

LIRAN OKANON

I believe design inherently solves problems which ultimately works to make life easier for people. With ten years of experience building teams and designing digital experiences across a range of industries, with the goal of bringing users closer together, I work with clients big and small to help achieve their goals through practical design solutions. I believe that good design relies not only on creativity but also research & data to validate experiential decisions. The value I bring to product teams and companies is my approach to simultaneously deliver the most effective visual designs with the most efficient UX solutions within any set of constraints.

CONTACT

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EDUCATION

Parsons: School of Art & Design,

Major: Communication Design & Technology
B.F.A. with Honors - Dean's List Award

SELECT CLIENTS

KORINS - Strategy, Branding & Web Design

Coming Soon NY - Print Design & Production

ZenPup - Branding & Packaging

Vedros Studio - Strategy & Web Design

Sportsman's Finest - Strategy & Web Design

A|X Armani Exchange - Web Design

Carlos Campos Fashion - Web Development

YMall - Art Direction & Web Design

Hale Capital Partners - Branding & Design

TODA - Art Direction & Digital Film Making

ARK NYC - Web Design & Development

Thomas Werner Gallery - Print Design

STAFF EXPERIENCE

Liran Okanon Designs, New York, NY

Founder & Design Director, Nov. 2017 - Present

- Utilized my abilities as a full stack designer to create one-of-a-kind digital and print experiences for a variety of clients.
- In less than one year, created a consistent client base solely through word of mouth
- Hired & directed junior designer, increasing output 3x/day.
- Developed sharper skills within areas of client outreach, client negotiation, project management, accounting, and marketing. Most importantly, learned how to grow from failure and strive to build a business from the ground up.

Minds + Assembly, New York, NY

Lead Designer, Sep. 2017 - Feb. 2018

- Led the digital arm of the agency and worked with pharmaceutical clients to produce informative yet engaging digital products with the goal of educating patients.
- Was the intermediary between internal project management team, agency clients and contracted development, SEO, & analytics firms.
- Release of digital initiatives saw increases in user engagement by 12x on average and yielded high ROI for clients.

CNN, New York, NY

Senior UX Designer (Contractor), Jan 2017 - Aug. 2017

- Helped direct the CNN MoneyStream app to adhere to iOS standards, effectively increasing both average download rate & daily user engagement.
- Implemented more agile workflow across product, engineering and development teams.
- Interfaced with Product Lead to prioritize new features and create clear quarterly roadmaps based on data gathered from a self-initiated analytics and user survey data gathering process.
- Redesigned CNN Press Room, hub for all CNN global communication, to optimize for user experience by utilizing a responsive, pushstate design compatible across devices
- Designed imagery for CNN Money editorial content increasing social media CTR.

Mic, New York, NY

Design Director, May 2013 - Aug. 2016

- Lead design & UX for all consumer and internal products, conversion tools, interactive microsites, editorial and video graphics, branding and all print collateral
- Hired and managed a team of direct design reports responsible for product, sales, editorial, & brand visuals
- Direct design and production of all standard and custom brand campaigns with Fortune 500 ad partners (ie, GE, McDonalds, Chevrolet & Marriott)
- Work with growth team to conduct user research and perform A/B tests on all on all products designed to optimize for user interactivity
- Responsible for making sure products designed hit all KPIs for the company
- Collaborate with Product Management team to institute a new systematic kanban workflow process that works within an agile workflow between development & design

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STAFF EXPERIENCE (CONTINUED)

VFILES, New York, NY

Senior Web Designer, May 2012 - April 2013

- Served as digital counterpart to Art Director, and oversaw junior designers and interns
- Sole UX/UI liaison between three different development agencies & internal team
- In charge of concepting and designing VFILES image sharing platform and all of its features, including creating albums, commenting, user signup, permissions, and more
- Designed e-commerce platform that integrates with photo sharing platform accounts
- Transitioned internal product team to **agile process** while working with Pivotal Labs

West Elm, Brooklyn, NY

Visual & UX Designer, Aug. 2011 - May 2012

- Tasked with institutionalizing redesigned template across West Elm's desktop and mobile e-commerce sites to increase retention and decrease checkout time
- Collaborated with marketing, e-commerce, and copy teams to design and deliver custom targeted homepages, emails, banners, feature headers, & articles
- Directed specialty creative stop-motion video shoots for promotional engagements which in-turn drove sale of specific products up 25-30%.
- Designed promotional advertising assets for brand partners

Guanabee Media, New York, NY

Assistant Art Director, June 2010 - June 2011

- Directed redesign of brand, which increased brand equity and visitor loyalty
- Concepted & executed new online media properties, features, and tools
- Provided art direction & technical consulting for advertising clients and sponsors

Glassnote Records, New York, NY

Graphic & Web Designer, April 2010 - Aug. 2010

- Created microsites to showcase album releases and promote artists
- Designed album art, d-pros, print ads, posters, e-mail blasts, & online assets for Mumford & Sons, Phoenix, Two Door Cinema Club, & more.

CITY Magazine, New York, NY

Online Community Editor, June 2009 - Sep. 2009

Art & Production Intern, Sep. 2008 - Sep. 2009

- Assisted with the design and final production of publication
- Designed spreads, retouched photos, and implemented digital media