

DOR HERCHCOVITCH

Creative Product Manager

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Job Experience

2022-2024 - Primm, Senior Product Manager

- **Led the end-to-end creation and launch of products**, demonstrating strong leadership in cross-functional collaboration and a keen focus on user insights to drive SaaS product development including efforts to shape the usage of AI in company's products.
- **Create and established protocols of cross-functional teams**, ensuring scalability of new products and features to create efficient work environment post-launch.
- **Leading Strategy Planning**, Owning initiative and leading people to shape the company's roadmap, and overall direction with effective decision-making and foresight.
- **Data-driven with Impact**: Utilized advanced analytical abilities to drive strategic planning and effectively measure company growth through both quantitative methods and engaging qualitative user interviews.

2018-2022 – Primm, Head of Product Design

- **Managed the execution of visionary projects**, leading design and engineering teams in simplifying user journeys and creating impactful, user-centered solutions with attention to details.
- **Championed innovation**, crafting inspirational products tailored to user needs, and demonstrating exceptional creative oversight and collaboration across disciplines to achieve seamless user experiences.

2018-2019 – CWT (Carlson Wagonlit Travel), Product Designer

2016-2018 - BYONDXR, Product Designer

- Create and Design creative UI/UX for immersive products.

2015 - Taub Center, Infographics Designer

2010-2016 - Walla! leading news-site in Israel, Graphic Designer

Education

2012-2016 - Holon Institute of Technology (HIT),

Bachelor of Design (B.Des), Interactive design

- Graduated with honors (summa cum laude)
- Scholarship for excellence in entrance exams
- Awards - נאמן ([Link](#)), Taub Center ([Link](#))

Teaching Experience

2018-2021 – HIT, Digital Interaction Courses

2017-2022 – "Designing for VR/AR" Lecture, Guest Lecturer

Volunteering Experience

2010-Present – Outbox (Design Terminal Bat Yam)

2012-2013 – IBM: Kids4Kids Program, Guide

- Mentored Jewish and Arab youth in graphic design.

Military Experience

2007-2010 MEYTAV Recruitment Base, Graphic Designer

Core Skills

Product

- Empathy to user needs
- Quick prototype skills
- Visual Storytelling
- Agile Methodology

Management

- Team leadership
- Talent acquisition
- Foster team culture.
- Performance review.
- Evaluate internal and external resources.

Visual Design

- Web-app user experience
- Interactive experiences
- UI and Design system
- Content representation
- Infographic Design
- Typography

Software

Adobe Suit

+++++ Images (PS, AI)

+++++ Video (PR, AE)

Additional

+++++ MS Office

++++ ChatGPT

++++ Figma

+++ HTML

+ CSS

+ Processing

Operation system

Comfortable with both PC and Mac computers

Languages

Hebrew – Native

English – Proficient

[References will be](#)