

Product Designer

Psychology graduate with expertise in User Experience and Design Systems. Adept at product management and UX/UI design, with a passion for creating user-centric platforms and delivering impactful solutions for startups and established companies alike.

Experience

UNICOO

Product Designer

May 2024 - Present

In my current role, I design and build websites on no-code platforms tailored to diverse client needs. Additionally, I specialize in designing complex systems, primarily for clients in the fintech industry. I lead the visual strategy for the company's website and marketing materials, ensuring a consistent and engaging brand experience.

FITNUTS

Product Designer

June 2022 - Dec 2023

I worked closely with the founder to develop the startup's go-to-market strategy and product roadmap, guiding the launch of its MVP. I implemented agile methodologies to streamline development and designed the admin and CRM panels while enhancing the platform's overall usability. Collaborating closely with the development team, I ensured the product aligned with market demands and user needs.

YAD2

Product Manager

August 2017 - May 2022

Dec 2018 - May 2022

As a Product Manager at Yad2, I delivered and optimized advertising products, through A/B testing and research tools to drive revenue growth and enhance performance. I successfully implemented an A/B testing framework and integrated an external leads management platform into the sales division. Working alongside stakeholders and cross-functional teams, I led complex projects from ideation to launch, delivering results that aligned with business goals.

Campaign Manager

Aug 2017 - Dec 2018

In my early role at Yad2, I gained expertise in lead funnels, campaign performance analytics, and optimization. I focused on driving engagement through strategic improvements to metrics like CTR, views, and conversions.

Education

Design Systems

Avichai Baras

Course

2024

Graphic design

Studio 6B

Course

2022

User experience

Netcraft

Course

2018

B.A Behavioral Sciences

Ben Gurion University

2014

Volunteering

Code for Israel

PRODUCT DESIGNER

Designing websites and platforms for associations such as Akim USA, Spark IL, e4e, etc.

Aug 2023 - Present