

Uri Paz

Head of UX/UI at Wix, Dev Platform

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New York

EXPERIENCE

WIX

Wix, Dev Platform 6 yrs 10 mos

Wix is a website builder that provides a variety of “ready-to-go” solutions such as drag-and-drop components, a large number of business applications, built-in security, built-in SEO, and more. However, many times dev users want to customize the built-in solutions or add logic that isn't already built-in. For these cases, Wix provides a wide range of development capabilities that create business opportunities for users to build complex websites that are fast time-to-market.

Head of UX/UI - Dev Platform Oct 2021 - Present · 3 yrs 4 mos

- Lead the UX/UI process across 4 pillars: Dev Environment, Teamwork, Platform, and Outreach.
- Partnership in the Dev Platform annual strategies and quarter roadmaps.
- Manage the UX/UI team - 3 designers and a writer. Providing ongoing and periodic feedback as well as defining their growth plan.
- Hire and scale the Wix Dev Platform group and the Wix UX guild.
- Hands-on UX/UI designer on Wix's GitHub integration - a company wide high-priority project.
- “Evangelize” the Developer Experience (DX) within Wix.
- Lead the process of collecting users' voices within Wix Dev Platform.

UX/UI Lead - Dev Platform Mar 2021 - Nov 2021 · 9 mos

- Mentored 3 new designers.
- Hands-on UX/UI designer on the Code Reuse first release - a company wide high-priority project.
- Established the Wix UX Publication, a collaboration between UX designers and UX writers that aims to showcase Wix UX proficiency.

UX/UI Designer - Dev Platform Apr 2018 - Mar 2021 · 3 yrs

- Collaborated with PMs, engineers, BAs, writers, and other stakeholders to ensure features and products are within the scope and designed to meet user's needs, business goals and technical capabilities.
- Designed features in changing focus areas.
- Conducted end-to-end usability tests.



NGsoft 3 yrs 7 mos

Software development and design agency.

Frontend developer Aug 2015 - Feb 2018 · 2 yrs 7 mos

- Developed websites and web applications from scratch based on project requirements.
- Experience with Javascript, Angular JS, and jQuery.
- Deep understanding of HTML5 semantics and Css3 preprocessors: Less / Scss / Saas.
- Proficient with Twitter Bootstrap.
- Experience with GIT / TFS / SVN.
- Experience with Visual Studio and WebStorm.
- Resolved bugs and maintained existing web applications.

UX/UI Designer Aug 2014 - Aug 2015 · 1 yr 1 mo

- Designed digital experiences for a range of clients: Teva, AT&T, Checkmarx, 888, Sintecmedia, Insightec, and more.
- Delivered design from concept stages to pixel-perfect results.

ABOUT

Hi, I'm Uri, a UX/UI designer with a frontend development background, based in New York. In the last almost 7 years, I've worked at Wix.com in the Development Platform team, where I progressed from Junior to Senior roles, and for the last 3 years, I've been the Head of UX/UI Design.

I am passionate about simplifying complexity for both technical and non-technical audiences. My work involves designing a wide range of interfaces across the dev lifecycle, including coding, testing, deploying, and monitoring.

EDUCATION



Shenkar 2010-2014

Bachelor of Design (B.Des) -
Visual Communication
Graduated with honors

VOLUNTEERING

The Public Knowledge Workshop 2014 - 2016

Volunteered as a designer & developer for a non-profit organization helping make public government information more user-friendly.

LANGUAGES

English - Fluent

Hebrew - Native

YOU CAN FIND ME ON

Portfolio:

<https://www.u-r-i-p-a-z.com/>

Linkedin:

<https://www.linkedin.com/in/uri-paz/>

Twitter:

https://twitter.com/_uripaz

Blog:

<https://www.uri-paz.com/>