

With 4+ years in UX/UI design, I'm passionate about crafting user- centered experiences that drive positive change. Proficient in Figma and fueled by creativity, I thrive in collaborative settings, turning ideas into impactful solutions.

Work Experience

Product Designer / YuviTal

2021 – Present

- Led the UX/UI design of mobile and web applications at YuviTal, an Innovative digital rewards and loyalty platform aiming to inspire positive behavioral changes.
- Pioneered user-centered design for our flagship apps—Clalit Active, Ovdim Bari, and YuviTal Work (among others) - reaching over 2M users.
- Directed the end-to-end design process, from conceptualizing and building features from scratch to redesigning existing interfaces. Crafted wireframes, and prototypes, and led feature discovery and user testing to ensure user-centered results.
- Worked hand-in-hand with psychologists, blending psychological and behavioral science with our design processes. Emphasized cross-functional collaboration and worked closely with product, R&D, sales, and marketing.

Product Designer / Freelance

2020 – 2021

- Delivered impactful UX/UI solutions tailored for a spectrum of clients, from startups to enterprises, emphasizing accessibility standards and user-friendliness to facilitate successful go-to-market strategies and streamline internal workflows.
- Managed a portfolio of design projects under tight deadlines, including the creation of intuitive mobile and web applications, development of complex desktop software, and designing unique brands and logos.

Mentor / Samsung Solve For Tomorrow

2019 – 2020

Mentored disadvantaged youth in using technology creatively and collaboratively to drive positive community change.

Volunteering

Product Designer / The Capsule (NGO)

2022 – Present

Volunteered in violence prevention organization, using UX/UI design skills to improve system usability and support clearer communication - to help prevent the next abusive relationship.

Military Service

Psychotechnical Evaluator / IDF

2017 – 2019

- Assessing candidates' qualities and suitability for IDF service.
- Provided mentorship and training to new evaluators.

Education

UX Research / Technion	2024
Motion Graphics / Netcraft Academy	2023
UX/UI Design / Netcraft Academy	2020 – 2021

Tools

• Figma	• Adobe Illustrator
• Adobe XD	• Adobe Premiere
• Adobe Photoshop	• Lottie
• Adobe After Effects	• Microsoft Office