Mercedes Ben Oren
UX|UI Designer

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WORK EXPERIENCE

"SoloFoodies" Madrid, Spain. (Jan 2021- present)
A platform that simplifies restaurant-foodie collaborations.
UX/UI DESIGNER
- Conducted user research (Surveys, User Interviews).
- Defined user flow and overall structure.
- Designed all wireframes and UI.
- Defined tone of voice and microcopy.

SenseIT 360 (Jan - Apr 2021)
UX INTERN
- Conducted user research on actual CRM users (Surveys, User Interviews).
- Prioritized features based on main users.
- Customized design of main screens in the CRM system.
- Built conceptual presentation of UX design.

Studio Yaron Tal (Jan 2018-Aug2021)
SENIOR INTERIOR DESIGNER
- Led large-scale commercial spaces: Hotels, Restaurants, Stores. (INK Hotel, Tel Aviv - 52 rooms, Merkaza Mall, 4000 sqm).
- Managed time challenging projects, including first stage design along with client from start to finish.
- Coordinated communications with PM's, advisors, suppliers, contractors, architects, construction workers, and more.

Bilgoray Pozner (Sep 2013- Dec 2018)
INTERIOR DESIGNER
- Responsible of building and redering all 3D models in the studio (3DMAX and Rhino).
- Worked on small-medium scale retail projects.
- Designed conceptual presentations for clients.

Ron Arad Architects Chalk Farm, London (Jul- Sept 2013)
Only one selected from the whole Interior Design Department in Shenkar
INTERIOR DESIGN INTERN
- Worked on 3D renderings for different on-going projects:
  - "TOHA"- Tel Aviv 2019
  - "The Watergate Hotel"- Washington DC 2016
  - "The Onion House" – Venice Biennale 2014
(Letter of recommendation available from the Architectural Department)

EDUCATION

- UXV - UX Certification Program, by Tal Florentin Tel Aviv. (Dec-Apr 2021)

- B. Des Interior, Building and Environmental Design - Shenkar College of Engineering and Design (2010-2014)
"Heseg" Scholarship Recipient for excelling lone soldiers (2010-2014)

TOOLS
- XD
- Figma
- Invision
- Photoshop
- 3D Max (3d modeling and render)
- Rhino (3d modeling)

LANGUAGES
- Spanish – Native speaker
- Hebrew – Completely fluent
- English – Completely fluent

MILITARY SERVICE
(2007-2009)
- Foreign Forces Division. Responsible of 24/7 communication with foreign forces (UN, MFO and JAF) in the Jordanian border.
(Awarded "Brigade outstanding soldier")