MICHAEL FABER
User Experience Expert

+972 54 222-6152
micfaber@gmail.com
Zichron Ya'akov
linkedin

PROFESSIONAL EXPERIENCE

Mar. 2023
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Researcher in the field of Human-Robot Interaction (HRI) | General Motors internship

Conducted qualitative and market research, combining the academic and the business world research methodologies to establish a communication protocol and modalities for autonomous delivery robots for General Motors.

- Introduced GM with a new communication model for a delivery robot in less than 6 months

Apr. 2022
Sep. 2023

Academic director for UX-UI courses | Netcraft

Led the UX-UI design courses in the northern branch at Haifa.

- Managed up to 12 courses with ~120 students simultaneously
- Recruited and managed a team of ~10 lectureres
- Took part in the development of the syllabus and lesson plans for the product design courses

Jun. 2020
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Present

UX-UI Senior lecturer | Netcraft

Netcraft Academy senior lecturer, teaching UX and UI methodologies and tools.

- Taught over 400 students in less then four years
- Trained some of the biggest companies in their field with UX methodologies

Jan. 2016
—
2022

Brand expert and designer | Freelance

Provided services for branding strategy and visual communication design. Among the customers: Tambour, Keter Plastic, Taliaz Health, Dali-Medical, Taryag Medical, Cipia, HERMES Paris.

2012
—
Apr. 2021

Visual communication design Lecturer | Holon Institute of Technology (HIT)

Design lecturer in the Visual Communication Department at the faculty of design at HIT. Also served as the department's representative as a mentor in the institute's program of innovation accelerator for startups.

Dec. 2011
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Dec. 2015

Co-Founder and partner designer | Designest

Establishment of a multidisciplinary design studio, which provides a comprehensive solution from concept to and through product design, branding and packaging design. Among the customers - Castro, Paşabahçe, Il-Makiage, Tambour, Keter Plastic, Taliaz Health, Taryag Medical, Israeli Architect Assosiation.

EDUCATION

2023
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M.A HCI (Human-Computer Interaction) Thesis student, specialization in the field of Human-Robot Interaction (HRI) | Reichman University, Herzliya

Excellence scholarship, 2023

2010
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M.Des, Design management | Bezalel academy of arts and design, Jerusalem

Excellence scholarship, 2008/9

2005
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B.Des, Visual Art Communication Design | Holon Institute of Technology (HIT), Holon

Graduate with honors, 2005
Dean's honors, 2002/3

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SKILLS

Human-Computer Interaction (HCI), Human-Robot Interaction and UX Research Methodologies

Proficient in multiple industry and academic research methodologies, including design thinking process, double-diamond, benchmark research, and visual audit research. Ability to adapt the research process to the project needs, from lean and fast to in-depth study. Capable of leading and executing the process from the discovery phase through understanding the personas, distilling the core challenge, and developing solutions.

Mastering the following tools:

- Quantitative and qualitative UX research tools
- User personas
- Jobs to be done
- User journey map
- Gap analysis
- Task analysis
- Information Architecture
- Wireframing
- Prototyping
- Usability testing
- User Interface (UI) design
- Interaction design
- Service design
- Data visualization

Branding

Experienced brand developer from setting brand strategy to visual identity implementation.

Mastering the following tools:

- Market research
- Naming
- Brand strategy
- Positioning and messaging
- Creative direction
- Brand visual identity design
- Storytelling

Software Tools (Mac/Pc)
- Adobe CC (Ps, Ai, Id)
- Figma
- LLMs' & Generative AI Tools
- Worpress & Elementor/ Wix & Editor X
- Arduino

LANGUAGES

Hebrew - Native language
English - Proficient