Ben Frankforter

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I'm a designer passionate about connecting consumers and services via positive experiences. In the past 10 years, I've designed and led teams creating brands, spaces, furniture and apps. I'm a mentor at DesignLab for Branding, UX and Interaction design, and I write about AR/MR interaction design.

Tipit
2017 - Present

Creating AR camera experiences starts with a big endeavor: teaching computers to see. As VP Product at Tipit, I'm leading the product strategy and design vision, developing powerful tools that can be used by anyone to create real-time, cross-platform AR effects.

BillGuard

BillGuard is a 4.6★ personal finance app listed in App Store's "Essentials" and Play Store's "Apps of the Year". We were acquired by Prosper Marketplace in October 2015.

2014 - 2016

Head of Product Design

- Led brand identity, iOS & Android redesigns
- Led 3X scaling of product team
- Developed team members personal growth plans
- Created product team workflow processes

2013

Mobile Design Lead

- Designed and shipped the first Android app
- Designed and shipped the company's premium product
- Promoted to Head of Product Design

Freelance
2012 - 2013

I designed products and identities for new businesses, was listed on "Israel's 52 Designers", Behance Prosite #BestOf2013, and lectured at Behance Portfolio Review - Tel Aviv.

Arik Ben Simhon
2009 - 2012

I joined as brand's first studio designer, defined new production processes, exhibited at the Design Museum of Holon.

- Designed high-end, custom-made furniture collections
- Planned interiors for residential and commercial projects
- Created sales tools for architects and showroom team
- Planned and ran the studio's content marketing strategy

IED Madrid
2006 - 2009

I majored in Industrial Design, took part in an exchange program in Mexico, and was a finalist at Apple Creative Talent Contest '09 for Motion Graphics.

Paris
1984

I was born in France, lived and worked in 6 cities (now Tel Aviv), speak 4 languages.