

Product designer, with wide experience in user-centered design across a range of digital products.

Skills

Ux | Ui

Prototype

User research

Creative Direction

Strategic Thinking

Branding

Profound knowledge

Figma, Sketch

Adobe suit

UX principals

Design systems

Design management

Infographics, Data Viz

Basic knowledge

After Effects

Html and CSS

3D Blender, Revit

Midjourney, Automatic111

Education

Visual Communication

at Holon Institute of

Technology

Work Experience

Riskified / Product Design Team Lead / Jan 2021 – Sep 2022

- Responsible for end-to-end user experience of Riskified's flagship product. Managed a team of 3 designers, working on a B2B complex system platform. Responsible for the creation of product designs, web presence, and communications design, ensuring a seamless user experience.
- Facilitated UX workshops, conducted surveys, user interview, competitor analysis, user flows & vision sketches.
- Collaborated with cross-functional teams, Established efficient workflows and managed Agile boards.

Riskified / Product Designer / May 2018 – Jan 2021

- Responsible for inbound platform UX and Ui - from user research to prototypes, user feedback, iterations, dev and QA.
- Contributed to model explain-ability and analysis tools data viz.
- Defined brand guidelines, including 3D imagery. Worked on the design of the website, created marketing materials, events and more.

UI/UX Freelance Designer / Jul 2015 – 2018

- Designed Websites and mobile applications for clients including SimilarWeb, Israel Museum, RavKav and various startups.
- Conducted market research, created prototypes, till execution.
- Established core graphic language for interfaces and materials.

Basch Interactive / Art Director / Feb 2013 – Jul 2015

- Led key projects, oversaw UX/UI design, focusing on information-intensive websites and mobile application. clients including Ynet, Calcalist and Aig.

Senior Designer, Yotam Bezalel Studio / Nov 2008 – Jan 2013

- Collaborated with clients in the food, art, and lifestyle industries.
- Developed comprehensive design concepts, encompassing logo design, graphic and photographic language, marketing communication, web presence, package design, and printed materials.