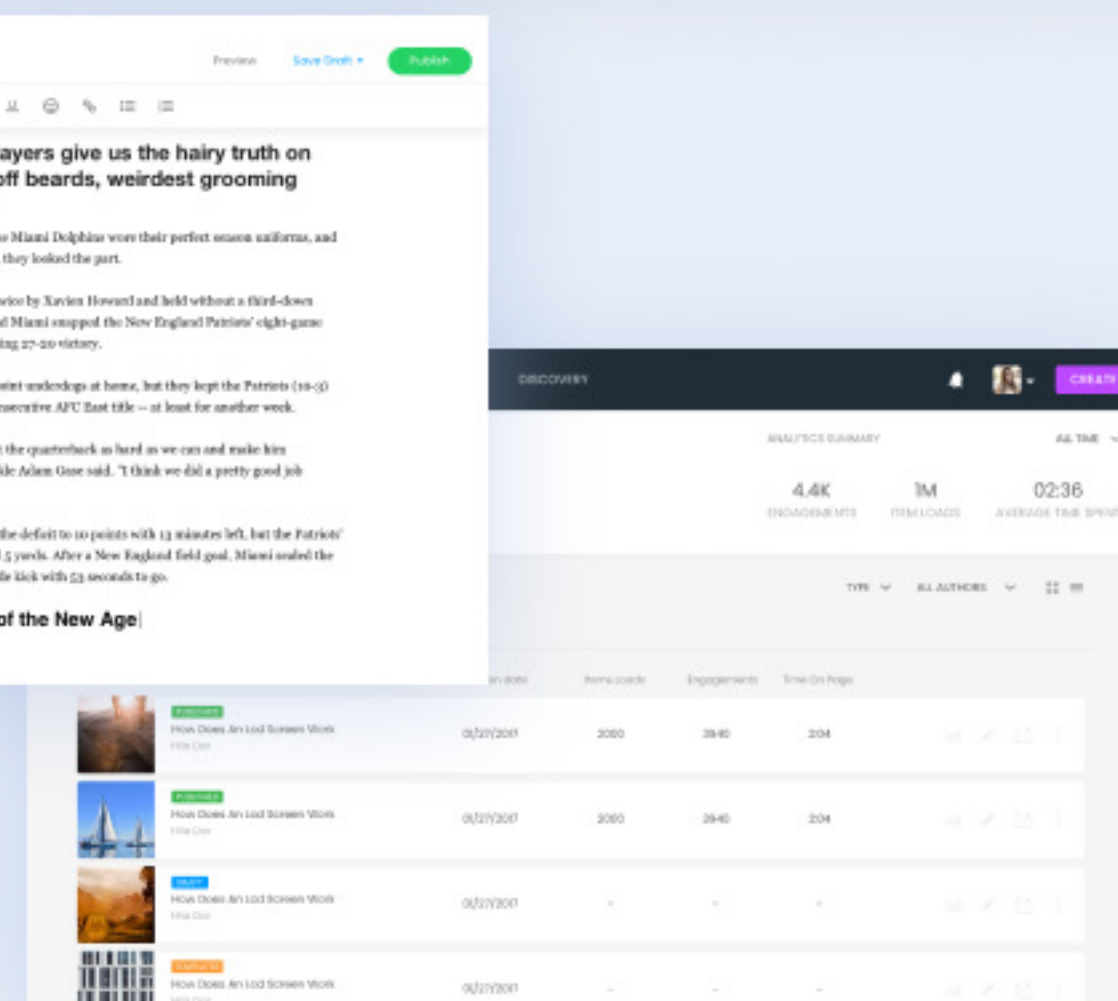
New engaging advertising experience

Brand and sites redesign

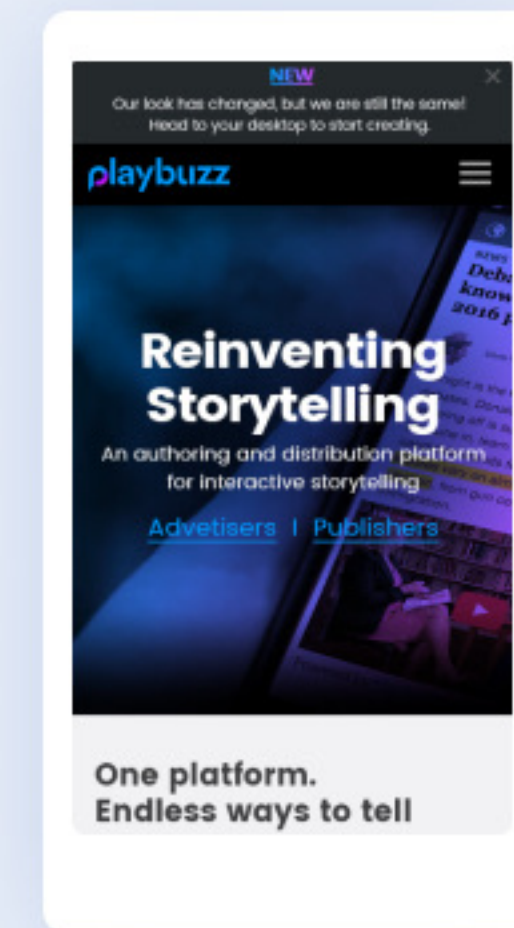
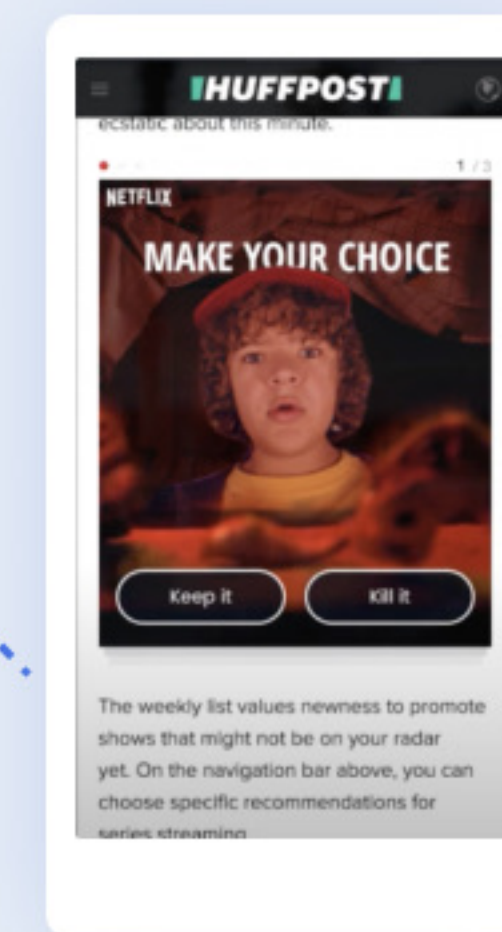


B2C and B2B2C websites

Platform for content creators

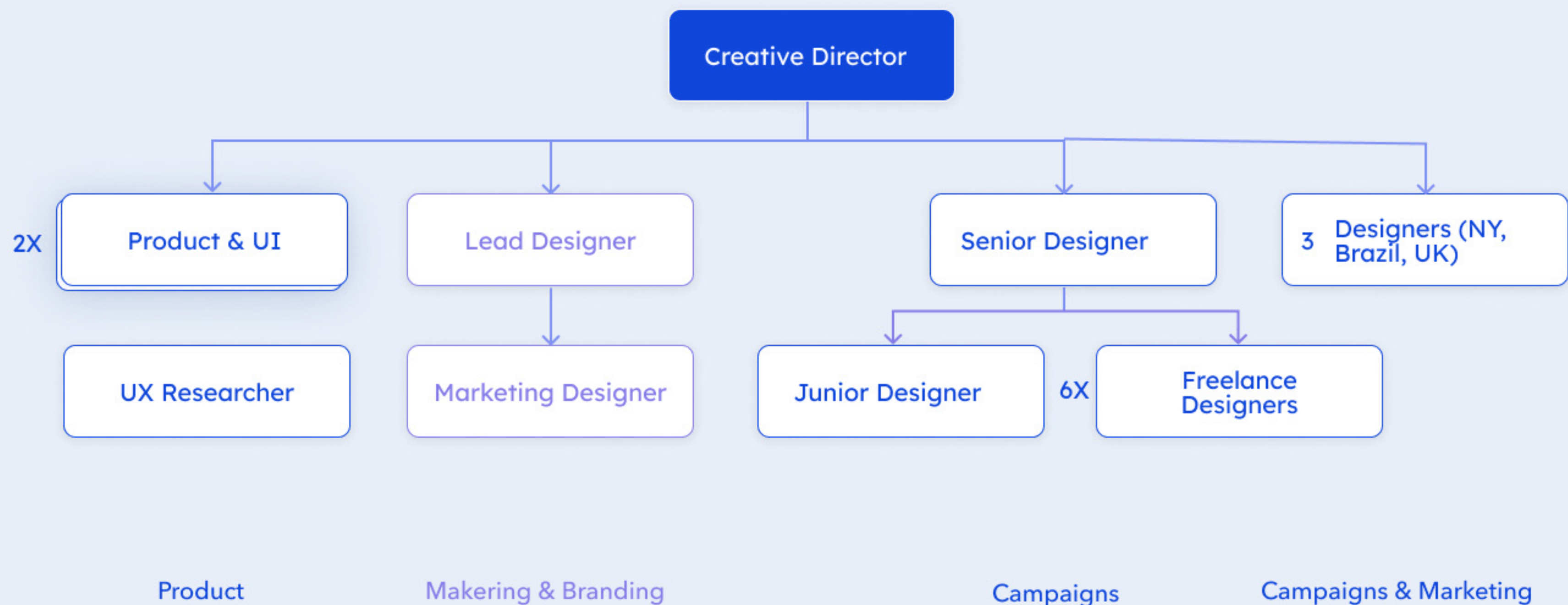


Dashboards to improve content and check and improve performance

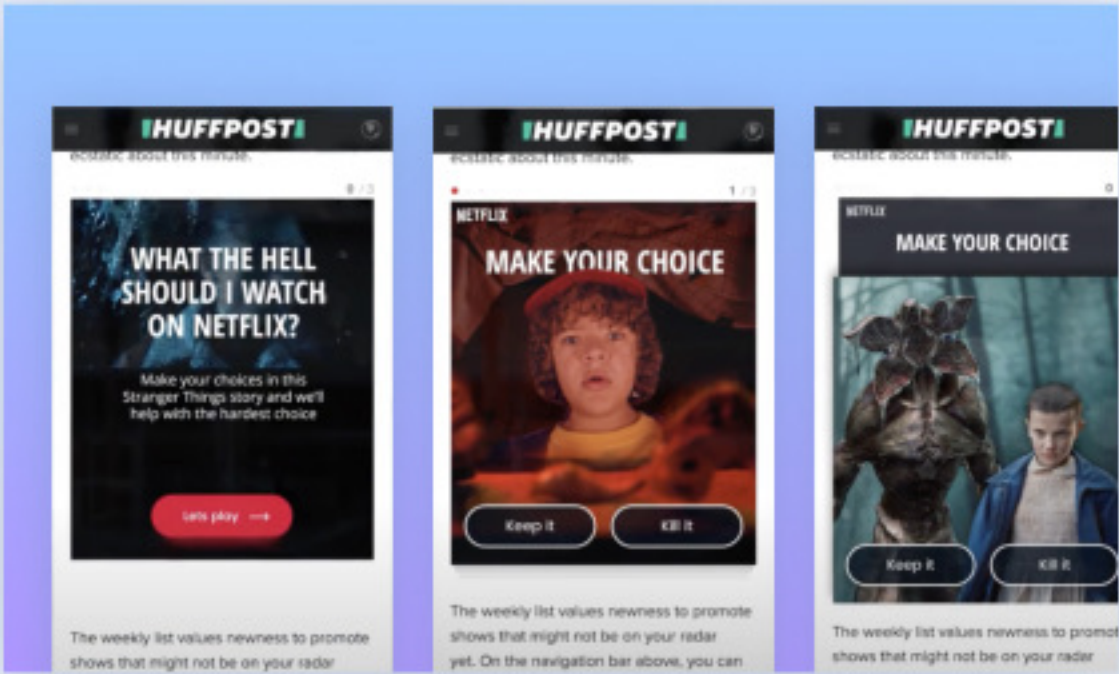


Studio Management

Playbuzz
(Ex.Co Today)



Main Product @ Playbuzz



Engaging formats

Our team creates captivating content formats for consumers to engage with.

Role: Creative Director, UX, Designer.

What strategies can we use to turn text into interactive material? We created trivia, convo, polls, lists, flip cards, personality quizzes, and much more products to serve publishers, advertisers, and content creators.

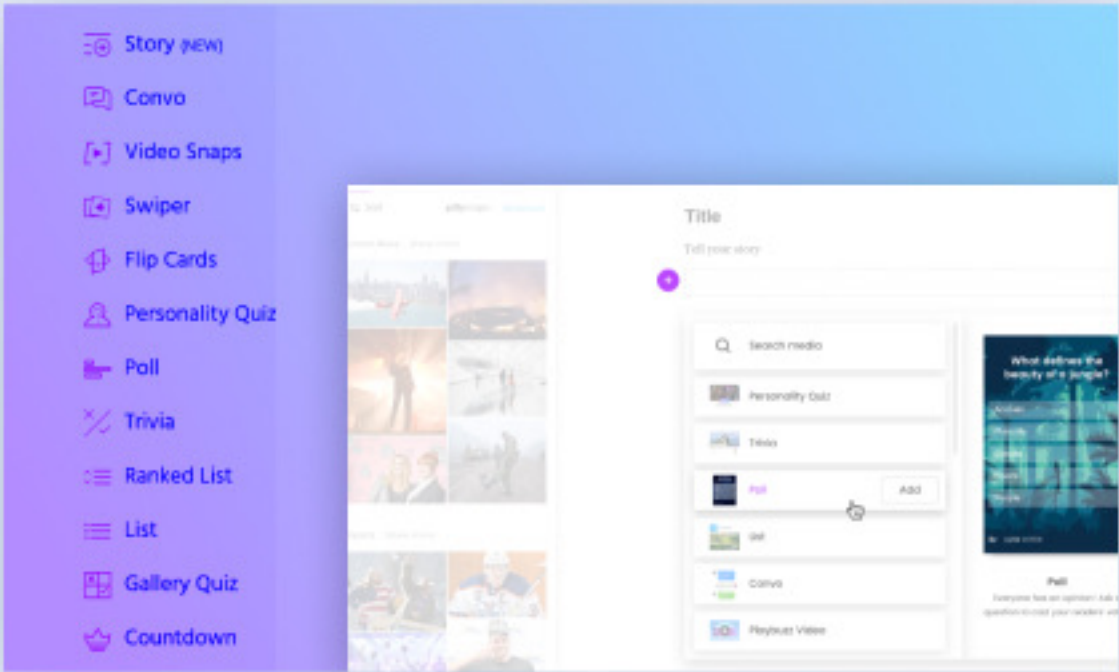
Team (product design)

Creative Director

2X

Product Designers

UX Researcher

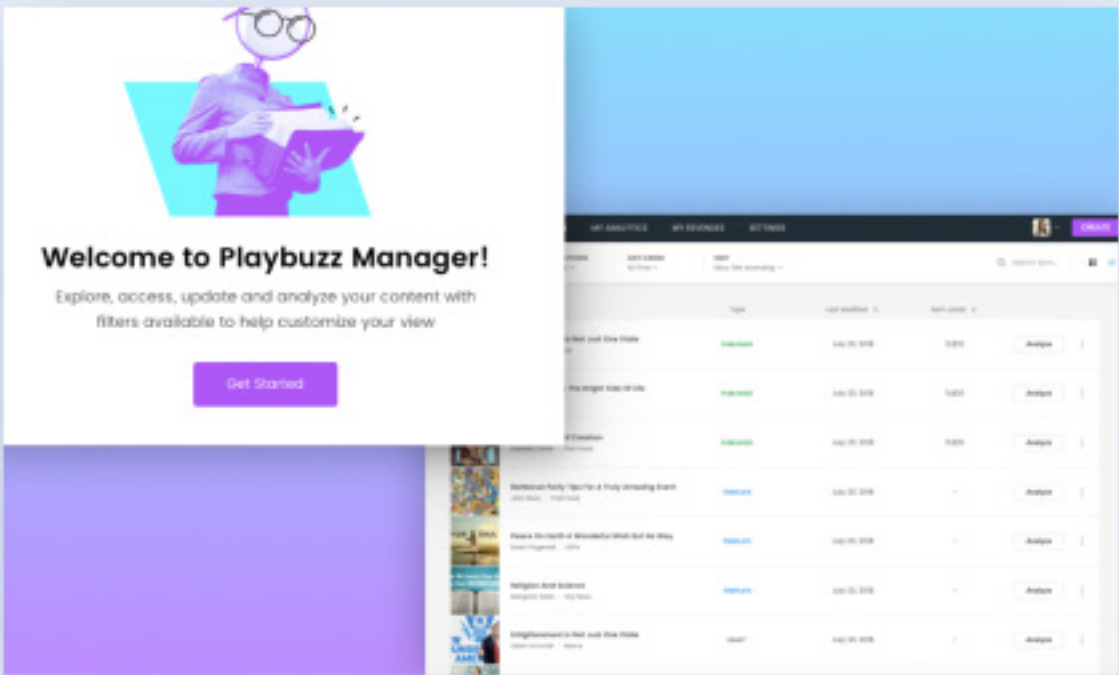


Building platform for all product

Designing tool for content creator, and then unit all tools to one platform

Role: Creative Director, UX.

Can you suggest ways to create a simple tool for content creators that is easy to understand and operate, while also effectively engaging their target audience?



Dashboards and Analytics

Building dashboards and analytics for content creators, publishers and advertisers

Role: Creative Director, UX.

What type of data can be gathered and presented to creators in a manner that enables them to monitor their performance and enhance their content and engagement?

Top 5 things I've learned @ Playbuzz

1. Make sure users have the motivation and small learning crave
Or you may stay with great product that nobody uses
2. Keeping a product simple is better for success than having too many features.
3. Recruit the **best** and clear the way for them to shine
Best in professional and personality
4. If you write Top 5 things... people will read it
You see? you even read the small letter too!
5. I enjoy director level role
I can be involve in the product and in the same time know the strategy and the company.

Main Product @ Funtomic

4

Team

Creative Director
& Product Des

Product Designer &
Game designer

Motion &
Marketing Desiner

Directing

3X

International Game
Design Studios



Kizi.com platform

Design the platform for kizi games.

Role: Product Designer.

I was in charge of brainstorming, crafting, and improving the user interface and experience of Kizi.com's offerings. My goal is to create designs that are attractive, easy to use, and cater to the preferences and requirements of our intended users.



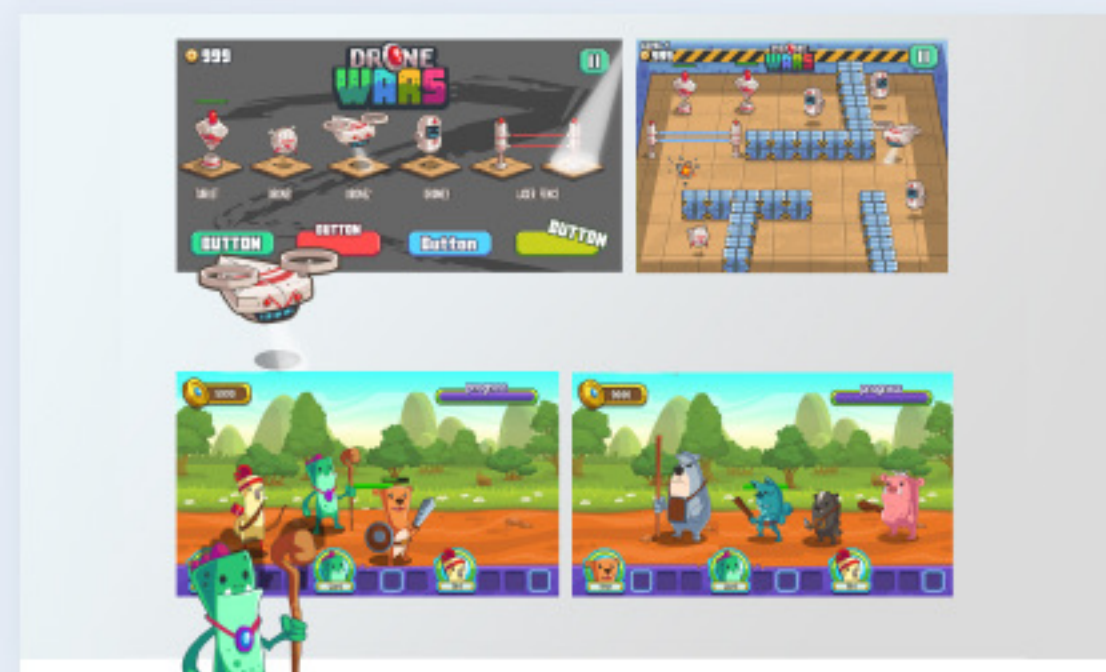
Kizi App

Is it possible to turn the Kizi experience into
a mobile application?

Role: Product designer

Designing a story and gamification for Kizi branded app.

Designing A mobile App for Kizi Platform. Designing uniq Kizi games apps.



Directing casual games for Kizi

I provide direction and guidance to game studios on how to
develop and design games that cater to the Kizi audience.

Role: Art Director, UX consulting.

We have game studios located all around the world that develop games
for us.

Top 5 things I've learned @ Funtomic

1. Incorporating gamification is crucial for any product, not limited to just games.
2. Ensuring a smooth onboarding process is crucial in preventing user dropouts.
3. Design is wonderful and all, but it must be accompanied by data.
4. Users flow, funnels, users' journeys, pesona
5. It is possible to request additional responsibilities.

Case Study



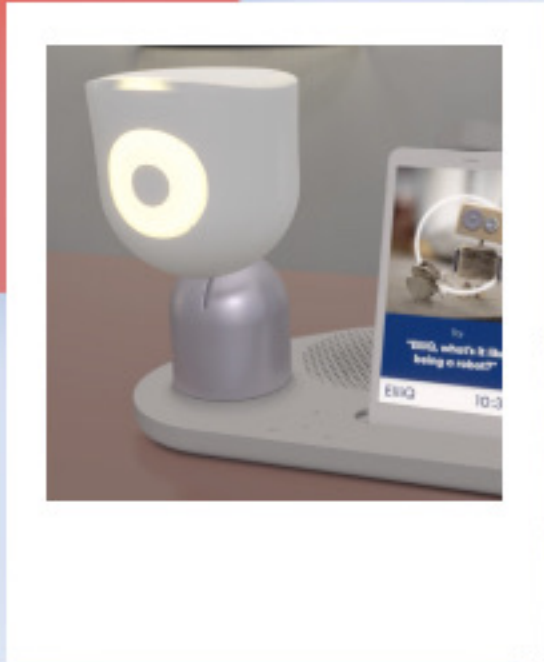
Case study

Elder adults
Robot (ElliQ)
& stress reduction

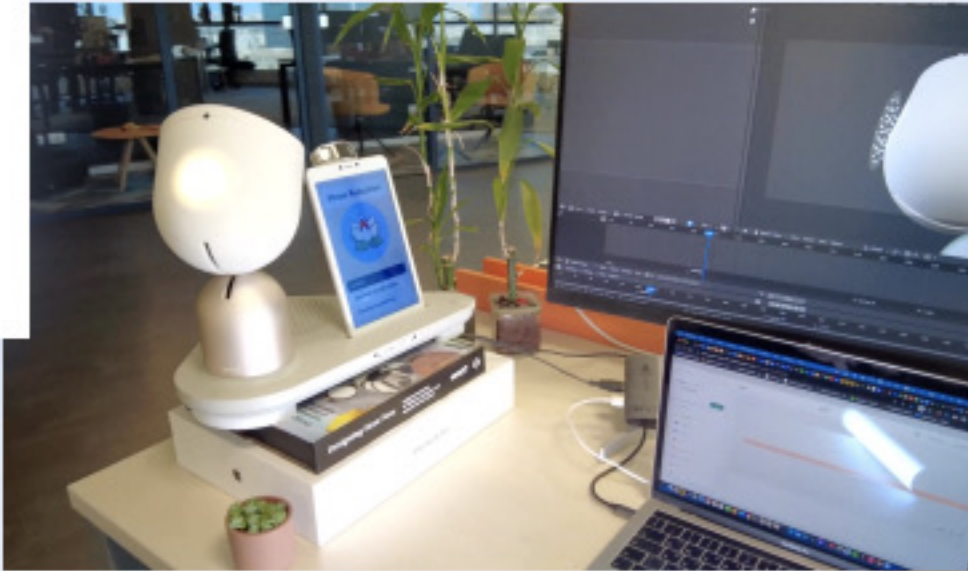
UX Design for Senior Citizens
(Ages 65 and Older)

NN/g
Nielsen Norman Group

Research



Movement lights and sound exploration



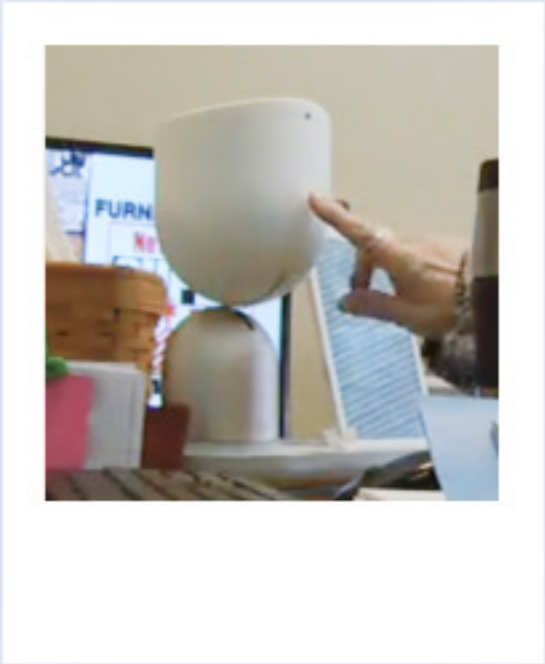
The process of combining various modalities.



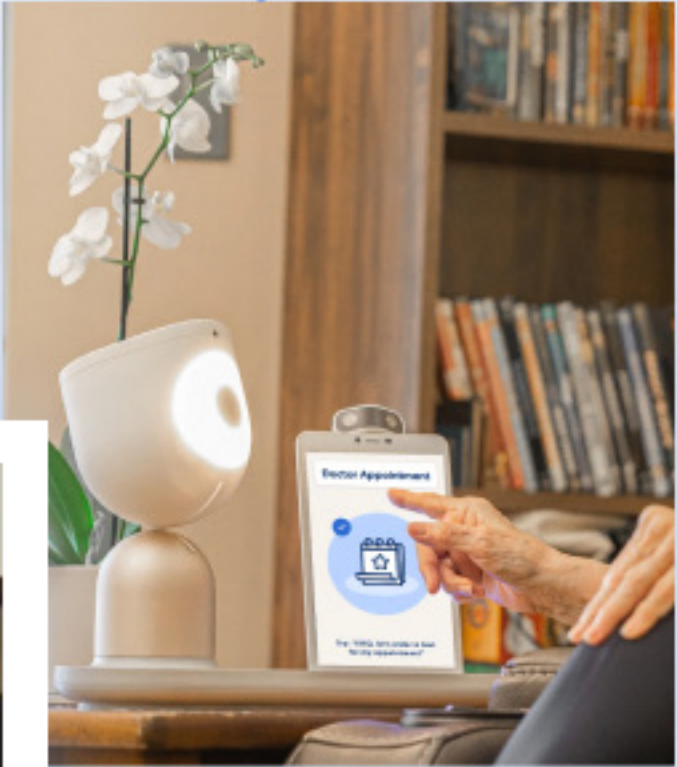
Mindfulness and breathing in robots



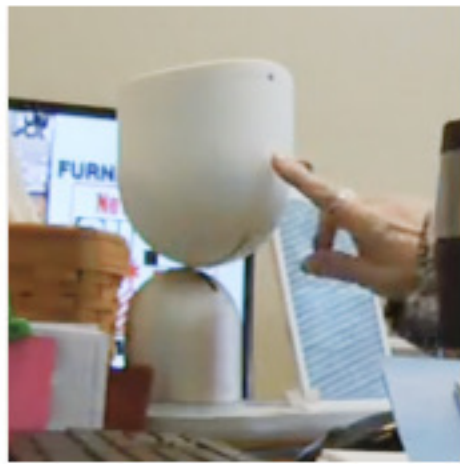
Improvements and extensions



Results



Launch



Testing

*Case Study @ Intuition Robotics

Help **combat elder loneliness, stress, and anxiety by using ElliQ to teach stress reduction and mindfulness techniques.**



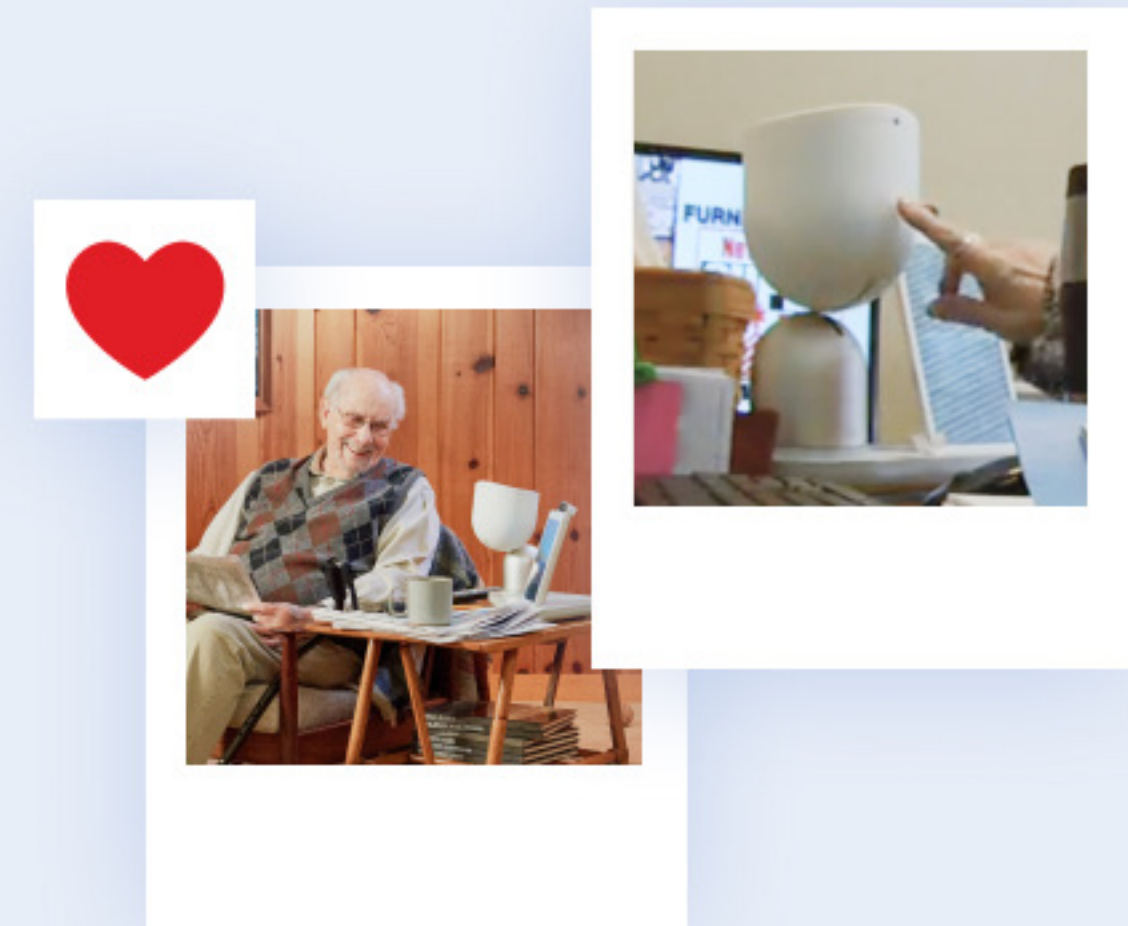
This is my favorite project and the one I identify with the most. It's the perfect **combination of design, technology, business, and a good cause.**



In the US, many older individuals use ElliQ daily, such as in the morning before taking their blood pressure, before going to sleep, or when they feel anxious.

I am grateful for the opportunity and initiative to lead and design this project.

* A condensed version of this case study, I can provide the full one upon request.



Case Study*

@ Intuition Robotics

My Role

Hands-on design: Screen UI, Screen motion, copy, movement.

Directing: 3D Motion , Speech and copy, sound , LED's, research.

Team

3D Animator, 3D modular, Musician, Conversation designer, Engineer, Psychologist, UX researcher.

Duration

Month to lunch.

And then on-going ux research to improve.



* A condensed version of this case study, I can provide the full one upon request (with videos).

Status

Shipped and ongoing

ElliQ for seniors: A solution for reducing stress and improving wellbeing.

About

Older people are especially vulnerable to loneliness and social isolation, which can lead to depression and a severe decline in physical health and well-being. Research has shown that stress reduction and mindfulness exercises can improve mental and physical health.

Objective

Our objective was to use ElliQ to facilitate stress reduction exercises for our clients.



Stress reduction with Elli.Q

Some of our Challenges

1. We aim to showcase ElliQ, a robot made of plastic and metal, in a manner that conveys warmth, empathy, and a gentle presence that mimics human breathing.
2. Some users hesitate to try new things, particularly when technology is involved, due to their fear of failing.
3. Create a user-friendly experience by smoothly integrating ElliQ's different ways of expressing itself.
4. What steps can we take to assist them in beginning and continuing their practice, including onboarding, retention, and redemption?

Solutions

Our team created a plan for ElliQ to facilitate the practice of breathing exercises together. The MVP plan was specifically created for the tutorial phase, featuring diverse exercises aimed at preventing monotony during the ongoing phase. Additionally, small reminders are included to assist with maintaining a consistent practice. We have incorporated techniques based on habit-forming theories into our methods.



Stress reduction with Elli.Q

Motion

Through extensive testing, I created a movement for ElliQ's "head" that simulates the breathing motion by moving from top to bottom and back.

LED's

As ElliQ inhale, the crown LEDs will fully light up, and as she exhale, they will turn off.

UI

I used a nature video while working out to stay focused and added explanations and menus for users during the tutorial.





Research

UX Research

I possess extensive knowledge of various breathing exercises, yet I continue to search for additional techniques to alleviate stress. research on tech devices that utilized for teaching breathing exercises.



Writing the plan (or "the play")

Speech

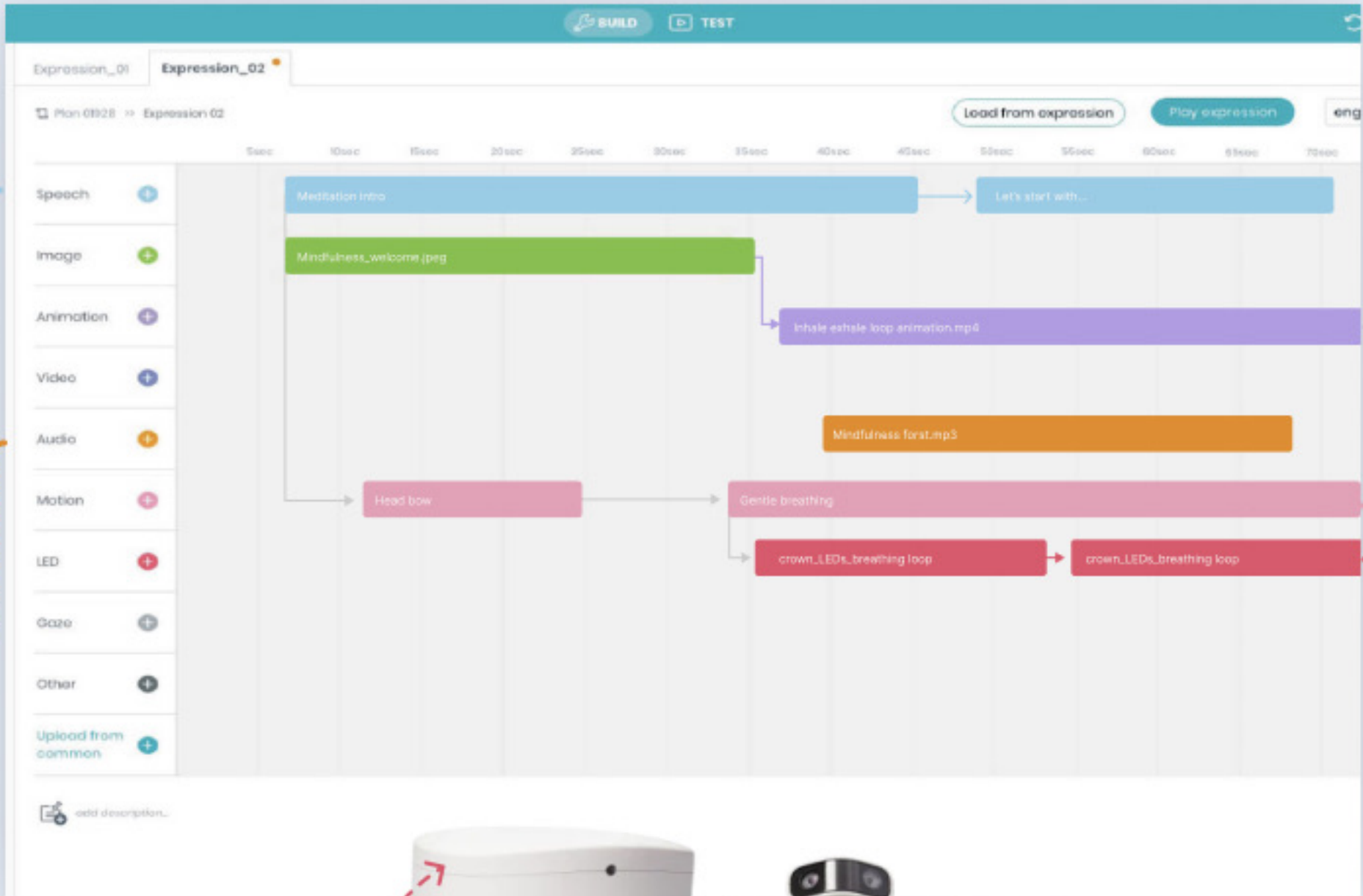
I wrote calm breathing and mindfulness exercises. then shared these with the conversation designer for their personal input.



Sound (SFX)

Music

I collaborated with a musician to produce relaxing background music that can also be repurposed as a brief breathing exercise reminder. The music played an essential role in the user's experience. Even if they close their eyes, they can still hear the meditation continuing.



LED's

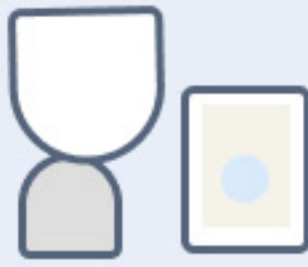
Speech

Movement

UI

Motion

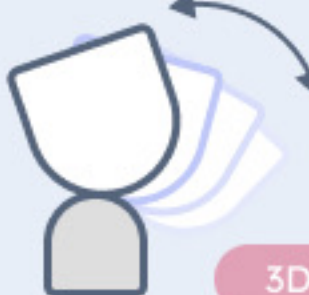
Sound



UI

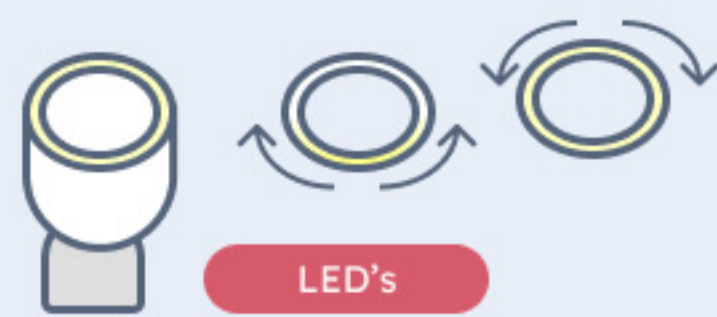
Motion

I designed a screen that won't distract from voice and sounds, while still emphasizing the sensation of breathing. I have also created screens and videos to assist with onboarding and tutoring.



3D Motion

The motion designed that incorporated soft, subtle movements to imitate breathing. Additionally, I added ElliQ crown LEDs that simulate the appearance of breathing.



LED's

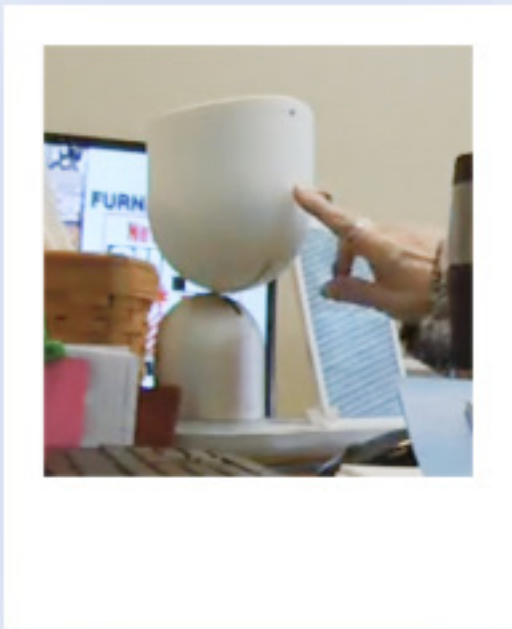
The motion designed that incorporated soft, subtle movements to imitate breathing. Additionally, I added ElliQ crown LEDs that simulate the appearance of breathing.

costumers feedback
Shipped and ongoing

Test

One of the most exciting moments of my career was when we tested the plan on a small group of users using a Nest camera for research purposes.

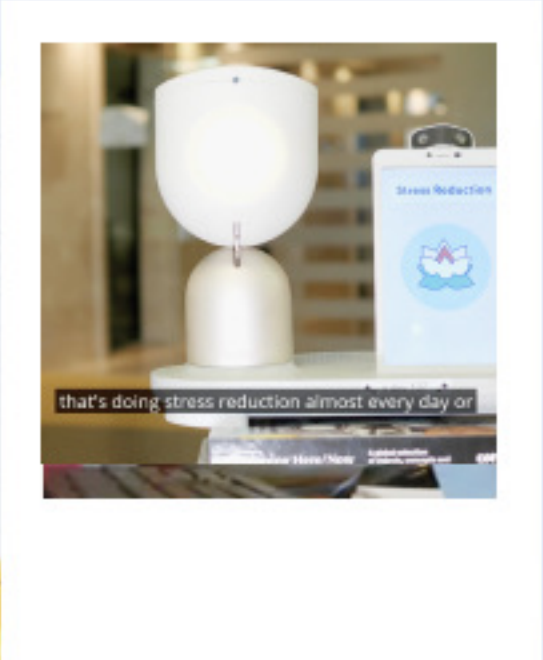
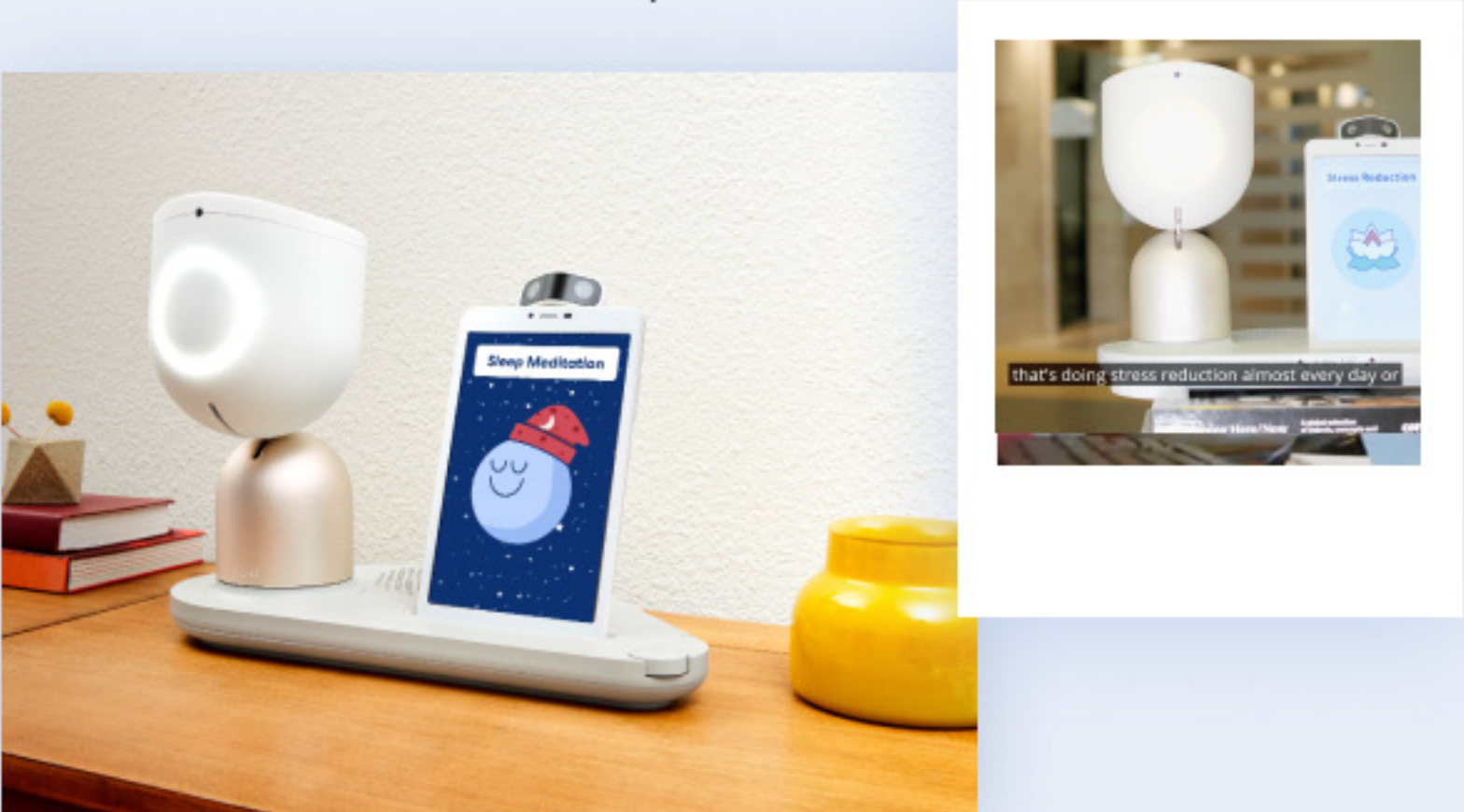
In the video, we can observe that the user completed the exercise, and her breathing gradually became slower and more profound after the breathing exercise



was finished. The user expressed gratitude towards ElliQ by quietly saying, "Thank you, ElliQ" and followed it up with a deep breath and a compliment, "That was wonderful." She even showed physical affection by petting ElliQ's head.

Results

Our users had an overwhelmingly positive response. We achieved our goals for adoption and retention, which resulted in approval to expand the program. We added plan on improving sleep and adding more content to enrich the experience..



Thanks!



[Linkedin](#)

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