



# MATTAN HAREL-FISCH

UX DESIGNER / PRODUCT

**Date of Birth** 9.1.1982  
**Place of Birth** Ann Arbor, MI. USA  
**Nationality** American/British/Israeli

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## EDUCATION

### UX CERTIFICATION PROGRAM

JOHN BRYCE COLLEGE / UXVISION, TEL-AVIV / 2015

### POST DEGREE FELLOWSHIP

RYERSON UNIVERSITY, DIGITAL MEDIA ZONE ACCELERATOR, TORONTO, CANADA / 2012

### BACHELORS OF FINE ART (BFA)

TEL AVIV UNIVERSITY, FILM AND TELEVISION DEPARTMENT / 2005-2009

### MUSIC AND SOUND PRODUCTION CERTIFICATE (Scholarship of Excellence)

MUZIK COLLEGE, TEL AVIV / 2003-2005

## WORK

### UX DESIGNER

2014-PRESENT / FREELANCE

- Providing end to end User Experience solutions including, product assessments, in depth user research, high end detailed storyboards and wireframe design, interactive prototyping and overseeing development. My Clients include: Leumit Health Services, Maccabi, UXpert, Maxtech, SeaLights, Jacada, Tabit, Zap Group, Elminda, IDF and more.

### HEAD OF PRODUCT

2016-2019 / GOBLAZE

Goblaze is a funded startup due to release a unique messaging app, Talkable, in 2019

- Leading all UI / UX design and animations
- Product management, analytics and development
- Marketing visuals, banners, websites, videos etc
- Overseeing QA and prioritizing development of the platform

### UX DESIGNER

2015-2017 / UXPERT

- Leading UX research and design on a variety of projects for major Israeli brands

### CO-FOUNDER / UI / UX DESIGNER

2012-2014 / CREATIVEROOM

A web-based startup for the film and television industry, selected by Tel Aviv University to receive R&D funding while participating in the Ryerson Digital Media Zone Accelerator in Toronto, CA.

- Researching user and market needs, constructing a feature-set for the website
- UI and Visual Design - wireframing, prototyping and final design
- Product Management

### OFFLINE EDITOR AND DIRECTOR - FILM / COMMERCIALS

2006-2016 / FREELANCE

- Director, editor and producer of commercials, music video's and movie trailers for leading companies, brands and artists in Israel. My Clients include: United Films, Adler Chomski Advertising Group, Lead Advertising, Interlude, Green Productions, Visa, Leumi Bank, Teva, Psagot, Tiv Taam, Mayumana, Elbit Systems, Nirlat and major Israeli artists.

## STATEMENT

As a visual storyteller, I'm constantly searching for innovative ways to deliver products to audiences and users. I strive for perfection, am an avid learner and specialize in fast paced storytelling.

When working on interaction design, I believe that a good experience results in a good product. Therefore, my professional commitment is to gain an in depth understanding of the users and the market for each specific project, in order to create the best design to achieve that goal.

## SKILLS

- UI/UX: Sketch, Photoshop, Axure, Invision, Principle, Flinto
- EDITING: Proficient in Avid, Premiere
- MUSIC AND SOUND PRODUCTION: Logic Pro, Cubase, Nuendo, Ableton Live,
- TEAM SKILLS: Diverse teamwork and management experience including: military, office, startups and film production environments
- CINEMATOGRAPHY: Hands on experience, filming with a variety of film cameras

## MILITARY SERVICE

### MASTER SERGEANT

IDF SPECIAL FORCES

Reserve Duty 2003-PRESENT  
Mandatory Service 2000-2003

## LANGUAGES

- Native Languages: English and Hebrew (speaking / reading / writing).

## LINKS

WEBSITE: [www.mhfux.com](http://www.mhfux.com)

LINKEDIN:

[www.linkedin.com/in/mattan-harel-fisch](http://www.linkedin.com/in/mattan-harel-fisch)

References provided by request.

# ...WORK

## PROJECT MANAGER, FILM

2011-2014 / TEL AVIV MUNICIPALITY, TEL AVIV GLOBAL CITY

- Leading the strategic task team on transforming Tel Aviv-Yafo into a prime filming location for international film, television and commercial projects.
- Marketing the initiative while creating and maintaining relationships with foreign companies and industry members.
- Overseeing international filming productions in Tel Aviv, such as HBO's "Homeland"
- Collaborating with Financial Ministries on developing incentive policies for international productions

Written report on "Tel Aviv Film City: Needs assessment and policy recommendations", 2012

## PRODUCER / WRITER

2009-2011 / "RESHET BET" - ISRAELI NATIONAL PUBLIC RADIO

- Producing and writing the weekly film magazine "Chaim BeSeret"

## SCREENPLAY ACQUISITION CONSULTANT

2010-2012 / FIVE STAR FILM DISTRIBUTION

## OFFLINE VIDEO EDITOR

2008-2009 / MADCODE, TRAILER AND GAMING COMPANY

# FILMOGRAPHY

- ABULELE (Feature length film) 2015  
2nd Unit Director
- LAST DAY OF A CUP (Short) 2010  
Writer/Director
- ZIKA (Short) 2009  
Director/Composer
- ONE/NIL (Short) 2009  
Director of Photography / Editor
- 7 (Short) 2007  
Writer/Director