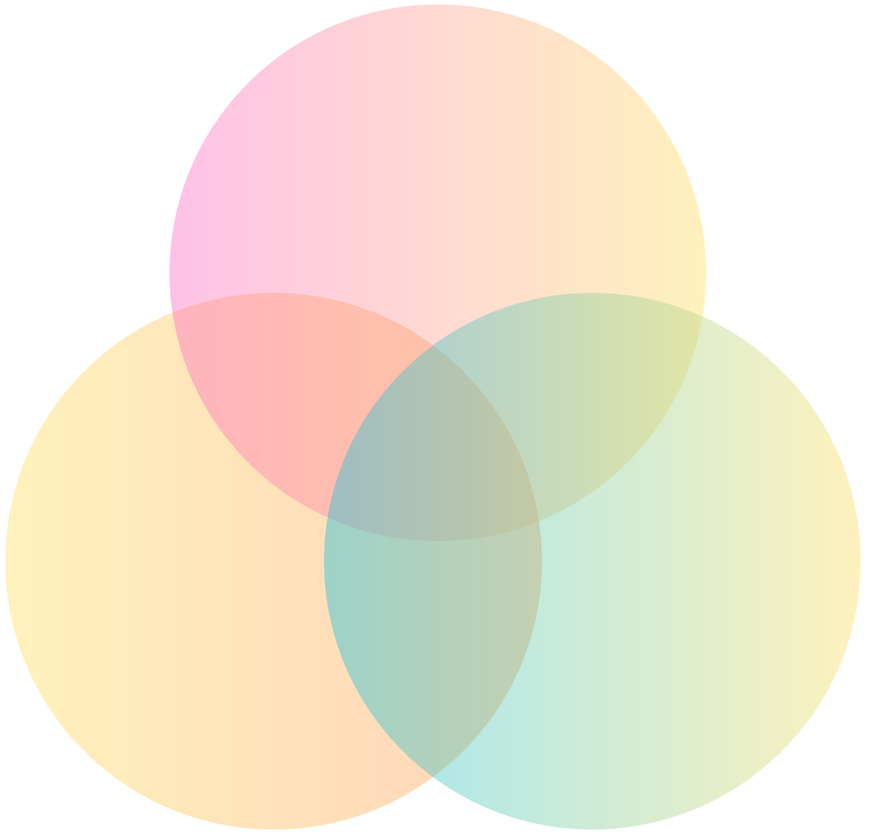


Oded Shorer

Strategy | Innovation | Education

Creativity is intelligence having fun.

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ABOUT



Oded is a seasoned multidisciplinary designer, educator, and entrepreneur with over 18 years of experience. With a strong foundation in product development and expertise in various design and innovation methodologies, Oded has been instrumental in helping numerous companies, organizations, universities, corporate entities, and non-profit organizations achieve their purpose-driven objectives with measurable impact.

As a creative thinker and problem-solver, Oded's approach is characterized by thinking "inside out," enabling him to work closely with executives, founders, and decision-makers to redefine models, products, services, and goals. He places a strong emphasis on human-centered approaches, cross-functional teamwork, and a deep understanding of the ecosystems surrounding complex problems, all of which culminate in delivering sustainable and measurable results.

Drawing from his experience as a founder, Oded possesses a keen insight into the intricate dynamics between stakeholders, executives, clients, and the alignment of investor interests with product and market goals. His versatile skill set and extensive experience make him a valuable asset for any project or organization seeking innovation, design, and entrepreneurship expertise.

SKILLS

Over the years, I have cultivated a diverse skill set that reflects my dedication to professional growth and excellence. My expertise spans multiple domains, enabling me to adapt to various roles and challenges with confidence and proficiency. Here, you will find a detailed overview of my core soft and hard skills , each honed through hands-on experience and continuous learning. Whether it's technical prowess, creative problem-solving, or effective communication, my skills represent the pillars of my professional identity and my commitment to delivering high-quality work.

SOFT

- Creative thinking and brainstorming:

Harnessing imagination and ideation techniques to explore unconventional ideas.

- Problem-solving and innovation:

Applying analytical skills to overcome challenges.

- Long-term vision and goal setting:

Setting objectives and crafting a strategic plan to achieve them.

- Collaborative and interdisciplinary ideation:

Promoting teamwork and integration of diverse expertise for innovative solutions.

- Strategic thinking and planning:

Crafting comprehensive, well-considered strategies to guide decision-making and goal attainment.

- User-Centered Design:

Focusing on the needs and experiences of the target audience.

- Empathy and Cultural Awareness:

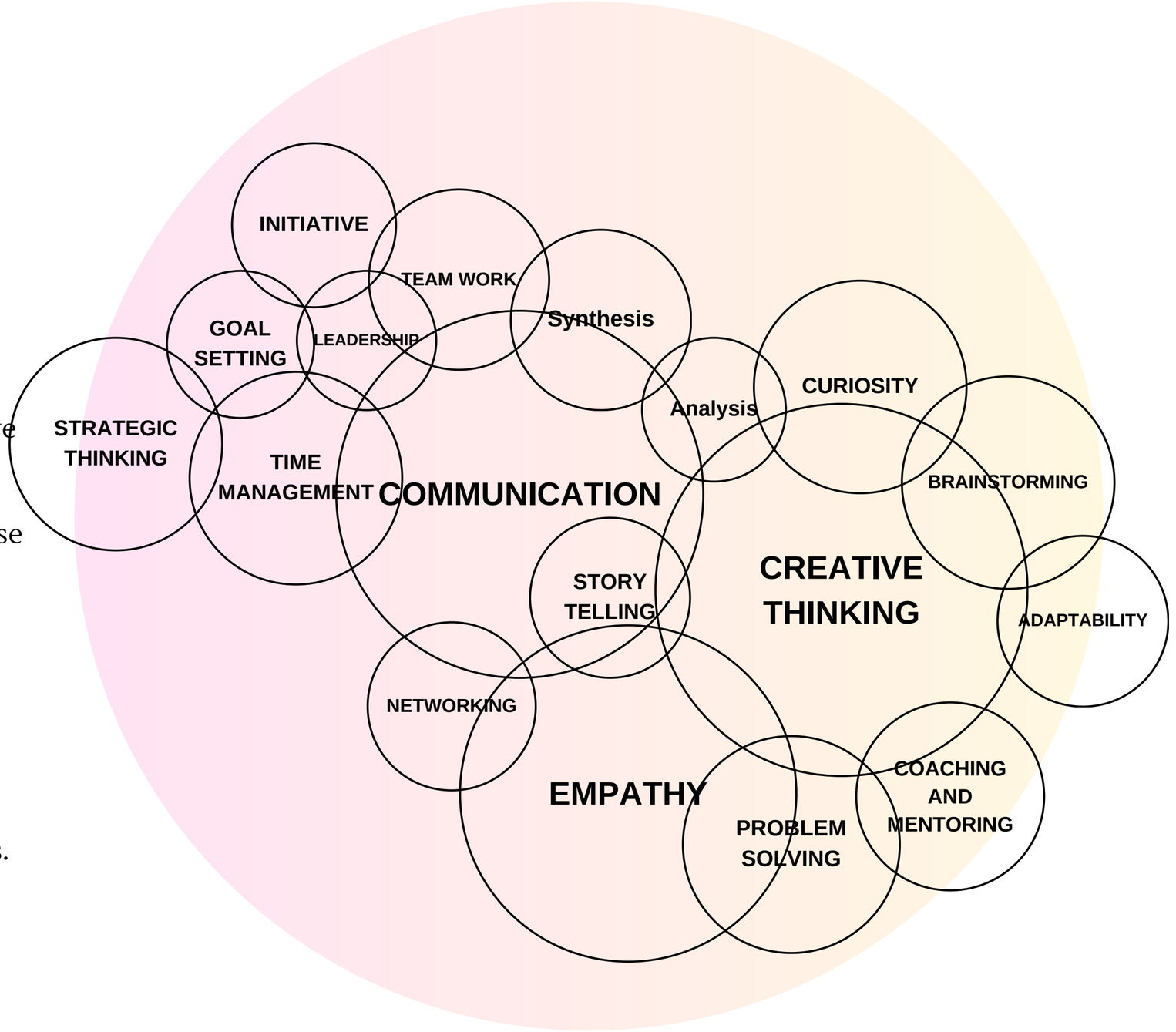
Understanding diverse perspectives and social contexts.

- Systems Thinking:

Recognizing and addressing complex social challenges.

- Problem-Solving:

Finding innovative solutions to social issues.



HARD

- Visualization and concept development:

Translating abstract ideas into tangible concepts and visual representations, facilitating understanding and buy-in.

- Technology and trend awareness:

Staying current with emerging technologies and trends.

- Effective communication and presentation:

Articulating ideas and strategies clearly and persuasively.

- Execution and implementation:

Turning plans into action, managing processes, and achieving desired outcomes.

- Data analysis and research:

Rigorous investigation and data-driven methodologies to gather insights.

- Measuring and Evaluating Impact:

Developing metrics and assessment tools.

- Implementation:

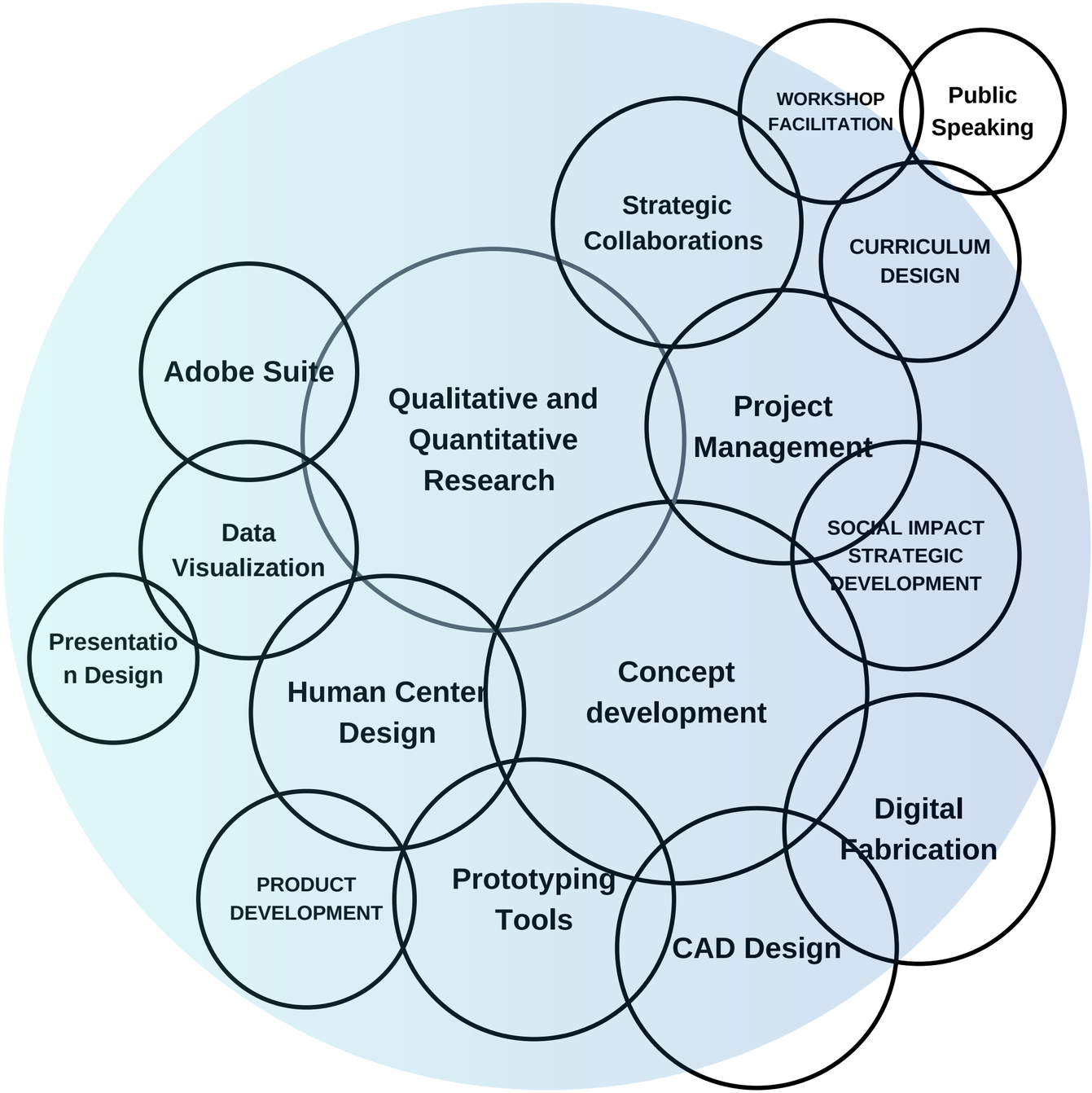
strategy for long lasting measurable impact

- Research and Analysis:

Collecting and interpreting data for informed design decisions.

- Strategic Collaborations and Partnerships:

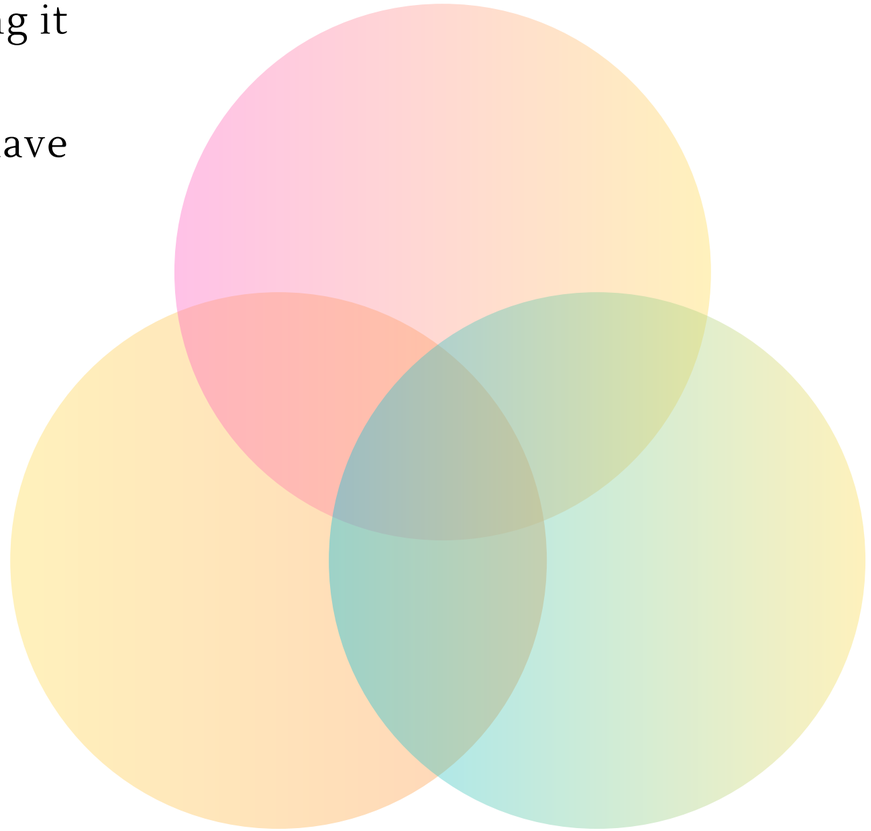
allocating potential partners and collaborations for successful deliverables, growth and revenue



WORK

With over two decades of extensive experience, I have had the privilege of working on a multitude of projects across various domains, including product development, program and curriculum design, and project management. Each project, program, and workplace has its own unique story and team, making it challenging to single out specific highlights. However, my journey is a testament to the collaborative efforts and professional relationships that have supported and guided me along the way.

My work can be categorized into three main areas: Product Development, Innovation in Education, and Business Consultancy. I have partnered with for-profit and non-profit organizations, as well as civic, medical, and educational institutions, contributing to diverse and impactful projects.



WORK PRODUCT DEVELOPMENT

The following projects are case studies that highlight various facets of my product development expertise. Each project is accompanied by a dedicated minisite detailing the work, responsibilities, and deliverables involved. For a comprehensive view of my product and industrial design work, please visit my studio website, Milestone-Studio.

ScopeBug

Medical, TeleMedicine compamy. since 2020
New York, USA

Amidst the COVID-19 pandemic, I collaborated with other individuals to co-found Scopebug.
affordable, simple, and standard set of medical attachments for at-home and remote patients to receive top medical care wherever they are and whenever they want it.

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Tempdrop

Healthcare, Wearable technology.
active since 2017. Israel and NJ, USA

Temp-Drop is a wearable device that measures basal body temperature. It is synced with a management app that allows thousands of women worldwide to plan, track, and communicate their data. I have developed the TempDrop concept and outlined its fundamental product characteristics that have kept it a successful product until today.

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BOSSCAL

Consumer goods, Food and Beverages, since 2015
Durango, Mexico

Bosscal is a family-run business that released its first mezcal in 2015. The company owns a distillery in Durango, Mexico, and follows the "Mountain to Market" philosophy. I have worked closely with the Bosscal brothers to develop their brand identity and unique bottle line, which serves customers internationally to this day.

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WORK BUSINESS CONSULTATION

In this section of my portfolio, I present three distinct business consultancy projects undertaken for a range of clients. These case studies illustrate varying levels of organizational engagement, diverse business types, and a broad spectrum of outcomes and conclusions. The industries represented include pharmaceuticals, consumer goods, and non-profit social impact. Each case study offers insights into the unique challenges faced and the tailored solutions implemented for each sector.

Medical, Pharmaceutical. since 2019
ISRAEL

Elixie has developed a high-absorption Nano-Patented technology called NANOLIX, which has been clinically proven to promote fast, efficient, and consistent absorption of cannabinoids, thereby maximizing efficacy. I assisted the company in developing products that incorporate this technology. Additionally, I conducted validation and definition sessions to create a strategic plan, guiding the venture towards a sustainable revenue model.

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Consumer Goods, toys, Since 2017
New York, USA

Clixo is an innovative and creative tool for kids, enabling them to build 3D creations from flexible 2D shapes using powerful magnets. I assisted Clixo with research, collaboration, and strategic planning to establish the foundational infrastructure for entering the education market. Our goal was to achieve significant presence and product adoption for this STEM education toy in classrooms.

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TOM:NYC - Executive producer
New York, USA

TOM, short for Tikkun Olam Makers, is an initiative that originated in Israel and has now expanded globally. I started as a volunteer and later became the executive producer for TOM's NYC, overseeing logistics, budget, stakeholder engagement, staff management, and talent. Our goal was to bring together hundreds of people to collaborate on finding solutions to unmet needs for individuals with disabilities by partnering with universities, hospitals, non-profit organizations, and other stakeholders.

LEARN MORE

WORK INNOVATION IN EDUCATION

This section showcases my innovative approach to education through the development of activities, platforms, events, and curricula centered on hands-on, project-based learning. These initiatives are inspired by the fundamentals of design thinking and human-centered principles, all dedicated to social good. Each project exemplifies how these methodologies can be applied to create meaningful and impactful educational experiences.

SPARKATHON

The Sparkathon - Dwight Global

I was the director of The Sparkathon 2023 initiative. A global event involving over 100 students from seven schools, in 6 different countries. Teams competed in a 48-hour challenge focused on innovative solutions for ocean plastic pollution. The event partnered with the Ocean Conservancy and included challenges like capturing trash, changing behaviors, and smarter cleanups. Winning teams received awards and a visit to Tufts University for further mentorship.

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Blythedale children's hospital + Pratt

Innovating Together:
A Collaborative Approach to Assistive Design

A collaborative project between Pratt Institute and Blythedale Children's Hospital brought together Industrial Design students and PT, OT, and ST professionals to create assistive devices for individuals with disabilities. The course combined theoretical learning with practical engagement, leading to innovative solutions like a wheelchair tray mount and assistive carrying devices. This collaboration inspired the hospital to establish an in-house innovation center, focusing on developing custom solutions for patients' unmet needs.

LEARN MORE

CORNELL TECH

Technology Bridging Generations: 3D Printed Solutions for Real-World Challenges

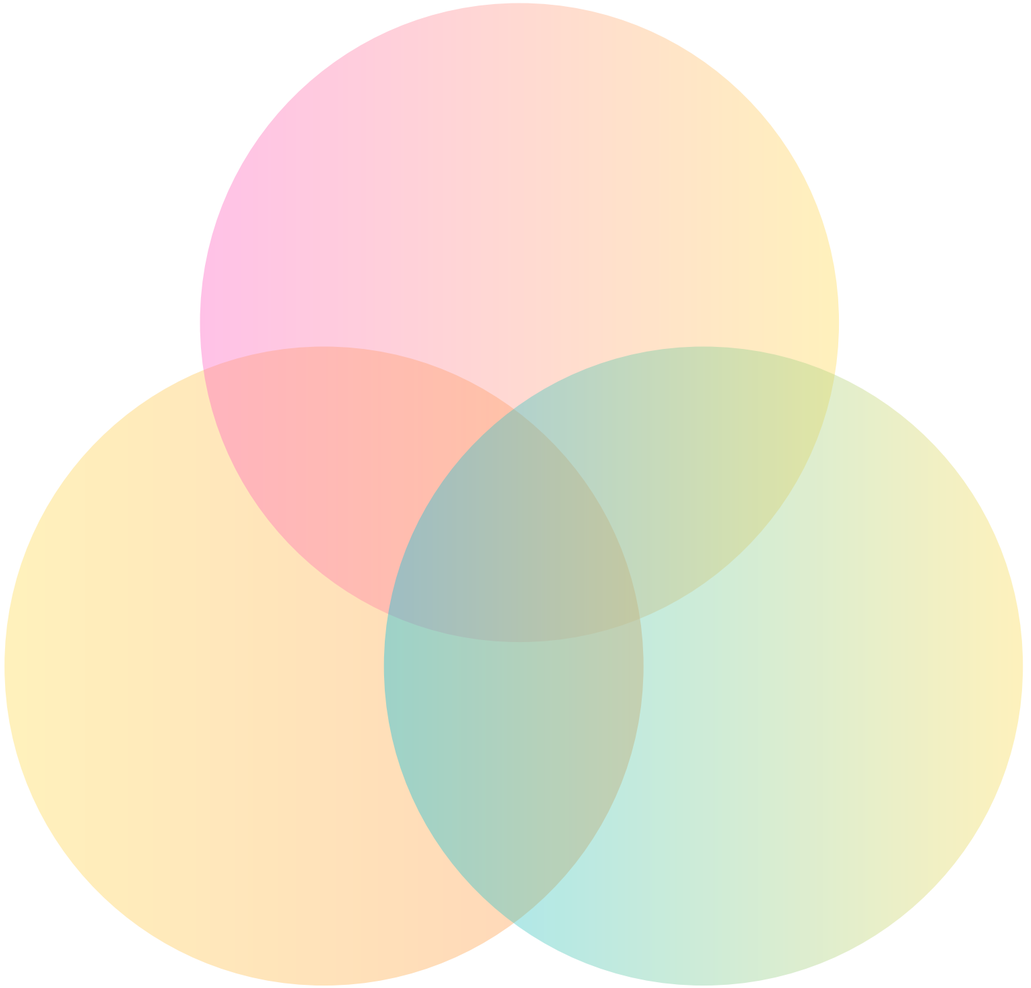
As a part of Cornell Tech Maker Labs initiatives, I facilitated and Co-designed the 3D Printed "Life Hacks" course, which united Cornell students and seniors from the Roosevelt Island Senior Center. The initiative used design thinking and digital fabrication to create practical solutions, bridging generational gaps and fostering empathy. The collaboration resulted in impactful prototypes and demonstrated the power of technology in social integration and real-world problem-solving.

LEARN MORE

CONTACT

I'm passionate about fostering innovation and collaboration through design and technology. If you're interested in partnering on a project, have a question, or just want to connect, feel free to reach out. Let's explore how we can create meaningful solutions together.

You can contact me via email at dedisign@gmail.com
or connect with me on LinkedIn.



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