

MEIRAV OHAYON - Service Designer and CX Consultant

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I am a designer who strives to develop products and services that have an impact on our reality. Until late 2017, I designed bags and jewelry under my own brands. It was “a one woman show”: from strategy, product design, production management to digital marketing, web design and more. I made my transformation in the world of innovation through my master's degree in 'integrated design' at the Holon Institute of Technology (2017-2019) where I was exposed to the methodology of 'design thinking' and 'service design' and really fell in love. Today, I have unique interdisciplinary skills that help me tackle complex problems in creative and innovative ways. Beginning in 2020, I participated and led projects in the areas of strategy, customer experience and user experience. From research and diagnosis to strategic recommendations, defining the customer journey and designing the user experience. I'm ready to level up.

Tool Box

Design thinking / Design sprint / Figma / Photoshop / Illustrator / Premiere / XD / Miro / Mural / Wix platform / Office / Business and analytical thinking / Resourcefulness / Curiosity / High level of verbal and written expression / Ability to multitask / Ability to cope with a changing work environment and uncertainty / Develops good relationships with customers, managers and colleagues /

& Skills

Recent

Customer Experience Consultant /

Experience

Matrix Experience 2021 – 2022, Hod Hasharon

In this role, I participated in and even led a number of projects that included: customer studies (in-depth interviews, customer journey mapping, needs and opportunities), benchmarks and analyses. I planned and carried out workshops with customers and used different work methodologies using design thinking tools in order to characterize and design diverse products such as processes, organizational structure, customer journeys, formulating an operating concept, proposals of value and new services. Example projects:

- Isracard - customer experience research aimed at improving digital processes.
- Clalit Healthcare - I participated in and led a patient journey study to improve Clalit's customers' digital services.
- Davidoff Institute, Beilinson - I led a study of the patient experience in oncology, to improve patient flow during day treatment at the institute.

Design Research /

Tel Aviv Municipality 2020 – 2021, *freelance projects*

Freelance researcher at Impact - the municipal innovation team. I was a member of a team that carried out projects in collaboration with a community manager, the Early Childhood Development Division, the Education Branch and the Culture Division. As part of the work, I conducted in-depth interviews, observations, data analysis, creating insights, creating personas, presentations and leading ideation workshops. Example projects:

- Community Manager - Network research on the next generation public sharing platforms
- The Division for the Promotion of Early Childhood - A needs mapping study of parents of preschool children in Tel Aviv's southern neighborhoods
- Community Manager - Design research on "Neighborhood leadership - where to?"
- Impact - the innovation team - I took part in two design studies: "Reducing aggression among children and youth" and "Barriers and motivations in the consumption of culture in the city", in collaboration with the education and the culture department.

Projects management /

Matrix Experience 2021 – 2022, *Hod Hasharon*

In addition to my role as a customer experience consultant, I have managed UX/UI Studio projects. In this role, I led the project to the customer, on the one hand, and with the UX/UI team, on the other hand. I have supported projects from the underwriting stage through work plans, budget and schedule monitoring, and UX/UI team monitoring and support.

UX - User Experience Design /

Matrix Experience 07.2020 – 09.22, *Hod Hasharon*

In addition to my role as a customer experience consultant, I was privileged to characterize two content sites for different organizations. As part of this initiative, I held a Lean UX session with the client to learn more about the needs and usage scenarios of the organization and conducted inspirational research. The result was the design of the websites and the design of the user experience of the screens and various components of the website in mobile and desktop resolution. Since the sites have not yet been posted online, I can only present and narrate in detail in the interview.

Education

Design Thinking Workshop Facilitator / Discouers

September 2022

Change Management For Organizations: Drive Strategic Results /

UDEMY - Leading change through leadership alignment, stakeholder engagement, culture assessment, communication and training

August 2021, online

Design Sprint Facilitator / RED

Design sprint facilitation based on compressed design thinking methodology *June*

2021, Tel Aviv-Yafo

UX/UI Design / HIT Holon Institute of Technology

02-06 2020, Holon

M.DES in Integrated Design / HIT Holon Institute of Technology

Main labs: speculative and critical design, the city as a design project, service design, transmedia and final project

2017 - 2019, Holon

B.F.A. / Bezalel Academy of Art and Design

Graduated from the Department of Jewelry Design, Clothing Accessories and Objects.

1995 - 1999, Jerusalem

volunteering **Atid Plus for Education in Israel /**

Educational mentor in the 'Girls Plus' flagship programme for the promotion of girls, which aims to expose girls to the world of high technology and entrepreneurship. Girls will compete in the world's largest entrepreneurial competition, Technovation. As a mentor, I will guide girls through the process of creating an app to solve a social problem on which they choose to focus.

November 22 - April 23, the Green Village Boarding School

Languages

Hebrew - Native speaker

English - Professional English proficiency