

LIRAN OKANON

I'm a NYC based digital product designer that's inspired by solving complex problems through engaging experiences. I have led design teams and built products for web and mobile across a range of industries. I believe that good design relies not only on creativity but research & data to validate decisions.

CONTACT

Telephone: 818.793.6958

email: hello@liranokanon.com

EDUCATION

Parsons: School of Art & Design,

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

SELECT CLIENTS

MTA - Strategy, User Research, Product Design

theSkimm - UX & Visual Design

Nexstar - UX & Visual Design

theMMRF - Strategy, UX & Visual Design

Cole Haan - Strategy, Product Design

Victoria's Secret - Prototyping & Design

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

Postlight, New York, NY

Senior Product Designer, June 2020 - Present

- Work with the MTA, theSkimm, Nexstar, & Primera Hora to craft engaging backend & frontend experiences through a process based approach while meeting tight deadlines.

Boundless Labs, New York, NY

Freelance UX Strategist, Jan. 2019 - Present

- Work with a lean team to add a deeper level of user centered design to optimize digital marketing campaigns and identify ways to continuously increase CRO.

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.

Minds + Assembly, New York, NY

Lead UX Designer, Sep. 2017 - Feb. 2018

- Led digital arm of the agency in addition to working with pharmaceutical clients to produce digital product experiences with the goal of educating patients.

CNN, New York, NY

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

- Led the product design and relaunch of the CNN MoneyStream multiplatform app and promotional site.

Mic, New York, NY

Design Director, May 2013 - Aug. 2016

- Led design team for all consumer and internal digital products, conversion tools, interactive microsites, editorial and video graphics, branding content, and print collateral while adhering to company's short & long term KPIs.
- Recruited & managed team of six designers across UX, product, sales, editorial design.

VFILES, New York, NY

Senior Web Designer, May 2012 - April 2013

- Designed & launched photo sharing social media platform, while working with dev agency Pivotal Labs to transition internal product team to agile process

West Elm, Brooklyn, NY

Visual & UX Designer, Aug. 2011 - May 2012

Guanabee Media, New York, NY

Assistant Art Director, June 2010 - June 2011