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[Avi Blum](#)

Netherlands

“Don’t design for people the way you would like them to be, but for the way they really are”.

HOBBIES

- Photography
- Music & Films
- Art & Design
- Fashion
- Meditation
- Psychology of the eye
- White Magic

LANGUAGES

- Hebrew 😊😊😊😊😊
- English 😊😊😊😊
- Dutch 😊😊😊😊

Avi Blum

CX / UX User experience expert

During their 1982 world tour, Van Halen had a stipulation in their concert contract that said the venue must provide them with a bowl of M&M’s backstage—but all **brown M&M’s** had to be taken out. They made this request because it showed how much the person managing the show paid attention to detail.

EXPERIENCE

2022 – Present / UX Lead / CareConnections, Leusden

- Electronic Prescribing System (EVS-Elektronisch voorschrijven), Developing software with Blazor Component Library based on Material Design. EVS that Supports the prescriber in complex medication situation & decisions (MFBs).
- Performing the "bridge" in-between the business and department experts (BA, PO, SD);
- Develop solutions that meet the goals of both business and primary users;
- Act as the user-advocate during the development process, subjecting early-stage designs to usability testing or expert review and offering implementation suggestions from a user-centered perspective (UCD);
- Field research: Face-to-face interviews, studying detailed analytics, Developing templates for behavioral specifications and personas;
- Interaction design & Interface layout: Conceptualizing original ideas that bring simplicity and user friendliness to complex design roadblocks;

2015 – 2021 / UX expert / Promedico, Utrecht

- Mobile first strategy: Optimizing our users’ engagement by focus and prioritize our core App;
- Research different user behavior to settle user flows & journeys for mobile-first;
- Direct the visual appearance of all new features and enhancements on our software application;
- Field research: Face-to-face interviews, studying detailed analytics, Developing templates for behavioral specifications and personas;
- Visual design: Assessing and implementing the latest industry developments to ensure accurate and error free design;
- Test-Suite: Running A/B Split Testing and Multivariate Testing (MVT) on our Web-Application to identify underperforming elements and optimize them in order to improve customer experience;
- Presentation for cross departments, focus-group, shareholders & extern clients.

2014 - 2015 / UX specialist / TheNewMotion, Amsterdam

- Collaborate with users and experts to define and understand audience behavior to create products that are engaging;
- Create effective UI solutions to support requirements;
- Propose solutions for problems editorial and business don’t even know they have.

2013 - 2014 / UX Freelancer, Arnhem

2010 - 2013 / Internet specialist / Eno, Deventer

2007 - 2012 / Art-Director / Meeùs, Nieuwegein

2004 - 2007 / Senior UI designer / Graydon BV, Amsterdam

SKILLS

- Human
- Product & Mobile first strategy
- Storytelling
- Field research
- Face-to-face interviews
- Customer journey
- Building Test-Suite
- A/B Split & MVT testing
- Persona’s template
- Wireframing
- High fidelity prototype
- IxD & visual design

- Developing digital Style-Guide
- Inspirational presentations
- Scrum / Agile / Team mgmt

TOOLS

- Pen & Paper
- Adobe CS
- XD, InVision
- Balsamiq

Javascript / Html / Css

EDUCATION

- 1987-1989: 'Camera Obscura
- School of Visual Arts', Tel-Aviv.
- 1996 - Present: Adobe, UCD,