



Toby Trachtman

UX Designer/Writer

I'm the person on the team who looks at the full picture. By advocating for the people using your product, I help you give them a memorable experience so they'll keep coming back for more!



Toby@trachtmandesigns.com



052-677-8435



Jerusalem

REFERENCES:

Ori Donner: Kikero
orid@kikero.app

Dr. Lionel Wolberger:
TLV-Startup-Hub
lwolberg@gmail.com

Avi Itskovitch: UX-Salon
Uxsalon@gmail.com

USER EXPERIENCE ROLES

Kikero Research Group

UX Designer

08/2020 - Present

- Identified market fit and user needs through vigorous user testing and competitive analysis.
- Facilitated remote design sprints to help define product vision, realign the team, and define new features.
- Defined feature requirements based on user research and business needs.
- Researched human factors in the realm of career, networking, and reciprocity.
- Crafted user flows, wireframes, and prototypes.

Trachtman Designs

Consulting: Research, Writing, UX

01/2019 - Present

Freelance UX work: Some of the highlights include:

- Conducted user research, mapped out pain points, and created usability improvements for the Orcam MyEye.
- Conducted a usability review, improved the microcopy, and worked on setting up the Community Ambassador Program at UX Writing Hub.
- Gathered product requirements, wrote feature specifications, researched users, crafted user journeys, wireframed, and prototyped an audiobook app for a joint project between Hilma and the Israel Audiobook Project.
- Advised startups on improving their UX at TLV Startup Hub.
- My articles on UX have been published by UX Magazine, UX Collective, Design Warp, and Summurai.

Management Roles in Theater:

Production Management, Artistic Direction, Founder

01/2003 - 07/2018

- Responsible for organising the team leads: scheduling, marketing, sales, interfacing with external service providers, etc.
- Compiled team schedules by assigning tasks, defining milestones, and making sure the other team members stuck to the roadmap.
- Successfully co-founded two theater companies. Responsibilities included, but were not limited to: team building, production management, collaborating with cross functional teams. The goal being to bring Shakespeare's work to diverse audiences.
- Came up with a production vision and guided storytelling of the actors and other creatives.