

EXPERIENCE

2022 - present

Product Designer

Genesys

- Im the first and only designer from Israel at Genesys, as part of my job im working closely with an Israeli start-up named Exceed to integrate their product into Genesys's while improving their experience for current users
- Creating new features and components
- Improving the UI
- Creating new and intuitive product flows

Figma, Jira, Illustrator.

UX UI Designer

2019 - 2022

0815 Studio

- Experience with B2B projects from conception to execution, worked on projects for the IDF, ELBIT, banks, and startups.
- Simplifying complex concepts and long processes into a simple and friendly user experience.
- Working closely with the product manager and the development team, as well as the customer to ensure the UX is intuitive and accurate while achieving a pixel perfect design.

Sketch, Figma, Illustrator, After Effects, Photoshop, Zeplin

EDUCATION

2017- 2021

B.Des. Visual Communication

Holon Institute of Technology | HIT

During my academic studies, I explored and experimented with all sorts of design fields, from photography, illustration and motion graphics to UX design. I specialized in UX UI for the last two years. I was elected by the head of the design department to an intern position at Studio 0815. After a while, I was hired for a full-time position at the studio and have been there ever since.

Illustrator, After Effects, Photoshop, Indesign, Figma, Invision, XD.

Pre-academic Preparatory

2016- 2017

6B Studio

As a preparation for degree studies, I was learning basic techniques as well as creative thinking and how to express it in the most effective way.