

**Product Designer**

Providing UX/UI design solutions that consistently drive user satisfaction and growth for start up to enterprise size companies

## ~ Experience

**Product Designer (Freelance) / Vcita**

JAN 2022 - OCT 2023

- Led the design and launch of Wisestamp, a SaaS editor system, targeting both B2B and B2C markets, resulting in a user-friendly product that drove significant engagement.
- Partnered with product managers throughout the product lifecycle, from ideation to execution, ensuring alignment with market needs and technical requirements.
- Conducted in-depth market research to inform design decisions, leading to strategic product changes that boosted user adoption and growth.

**Product Designer (Freelance) / Superwise.ai**

SEP 2021 - MAY 2023

- Collaborated with the CEO, data scientists, and VP of Product to design and deliver a centralized Design System, streamlining the backend portal to improve communication between design and development teams.
- Spearheaded design initiatives to remove roadblocks and ensure seamless integration across distributed platforms, enhancing the overall user experience.

**Product Designer (Freelance) / Explorium.ai**

DEC 2020 - MAR 2022

- Partnered with the design team to create intuitive and innovative solutions for a complex SaaS system, enhancing user interactions and product usability.
- Collaborated closely with cross-functional stakeholders to refine and iterate on design concepts, ensuring a cohesive and efficient final product.

**Product Designer (Freelance) / Jonni**

JUN 2020 - SEP 2021

- Served as the head designer, leading a wide array of marketing and product design efforts including brand identity, website design, landing pages, and mobile app interfaces for both iOS and Android platforms.
- Played a key role in establishing the app's visual identity and user experience, contributing to its overall success in the market.

**UI designer / Netcraft**

MAR 2019 - NOV 2020

- Worked closely with engineers, product managers, and the UX team to develop creative and intuitive design solutions for the CRM system and mobile landing pages.
- Established a cohesive graphic language and marketing style guide, setting a clear visual direction for the company's branding and communication efforts.

## ~ Education

**UX/UI App & Web Design Course** / Shenkar College of Engineering and Design**Visual Communication course** / Shenkar College of Engineering and Design

## ~ Military

**"Saayeret Golani" - Golani Reconnaissance** / Compat solider took part in operation (TZUK EITAN)