

# LIRAN OKANON

I believe design inherently solves problems and ultimately makes life easier for people. I work with clients big and small to help achieve their goals through practical design solutions. I have ten years of experience building and leading teams as well as designing digital experiences across a range of industries. I believe that good design relies not only on creativity but also research & data to validate decisions. The value I bring 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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**Telephone:** 818.793.6958

**email:** hello@liranokanon.com

## EDUCATION

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**Parsons: School of Art & Design,**

Major: Communication Design & Technology

B.F.A. with Honors - Dean's List Award

## SELECT CLIENTS

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**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

## PROFICIENCIES

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**Design** - Sketch, Adobe CC Suite, Studio

**Prototyping** - InVision, Flinto, UXPin, Principle

**Communication** - Zeplin, Keynote

## STAFF EXPERIENCE

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**Self-Employed,** New York, NY

*Freelance Digital Designer & Consultant,* Nov. 2017 - Present

- Deliver unique digital and print experiences for a variety of clients through an extensive range of full stack design skills.
- Cultivate positive relationships with clients by working together to define their needs and designing customized solutions to help achieve goals.
- Identify process inefficiencies and implement improvements, such as hiring and managing a junior designer to increase output by 3x/day.
- Administer regular operations, including project management, accounting, and marketing, while growing from the failures inherent in building a business from the ground up.

**Minds + Assembly,** New York, NY

*Lead Designer,* Sep. 2017 - Feb. 2018

- Worked to expand the agency's digital capabilities including designing interactive guides for new medications, websites, and apps.
- Partnered with pharmaceutical clients on producing informative yet engaging digital education products.
- Liaised between the internal project management team, agency clients, and contracted development, SEO, and analytics firms to ensure all teams understood what was required to make product function effectively.
- Spearheaded digital initiatives, increasing user engagement by 4x on average and yielding significantly high ROI for clients.

**CNN,** New York, NY

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

- Ensured that the CNN MoneyStream app adhered to iOS standards, effectively increasing both average download rate and daily user engagement.
- Piloted the development and implementation of a more agile workflow across product, engineering, and development teams to streamline operations and boost productivity.
- Collaborated with the Product Lead on prioritizing new features and creating clear quarterly roadmaps based self-initiated analytics data and user survey data.
- Optimized the user experience by redesigning the CNN Press Room, hub for all CNN global communication, to improve responsiveness and pushstate design compatibility across devices.
- Designed aesthetically pleasing imagery for CNN Money editorial content to increase social media CTR and user engagement.

**Mic,** New York, NY

*Design Director,* May 2013 - Aug. 2016

- Enhanced design and UX for all consumer and internal products, conversion tools, interactive microsites, editorial and video graphics, branding content, and print collateral.
- Recruited, trained, and managed a team of designers responsible for product, sales, editing, and brand visuals.
- Produced all standard and custom brand campaigns for Fortune 500 ad partners (e.g. GE,

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## STAFF EXPERIENCE (CONTINUED)

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McDonalds, Chevrolet, Marriott).

- Conducted user research and A/B tests on all interactive user products, as well as ensured the products hit all KPIs.
- Established a new systematic kanban workflow process, working within an agile workflow between development and design.

**VFILES**, New York, NY

*Senior Web Designer*, May 2012 - April 2013

- Conceptualized, designed, and deployed an e-commerce platform integrated with photo sharing platform accounts, delivering features like album creation, commenting, user signup, and permissions.
- Built and helped guide talented team of junior designers and interns as the digital counterpart to the Art Director
- Coordinated between three different development agencies and the internal team as the sole UX/UI liaison to build digital components for VFILES platform.
- Worked with staff at Pivotal Labs to transition internal product team to agile process in order to work more efficiently and allow for innovation.

**West Elm**, Brooklyn, NY

*Visual & UX Designer*, Aug. 2011 - May 2012

- Institutionalized a redesigned template across the company's desktop and mobile e-commerce sites to increase retention and decrease checkout time.
- Mobilized the marketing, e-commerce, and copy teams in designing and delivering custom targeted homepages, emails, banners, feature headers, and articles.
- Boosted specific product sales by 25-30% for brand partners through promotional advertising assets, such as specialty creative stop-motion video shoots.

**Guanabee Media**, New York, NY

*Assistant Art Director*, June 2010 - June 2011

- Overhauled the existing brand image, focusing on engagement that drove increased brand equity and visitor loyalty.
- Piloted the creation of new online media properties, features, and tools from conceptualization through execution.
- Consulted with advertising clients on art direction & designs for custom site takeovers & display ads.

**Glassnote Records**, New York, NY

*Graphic & Web Designer*, April 2010 - Aug. 2010

- Created album art, digital promotions, print ads, posters, email blasts, and online assets for Mumford & Sons, Phoenix, Two Door Cinema Club, and other label artists.