

- Experienced UX/UI designer with a proven track record in complex products in various fields.
- Leading the design process from ideation to production-ready design.
- Quick self-learning abilities, team player, independent and self-driven.
- Experienced in creating and implementing design systems that support users and businesses.

Experience

Intelligo - Product Design Lead (2022-Present)

- Established core foundations for integrating a UX design process that engages all company departments.
- Redesigning the platform's core functions to allow superior UX and flexibility for future enhancements.
- Conducting dedicated user research to understand user behavior on the platform.
- Serving as a PM for supplementary products: establishing a help center, Coverage calculator, and a PLG recommendation model.

Tufin - Senior Product Designer (2018-2022)

- Work closely with the CTO, and collaborate with the Product, Engineering, and Marketing Teams.
- Created a design system that is flexible for rapid change.
- Gained experience in public cloud culture within a CI/CD environment.
- "Go to market" process experience
- Incorporated new design processes and tools within the organization.

DevSense Ltd. - UX/UI Expert (2017-2018)

- Guiding entrepreneurs in designing tomorrow's startups.
- Optimize complex systems to accommodate organizational processes.
- Designing IOT solutions for the industry.

Pionet Technologies (2012-2017)

Senior UX/UI designer (2015-2017)

- Design user-centered interfaces with an emphasis on user experience.
- Managing & guiding UX/UI teammates alongside hands-on UX/UI design.
- Gather user needs; set goals; define success; and solve complex problems.
- Experience with responsive design (Smartphone, Tablet & Desktop) with accessibility law in mind.

UX/UI designer (2013-2015)

Web designer (2012-2013)

Education

2007-2011: BA in Visual Communication, Emek Yizrael Academy, Goren school, specialization in interface design.

Tools & Technology

- ★ **Platforms:** Web-based software, Desktop & Mobile
- ★ **UX/UI Tools:** Figma, Adobe XD, Personas, Market/UX research, Design systems, Wireframes, Prototypes
- ★ **Programming Languages:** HTML5 & CSS3 (beginner level)
- ★ **Methodologies:** User-centered design, Lean, Agile

Language: Hebrew / English Native tongue

Military Service: Moran Unit | 636, Intelligence Field