

Asaf Milo – Curriculum Vitae

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Professional Experience

2017: [Singular Labs](#) – Lead Product Designer

Singular aggregates and combines data from ad networks, attribution, BI and CRM systems into granular reports inside one centric system

- Redesign for Singular's data analytics platform, to achieve better UX and performance
- Create and lead Product-Design-Development processes to maximize capabilities
- Research, propose ideas and lead the design in the Product department

2015 – 2017: [SimilarWeb](#) - Senior UX Product Designer

SimilarWeb is monitoring users' behavior over the web and supplying data based marketing insights

- Ideation, UX and data visualization design for [SimilarWeb PRO](#) platform
- New designs user testing for optimized user centered and data-driven experience
- Participating in Agile Scrum team as UX Lead

2014 - 2015: [Perion](#) - Senior Designer (CodeFuel Division, formally known as Conduit)

Perion - CodeFuel division, is developing monetization solutions for various B2B platforms

- Interaction and visual design of products according to specs and requirements
- Development of new concepts for various products
- Working with development teams – from visual sketch to final product

2011 - 2013: [NGSoft](#) (Balora Division) – Art Director (at a customer site – AT&T Israel)

AT&T Israel, formerly known as Interwise, develop apps in the unified communications field

- Developing and maintaining desktop and mobile applications brand identity with excellent user experience
- Managing the UX division designers team
- Art Direction - responsibility for the company's graphic needs

2010 - 2011: Freelance – [asafmilo.com](#)

- Visual design for various projects – from ideation to a finished product
- Conceptual development of projects with customers
- Managing various service providers necessary for each project

2007 - 2010: [TBWA\Digital](#), Art Director & Design Manager

TBWA\Digital was the interactive division of TBWA Israel. The companies were merged at 2010.

- Responsible of design and brand concepts for clients, from idea to full implementation
- Research and implementation of new technologies in the design studio
- Managing the design team of the agency, including personal development of designers

2005 - 2006: [INKOD-HYPERA](#), Senior Graphic Designer

INKOD-HYPERA is a UX and UI design firm, handling clients around the world

- Brand design for the company's clients, mainly for web
- Website design – from concept to complete design of all needed assets
- Complete graphic solutions for clients (including print and advertising products)

Scholarships and Competitions

08/2004 - RedBull Can Art Israel – 1st Prize

09/2003 – America Israel Cultural Foundation (Sharet Foundation) – excellence scholarship

Education

2001 – 2005: Shenkar College of Engineering and Design, B. Design - Visual Communications

03/2000 – 08/2000 – John Bryce Institute, Web Designer course (200 hours)

Army Service

1995 –1998: Artillery Forces, Operation sergeant at the northern headquarters operation room

Professional Skills

- Adobe Creative Suite – Photoshop, Illustrator, InDesign, Dreamweaver
- Sketch (by Craft)
- HTML, CSS, basic knowledge of ASP and PHP
- Comprehensive knowledge of web and mobile Interaction including visual and UX design for various platforms
- User testing – conducting quantitative and qualitative testing and data driven research to accomplish best design experience
- Agile workflow – adaptation of design and development to Agile work processes

Volunteer Experience

2013 – 2016: Youth Guide at [Beit-Dror](#) (Tel-Aviv, Israel) - an emergency hostel for LGBT youth

Languages

Hebrew – mother tongue, English – Excellent

Nationalities

Israeli / European