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# Eyal Ohana

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 San Francisco

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## Education

### Stanford University

Human-Computer Interaction  
Certificate with Distinction

### NYU

Masters, ITP (Interactive  
Telecommunications Program)

Bezalel Academy of Art and  
Design, Jerusalem, Israel  
BFA, Visual Communication

A strategic Product Design leader and a creative thinker;  
designing digital products, objects, and spaces.

Adept at leading design from inception and discovery through  
launch and growth.

An effective cross-functional manager, an honest team player,  
and a passionate problem solver.

A visual storyteller with a deep background in motion design.

## Professional Experience

### Director of Product Design

**Symantec - Norton-LifeLock | Mountain View | 2019 - 2020**

Drove the strategy and design of consumer cyber-safety and privacy products for  
smart home, connected devices (IoT), and voice assistants.

Led, scaled, and mentor a design and UX-research team.

Directly contributed to user growth and retention during a merge of product segments.

Mentored designers in adopting product thinking and built collaboration bridges with  
product and engineering teams.

promoted data-driven design and product innovation in cross-functional teams.

### Director of UX Design

**G&A Design | San Francisco | 2014-2018**

G&A Design is a global planning and design firm for cultural institutes and public  
spaces with a focus on synthesizing physical and digital platforms.

Co-founded the digital arm of the company and managed the UX team.

Developed and implemented UX methodologies from research and strategy to launch,  
within the context of comprehensive museum design projects.

Led the design and launch of digital products with a focus on cross-platform  
integration from mobile to large-scale spatial installations.

Led strategic client relationship with Johnson & Johnson, The National Blues Museum,  
Google, The Mississippi Arts Experience, The Grammy Museum.

### Adjunct Professor

**NYU, Tisch School of Arts | New York | 2012 - 2014**

Develop and teach a first of its kind curriculum on animation for interaction design at  
the ITP graduate program.

### Creative and UX Lead

**Contract work | New York | 2012 - 2014**

**AKQA** - Senior Art Director. Client: **Verizon**. In-store Interactive experiences.

**Local-Projects** - Product Designer. Client: **Panasonic**. Smart TV concept, R&D.

**Hush** - Creative lead. Client: **Under Armour**. Interactive projection mapping.

**Potion Design** - Art Director. Client: **Lionsgate**. Comic Con expo media design.

**Dynamix** - UX Strategy and Product Design. Dynamic video ad platform.

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## Publications and Awards

### **Gold Horizon Interactive Award**

City of Hope Museum | 2017

### **Creative Tech Week | NYC**

Speaker- Meeting the Devil at a Crossroads | 2016

### **Sundance Film Festival**

US Documentary Special Jury Award for Use of Animation (Watchers of the Sky) | 2015

### **3LD Art and Technology Center | NYC**

'Media Lounge' group exhibition | 2011

### **Tribeca 92Y Art Gallery | NYC**

'Geek Down' group exhibition | 2010

## Professional Experience (cont.)

### **Digital Design Lead**

**Inwindow Outdoor | New York | 2010 - 2012**

Lead the design and development of large-scale digital out-of-home activations, for brand experiences and advertising.

Clients: **Google, Mastercard, Paramount, Walmart.**

### **Motion Designer, Art Director**

**Self-employed | New York 2006 - 2010**

Boutique studios: Imaginary-Forces, AVSO, Tronic, Shilo.

Develop design and motion systems for TV networks branding, title sequences, commercials, and music videos.

Clients: **Reebok, MoMA, Samsung, Sears, CBS, ABC, Showtime.**

## Skills & Tools

**Creative Direction** - Lead integrated, multi-platform projects. Guide cross-disciplinary teams. Manage client relations and project scope.

**UX Strategy** - Content and user research. Stakeholders workshops. Define goals, value proposition, content strategy, and experience-models.

**Interaction Design** - High-level concept, experience flow, information architecture, UI and wireframes.

**Prototyping and User Testing** - Plan and conduct qualitative and quantitative user research.

**Service Design** - Map the holistic flow of user journey across multiple locations and touch points in large multi-user environments.

**Creative Coding** - Processing, openFrameworks.

**Motion Design, Filmmaking** - Video editing, storyboarding, animation and compositing.

**Music and Sound** - Guitarist, electronic music producer, sound designer.