

# Hagai Frid

Product/ Project Manager / UX Designer

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My background in Design, photography, and media together with my passion for interacting with people, led me to the world of UX and Product Management in the digital industry. Working together with multidisciplinary teams in B2B and B2C environments, delivering projects, while meeting business and user's needs. I enjoy learning and thrive in a diverse environment where I implement Ideas and solve problems creatively.

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## EXPERIANCE

### Cyber-Duck || Product Manager/Project Manager & UX 2020-2021, Remote/London

- I had direct account ownership for the Project and Program delivery of:
  - Cyber Duck website: **product and project management** of the project, **increase in conversions and goal completion of 80%**, building and developing of more than **25 new pages, accessibility** improvement and **lighthouse score** improvement throughout the website from **60 to 90 on all aspects and pages**.
  - Heurix- **Product managing** of the App and website improvement: increase visibility of product in market and bring users to the app, increase of **more than double the user's month by month** using **growth hacking tactics**.
  - Cyber Duck website, Drupal rebuild- **PM** for the rebuild
- I collaborated to **define the roadmap** of the projects **and to refine business requirements** together with the stakeholders and from user, marketing and UX research
- I worked with the **UX designer** to **conduct research, workshops, and prototyping**
- Identify, track, and take action to **mitigate project risks**
- **Resourcing and forecasting** to deliver objectives
- I collaborated with Dev, UX and project manager to deliver sprints
- Grooming tasks and **prioritising the backlog** together with Epic writing, user stories and AC.
- Recruitment and line management of UX team on Cyber Duck's website project
- **UAT** for the new designs and features
- Building new pages and content in the CMS

### General Assembly || UX Design immersive course 2019, London

- **3-month UX design immersive course** incorporating UX, UI and a touch of front-end coding
- Working on 4 projects including a real client one
- Projects were agile and sprint based
- I developed my skills in **UX Research**, Qual and Quant research, collating information and extracting insights, **prototyping, working in teams**, and above all how to understand users and the importance of **UX process to the product development** one

**DreaMe Photography || owner, videographer 2014-2020, London**

- I helped brands, organisations and people communicate in an authentic, honest, and exciting way.
- Providing wedding videography, promotional videos, and filming of online courses together with PD photography
- During the creative decision process I planned, directed, and produced
- The role required me to be well organised with technical and logistic skills, so the product is up to standards

**Freelance || News Photographer 2009-2020, London/Israel**

- As a news photographer worked with newspapers, TV news channels and agencies covering diverse stories, from natural disasters to sport events and magazine pieces

*\*References will be handed upon request,*

*\*\*I'm happy to further discuss all my projects*

**EDUCATION & COURSES**

**General Assembly || User Experience Design**

**Immersive, 2019-2020, London**

**Udemy || User Experience Design Fundamentals, 10**

hours on-demand course, 2019

**WIZO, Academy for Design and Education/ bachelor's**

**in Design and Education, 2005 - 2009, Israel**

**Israel ministry of education || Teaching certificate,**

2014- 2015, ISRAEL

**SKILLS & CAPABILITIES**

- Quantitative research
  - Qualitative research
  - Wireframing
  - Prototyping
  - Conversation design
  - User testing
  - Photography
  - Project management
  - Agile methodologies
  - Figma, Sketch, Invision
  - Click up, Harvest, Notion
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- Lego building with my kids
  - Cooking

**OTHER INTERESTS**

- Walking
- Street Photography