



shirily bar-or

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054-4455635

Curriculum Vitae

experience

2009 - present Lalanet Web Design Tel-Aviv, Israel

Lalanet Web Design specializes in tailor made small to medium scale web sites.

Art director and web site architect, founder & manager

- Visit www.lalanet.co.il for more details

2005-2009 DigitalFuel Technologies Jerusalem, Israel

DigitalFuel has the largest deployments for SLA management and service financial management in the world. Its software enables service providers and enterprises to manage the business performance and cost aspects of billions in outsourced and in-sourced IT and other business services.

UI designer and usability expert

- As part of Product Management Team, planned, designed and constructed **ServiceFlow 6.0** and onwards, a web based application for Service Level Agreement market
- Developed the conceptual and visual design for the product
- Acted as user advocate during the design and development process
- Defined guidelines for graphic and usability integrity

2007 Evolution Online Tel-Aviv, Israel

I-Contact is a project of Evolution Online Software Developers, creating an extensive and comprehensible system for educational staff in high-schools nation wide.

UI designer and usability consultant for I-Contact

- Identified and defined the different needs of a various skilled users
- Planned and designed application structure and flow
- Initial graphic design

2003–2005 Lalanet Web Design Tel-Aviv, Israel

Lalanet Web Design specialized in tailor made small to medium scale web sites.

Art director and web site architect, founder & manager

- Designed and constructed numerous websites, from early planning stages to going online, including dating sites, e-commerce, educational web based systems and more.

2000-2002 Oblicore Inc. Raanana, Israel

Oblicore is a leading provider of Service Level Management software. Its software solutions are leveraged by both service providers and global enterprises.

UI and usability designer

- Worked as part of R&D team to develop, design and construct **Oblicore Guarantee**, from initial stages to going live

2000-2001 Tel-Aviv college Tel-Aviv, Israel

Teacher

- Taught web-site design and construction
- HTML, CSS, JS
- Photoshop
- Introduction to web usability

skills

Over 9 years experience in web UI development

- Expert in HTML, CSS, PhotoShop, Flash, DreamWeaver and other design tools
- Excellent written and oral communication as well as presentation skills
- Strong commitment to excellence

education

1999-2000 Tel-Aviv college Tel-Aviv, Israel

- certificate studies in graphic and website design

1994-1997 Institute of Technology Holon, Israel

- B.A. studies in design

1988-1991 Sir John Cass Faculty of Art London, UK

- certificate in fine art