

With 10+ years of experience, I have worked in the fields of **Pharma, Commerce, Cyber security, Saas**, etc. My project understanding spans from start to end, a full process to the final product, with a **quick solution and response-ability**. My project experience includes websites, native apps, and complex systems in various environments. Being **self-taught** in many fields, and a great team player I am confident I can integrate easily into various work environments.

Design Experience

● 2015-Current Product Designer, Studio Manager / B-online Projects

My project's full overview process starts with client meetings, pricing, wide research, finance tracking, characterizing documentation, and Gantt schedules. Then the low fidelity wireframe, the design mockup, high fidelity prototyping, and down to the final product and design QA. I worked on a variety of projects including complex systems, websites, apps, interactive kiosks, editing, interactive presentations (Veeva-Salesforce), etc. I have also gained vast knowledge of environments such as Drupal, Veeva, Contentstack, WordPress, React-Native, Elementor, etc. Fast learning is an essential tool in a fast-paced projects company.

As a studio manager, my responsibilities included scheduling for designers and assigned developers, concepts, daily work with PMs on various projects, QA, and content management.

● 2012-2015 UI & Web Designer / Clixie E-Commerce

Designing new features for our websites and internal systems, my responsibilities included improving existing components and interfaces in products, and personalizing solutions for warehouse management software. Ongoing work with various departments including QA and R&D. Specializing in commerce sites.

● 2011-2012 Freelance / Web design, interfaces, UI

Estatelya – Lead designer & art director. The design scope included branding, Mockups, tests, and QA of the final web design. As part of the project, I oversaw the research and usability testing.

Studio Pinky - Interface design, websites, and software documentation for programmers.

● 2009-2011 Senior Designer & Studio Manager / Blumenkrantz Advertisement

A wide range of responsibilities included direct work with clients, routing work in the studio, the concept for campaigns, catalogs, billboards, shop design, television advertisements, internet banners, and web design.

Education

UX School - User Experience

Mentor - After effects

Ascola - BA Arts degree and Diploma in Multimedia & Animation

Programs

Design and UX: Figma, Adobe XD, Photoshop, InDesign, Illustrator

Video and animation: Premiere, After Effects

Office Suit Programs

Military Service

| Maglan (212) – Intelligence

Languages

| Hebrew – Native

| English – Fluent

