

Bella Gurman

UX / UI & eCommerce manager

Profile

With 16+ years in eCommerce and digital marketing, I bring a user-centered, data-driven mindset to UX/UI design. Skilled in user research, journey mapping, information architecture, wireframing, and prototyping, I create intuitive, conversion-focused experiences. My background bridges strategy, design, and development to deliver impactful digital products.

Experience

eCommerce Manager @ Hayevuan

FEB 2023 – PRESENT

- Doubled sales revenue in one year through strategic e-commerce optimization and marketing.
- Managed online store operations, product catalog and category optimization.
- Designed marketing materials and promoted products via email campaigns, and SMS.
- Implemented automation workflows using Flashy to enhance customer engagement and retention.
- Analyzed performance data with Google Analytics, Hotjar to optimize sales and marketing strategies.

Digital Marketing @ Go Host

MAY 2023 – OCT 2023

- 60% More Bookings: Strategic listing optimization on Airbnb & Booking.com
- Targeted social media marketing.

eCommerce Manager @ Anaerobic+

OCT 2009 – MAY 2022

- Increased revenue by 33% YoY through a strategic marketing approach.
- Optimized the online store for improved user experience and sales performance.
- Led marketing campaigns: newsletters, SMS, and automated workflows using Flashy.
- Managed website operations: catalog and category optimization.
- Coordinated with suppliers and service providers: development teams and third-party vendors.

Contact

[portfolio](#)

bella.gurman@grunitech.com

(972) 58-633-8979

www.linkedin.com/in/bella-gurman

Education

Google & Reichman Tech School

2024-2025

UX Program

Combines Google's and Amdocs' technical expertise with Reichman University's academic excellence.

It covers topics like UX design, prototyping, and interface implementation using advanced tools like Figma.

Shenkar College of Engineering & Design

2022-2024

Interior Design

These studies sharpened my sense of composition, spatial logic, and user-focused thinking—skills that now enhance my work in UX/UI design.

Max Stern Yezreel Valley College

2004-2008

B.A Visual Communication - Graphic Design

Skills & Languages

Design Tools

Figma · Figjam · Adobe Creative Suite · Flashy · Priority · Magento 2 · Jira · Google Analytics · Wire-framing

Skills

- UX & Research: User Research, Usability Testing, A/B Testing, Personas, Journey Mapping
- Design & Prototyping: Figma, Adobe Creative Suite, Information Architecture, Wireframing
- Marketing & Analytics: Google Analytics, CRO (Conversion Rate Optimization), Workshop Facilitation

Languages

Hebrew, English, Russian