

## OR OHANOUNA Senior Product and Mechanical Designer

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### CURRICULUM VITAE

As a performance-driven Senior Product and Mechanical Designer, I've managed, designed, developed, and delivered a wide range of products. Having worked in a global hyper-growth environment. Among my responsibilities were diverse disciplines such as design, engineering, and direct management of engineers, researchers, designers, and global manufacturers. In a strategic role, I want to apply my passion, creativity, and problem-solving skills to drive user-centric solutions, empower those around me, and, most importantly, enjoy it.

#### Professional Experience

##### FOTOMASTER

**A hyper-growth B2B2C software and hardware company serving the entertainment industry;  
it has a portfolio of 16 products and serves more than 6000 customers worldwide**

##### Product and Mechanical Design Lead

Apr 2019- Present

- Led a team of 10 professionals across 3 countries; SE, HE, UXR, PD, Mech-Eng, and manufacturers
- Hands-on all Fotomaster's product portfolio, 20 products at different stages of development, production, etc
- Establish and manage core processes: design reviews, issues resolution, and production, overseeing suppliers and Mfr
- Define the product solution, and requirements, devise sales, CS and marketing enablement processes

##### Design and Product Manager

Apr 2017 - Apr 2019

- Developed, delivered, and redesign multiple new products per year, achieved a 50% uplift in efficiency, by using a low-mid volume of Mfr-Process such as Sheet-metal, CNC, Vacuum-forming, and Extrusion; Utilized core design skills
- Designed the successful "Mirror X Booth". Boosting sales predictions by 300% through the introduction of new trends, Materials, and manufacturing processes, as well as pushing Fotomaster's technology to its limits

##### FREELANCE

**Collaboration with a wide range of private and institutional clients,  
Providing design services across a variety of disciplines**

##### Industrial Designer

Apr 2015 - Apr 2017

###### Partners:

###### [FÜR SIE](#)

Lifestyle pets brand

- Designed 2 new prod, increasing its prod-line by 66%; I have grown Für Sie's potential-MKT by learning its brand and philosophy

###### [STUDIO CHEHA](#)

Lighting fixtures brand

- Provided a new view point, since CHEHA's product portfolio shares similarities, by bringing in trends, materials, and processes

###### [ZØRE](#)

Gun storage start-up

- Assist Zøre with their crowdfunding campaign on Indiegogo, resulting in a \$600,000 raise, by developing a dynamic animation video

###### [TEL AVIV MUSEUM](#)

Africa exhibition

- Assisted in the opening of the Africa exhibition, which ran for 6 months, by collaborating with curators and exhibition designers

#### Education

##### BEZALEL ACADEMY OF ARTS AND DESIGN

##### Bachelor's degree, Industrial and Product Design

Oct 2012 - May 2016

#### Languages

#### Professional skills

- English
- Hebrew
- Solidworks
- Keyshot
- Photoshop
- Illustrator
- Ms. Office
- Monday

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