

Aviram Tzur

User Experience Expert

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Work Experience

2000 – Current

TZUR – User Experience Design Ltd. (www.tzur.com)

A pioneer and leading UX Company in Israel, having completed more than 1200 successful UX projects, over 20 years of experience with enterprises, start-ups and hi-tech companies.

- Founder & strategic consultant
- Consumer behavior analysis & user experience consulting for leading companies in various fields: hi-tech, communications, industrial, e-commerce, travelling, finance, insurance, digital products, applications & more
- User experience mentoring and training of dozens of employees, many of whom have now been promoted to senior positions
- Research, analysis and creation of hi-end methodologies for designing, testing and improving the user experience of websites, applications and digital products
- Conducting & analysis of user/consumer live usability testing & research
- Writing & editing of user experience business articles

Lecturer in the Field of User Experience

- IDC Herzliya (Sammy Ofer School of Communications) – Lecturer (advanced UX course)
- Open University (Communication Arts & Digital) - Lecturer (advanced UX course)
- Tel Aviv University (Coller School of Management) - Guest lecturer
- The College of Management (The School of Business Administration) - Guest lecturer
- Israeli hi-tech & enterprise companies - Professional lecturer

Education

2019 - Current

PhD student, Management of Technology and Information Systems Department, The Faculty of Management, Tel Aviv University

1998 - 2000

MA in Economics (with thesis, in the field of Behavioral Economics), Tel Aviv University (Graduated with honors)

1996 - 1998

BA in Economics, Tel Aviv University

Personal Fields of Interest

- Business – User Experience, HCI, Consumer Behavior, Online Strategies, Consumer / User Analytics
- Economics – Behavioral Economics, Game Theory, Rationalism
- Music – Theory, Harmony, Composition, Arrangements
- Science – Cosmology, Evolution, Mathematics
- Sport – Running, swimming
- Reading – Non-fiction, Literature