# BLUMI RAISMAN

## UX/UI - PRODUCT DESIGNER

## ABOUT

As a Product Designer, I bring extensive experience in leveraging data and research to craft elegant and effective solutions. I collaborate closely with stakeholders to ensure all needs are met, consistently seeking innovative ways to enhance and improve our products.
Proficient in Angular, CSS, and HTML, I adopt a hands-on approach to project management and execution, always striving for excellence. Beyond my professional pursuits, I enjoy jogging and listening to podcasts, activities that inspire me and keep my creativity vibrant.

## EXPERIENCE

### Product Designer                          2022 - Current

Salez - A social network for personalized shopping, recommendations and sharing.

- Specialize in creating intuitive and user-friendly systems that enhance the shopping experience.
- Conduct UX research to gather insights on user behavior and inform design decisions.
- Create user flows and wireframes adhering to UX design principles.
- Utilize Figma for designing and prototyping high-fidelity UI designs.
- Collaborate closely with development teams to ensure the technical feasibility of designs.
- Committed to delivering high-quality, effective designs that address real-world problems and improve the user experience.

### Product Designer                          2021 - 2022

Yemot Hamashiach - IVR Systems.

- Utilize Adobe XD and Figma to characterize and design complex systems.
- Translate designs into high-quality CSS and HTML code, ensuring seamless integration with existing software architecture.
- Possess strong coding skills in Visual Studio Code and Angular, enabling the development and customization of software solutions to meet specific business needs.
- Collaborate effectively with development teams to ensure designs are technically feasible, aligned with project goals, and delivered on time and within budget.

### UI/UX Designer                            2019-2021

Kidum Plus - Website Design, Building, and Promotion

- Characterize, design, and develop custom Woocommerce websites that meet clients' business needs and align with industry standards.
- Manage client files with the utmost attention to detail and confidentiality.
- Utilize HTML and CSS to build responsive websites that deliver a seamless user experience across all devices.
- Specialize in characterizing and designing landing pages that drive leads and conversions, using data-driven insights to optimize design elements and content.
- Proficient in using tools such as Elementor, WordPress, Duda, and Woocommerce to streamline the design and development process and deliver high-quality products to clients.

## CONTACT

- 054-681-5862
- blumiraisman@gmail.com
- in/blumi-raisman/
- blumiraisman.com

## SKILLS

**Design:**
Figma, Xd, Photoshop, Illustrator, InDesign.

**Tech:**
Elementor, WordPress, Html, Css, Visual Studio Code / Angular.

## EDUCATION

**Siur Mochot - Netcraft Academy**
**UX/UI & Visual Communications**
2018-2020

- Product Design studies with a focus on Characterization, Design, and UI/UX.
- Extensive coursework in Website Building using HTML, CSS, Elementor, and WordPress.
- Advanced training in Art Direction with proficiency in software applications such as InDesign, Photoshop, and Illustrator.
- Studies in Graphic Design and Visual Design to enhance creative and visual skills.

## LANGUAGES

English & Hebrew