

## PROFILE

With a decade of experience in the design and media industry, I possess a solid foundation for exploring and mastering cutting-edge technologies while pushing myself with novel tools.

My keen grasp of intricate details enables me to delve deep into research and establish seamless connections between products and users, delivering a smooth user experience.

By designing interactions and developing top-notch digital systems for diverse platforms.

[Check out my portfolio](#)

## WORK EXPERIENCE

○ **Apr 2024 - present**

### Product Designer | ARINUX LTD

- Designing UX for a SaaS complex B2B2C platform.
- Coordinating directly with the product manager and developers from the beginning to the end of complete projects. Conducting user research for make informed decisions, wireframing, end-to-end interface design, design system, prototyping, and development handoff.

○ **2022 - 2024**

### Product Designer | molerat - startup

- Designing user experience for a saas B2B2C platform.
- Research users to find features and solutions, wireframing, end-to-end interface design In addition to responsive design for the web and mobile devices , design system, prototyping, usability testing and development handoff.

○ **2019 - 2022**

### Marketing Designer | Lehoshit Yad

Leads media campaigns with conceptual strategy, creating all related digital designs, such as banners, landing pages, and websites

○ **2014 - 2019**

### Graphic Designer | Caffeine - Branding studio

Lead Graphic Designer, overseeing the design language for branding and advertising for businesses

## SKILLS & CAPABILITIES

Design System  
Design Thinking  
Project management  
wireframing  
Prototyping  
development handoff  
Branding

## UX METHOD

UX Research  
User Experience  
Design Sprints  
Product strategy  
Personas  
Usability test

## TOOLS

- Figma
- Adobe XD
- Illustrator
- Photoshop
- InDesign
- Invision
- Wordpress
- Elementor
- Lottie
- CSS
- HTML
- Midjourney

## EDUCATION

Siur Mochot Academy | Product Design

Netcraft Academy | UIUX

Pixel Perfect | Figma

Prog Academy | Wordpress, Elementor,  
HTML, Css

Siur Mochot Academy |Visual  
Communication | Advertising & branding

## LANGUAGES

Hebrew - native

English - excellent level