

A UX/UI designer with over 3 years of B2B2C company experience, I bring strong problem-solving skills and a natural eye for aesthetics, driven by never-ending curiosity and ambition.

EDUCATION

2019 - 2020

Advanced UI UX Design, at 6B Studio.
Research and design for apps and websites, research methods, design sprints and product concepts.

2015 - 2019

B.A Degree in Industrial Design,
at Shenkar College of Engineering
and Design.

SKILLS

UX Research
Branding
Conceptual thinking
Sketching
Prototyping
Design system creation

LANGUAGES

English Fluent
Hebrew Native

EXPERIENCE

2021 - 2024

[Yotpo](#), UX UI Designer

- **Lead the design process** to ensure a consistent and intuitive user experience aligned with business goals.
- **Developed concepts** to enhance user engagement and brand awareness.
- Created and maintained a cohesive **design system** aligned with Yotpo's vision.
- Conducted **competitor research** to align business and design strategies.
- **Collaborated** with development, content teams, and stakeholders to translate requirements and feedback into intuitive and engaging designs.
- **Mentored and led** freelance designers, providing guidance and direction to ensure high-quality design outcomes.

Dec 2020 - Apr 2021

[Wicked brand](#), UX UI Designer

- Developed strong **branding** and comprehensive **UX/UI** processes, including **wireframing**, **prototyping**, and **interactive design elements**.
- Transformed client **concepts into creative**, beautiful designs, ensuring a visually compelling and **user-friendly interface**.
- **Collaborated** with clients to ensure design solutions aligned with their vision and goals.
- **Managed multiple projects**, meeting tight deadlines, and delivering innovative designs.