

SUMMARY

UI/UX designer with several years of experience, worked together with UX architects, design teams and developers to create user-centered design on different products and companies

SKILLS

- Competitive Analysis
- User Research
- Personas
- Storyboards
- Site Mapping
- User Flows
- Card Sorting
- Wireframing
- Prototyping
- Story Telling
- Usability Testing
- Design Documentation
- Visual Design

TOOLS

- Adobe XD
- Adobe Photoshop
- Adobe Illustrator
- Sketch
- Balsamiq
- Axure
- InVision
- UsabilityHub
- Optimal Workshop

EXPERIENCE

UX Immersive Course

CareerFoundry

Jan 2020 – Jul 2020

Designed 2 web apps for an 853-hour UX course

- Determined the business requirements and defined the problem statement
- Conducted a survey and interviews
- Created personas based on my findings
- Created user flows and site maps
- Lead a card sort session
- Created low and mid fidelity wireframes, created high fidelity clickable prototypes
- Ran usability and preference tests
- UI designed and interaction designed the apps

Solution Designer

Emarsys, Berlin

Sep 2016 – Aug 2019

Designer for the solution team at a leading technological AI Marketing Firm

- Helped the solution architects pitch the company's products to more than 30 new and existing clients
- customized various products such as apps, demo websites, landing pages, CRM ads and newsletters
- Designed a demo website that show cases the company's products for the travel industry, helping achieve big name clients such as Air Asia, Wizz Air and EasyJet
- UX and visual designed an app that gives support to the sale department, making the sale pitch process easier
- UX and visual designed an in-store app, the solution's number 1 selling product
- Gave all-around design support for different teams in different branches, mostly in Hong Kong, UK and USA

EDUCATION

UX Design Certification

CareerFoundry

Jan 2020 – Jul 2020

Visual Communication

Avni Art and Design Institute

Nov 2005 – May 2009

LANGUAGES

- Hebrew Native
- English Fluent
- German Advanced
- Italian Intermediate

UI/X Designer

MoonSite, Tel Aviv

Jun 2015 – Apr 2016

Designer at a software company that specializes in web and mobile development

- Worked as a lead UI/X designer
- Gave design support for a team of about 20 developers
- Conducted design QA's
- Created low and mid fidelity wireframes, created high fidelity clickable prototypes
- Took part at meetings with clients and accompanied them through the entire work process

UI Designer

Tzur, Tel Aviv

Jan 2012 – Apr 2015

UI designer at a UX consulting agency

- Worked in agile environment alongside information architects, UX specialists, product managers and fellow UI designers
- Gained practical experience and dealt with design and architectural challenges in the field of UI/UX
- Created responsive design for startups, enterprises, universities and government offices
- Designed dashboards and big data softwares
- Was responsible on design documentation. Style guides and design language systems
- Helped solving UX challenges in the wireframes
- Took part at meetings with clients and accompanied them through the entire work process