


Asaf Dantes

About me

 31.08.1985

 Tel-Aviv

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Education

Bachelor of Visual Communications Design - Interactive Media
Shenkar college of engineering and design
2008 to 2012

Certification

Design sprint facilitator
RED-ID | March 2022

Languages

Hebrew – mother tongue
English – fluent

Army

Discipline sergeant
at "Bahad 20"
Dec 2003 to Sep 2006

Work Experience

Fiverr

Product Design Team Lead | Feb 2018 to Present

- Collaborating with cross-functional stakeholders and C-level executives throughout the product lifecycle to deliver optimal user experiences. Providing end-to-end accessible product solutions by working closely with developers, UX writers, product managers and the UX research team. Managing complex tasks from problem definition and data gathering to wireframing, responsive design, user testing and QA.
- Leading the product-design efforts for nine strategic product teams (Fiverr business, Finance, Certified, etc.), managing a team of seven designers. Ensured their well-being, professional growth and satisfaction while actively participating in various projects, maintaining a consistent, accessible and user-friendly design approach using the Fiverr design system.
- Worked closely with production leaders to initiate, plan and prioritize tasks, contributing valuable insights to strategic decisions concerning the future development of the product.
- Actively participated in the development and evolution of the design system to ensure consistency and efficiency in design practices.
- Conducted user research to gain a deeper understanding of our target audience needs and pains, consistently improving their experience and implementing impactful features.

Medallia

UX/UI Lead | Dec 2016 - Feb 2018

- Collaborated closely with product managers and R&D teams to enhance the online shopping experience for enterprise clients such as FedEx, Western Union, Frontier, Electrolux, among others. Leveraged customer experience insights by analyzing touch points downstream of digital interactions.
- Oversaw multiple features designed to collect real-time customer feedback across various digital channels, including web, mobile, and in-app. Utilized advanced reporting and text analytics to analyze the collected data.
- Created mobile applications for iOS and Android platforms to enable clients to evaluate the effectiveness of new features and applications, as well as receive alerts during A/B testing.

Myheritage

Senior UX Designer | Aug 2013 to Dec 2016

- Led the company's DNA strategy and prepared intuitive solutions for complex use cases.
- Created high fidelity prototypes for product requirements into wireframes, user testing, motion mockups and pixel-perfect designs for new brand concepts and existing evolving concepts.
- Worked across various native devices and web-responsive platforms, supporting localization and a wide range of languages, totaling over 42.

Balora (NGSOFT)

GUI Designer | Aug 2012 to Aug 2013

- Designing accessible mobile applications and websites for large-scale companies such as Partner (Orange), Discount Bank, Intel, Medivisor, AT&T, TapTo, Dario, etc.