



# Danit Ben Artsi Lahav

UX RESEARCHER & PRODUCT STRATEGIST

## Details and Portfolio

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## Profile

Hi! I'm Danit, a Strategist & UX Researcher with a knack for human-centered design and a dedication to enhancing user experience. My quick research and initiation skills, combined with a passion for groundbreaking ideas, make me a key contributor, transforming research into actionable, innovative outcomes for forward thinking teams and great products.

## Education

2024 - Today	M.A., Bar-Ilan University Sociology - Social Psychology
2007 - 2011	B.F.A, Bezalel Academy Screen-Based Art

## Courses

2023	Product Management PM101 Give & Tech
2022	Design Thinking Workshop Facilitator Discovers
2021	Usability & UX John Bryce

## Languages

Hebrew      English

## Experience

2022 - Today	<b>Lead UX Researcher at Honeywell</b> Perform generative research with a Human Centered Design approach. Conducting Design Thinking & Design Sprint workshops. Conduct UX Research for global audience using mixed methods Benchmarking Leading focus groups & user interviews and Analysis Defining personas across multiple products. Defining main scenarios & user flows. Define & test IA Low and High fidelity prototyping deliverables Performing usability tests and evaluations
2021 - Today	<b>Founder &amp; Owner at Hickery Pickery</b> Transcended traditional entrepreneurship; a fusion of UX research, product strategy, and design. Orchestrating the brand from ideation to launch. Human-centered design Market analysis to shape the UX vision, Crafting a narrative across all customer touchpoints. Hands-on approach in UI design and social media integration. Seamless user journey Leading the product lifecycle management. Commitment to quality and user satisfaction. Delivering end-to-end product solutions that resonate in a competitive market
2016 - 2021	<b>Animation Designer at SnowBall VFX Studios</b> Shaped visual storytelling. Contributing to the creative direction, focusing on the 'look and feel' of the projects Defining and documenting design procedures. Ensure consistency & efficiency in the animation pipeline Collaboration with cross-disciplinary teams. Contributed to a cohesive aesthetic across diverse projects
2015 - 2017	<b>Art Director, Motion Designer at a Happier TV</b> Orchestrating the visual and conceptual framework for online VFX and motion graphics series. Overseeing projects from initial brief to final delivery. Crafting visual concept Driving projects with autonomy. Ensuring each task is met and exceed creative expectations
2013 - 2015	<b>Motion graphics Designer at Hedia Retail &amp; ads</b> Developed concept designs. Animated marketing videos Deliver impactful visual narratives. Drove sales & engagement

## Volunteering

2022 - 2023	<b>CO-Founder, Product Manager, UX/ UI at Shlomit startup</b> Hackathon victory for developing tools that identify socially excluded children
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## Skills

Problem Solving	UX Research	Analytical Thinking Skills
Design Thinking	Usability Testing	Time Management
Communication Skills	Data Analysis	Product Management