



Elena Gefen

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UX / UI Designer

Few words about me

I'm a magic combo of good intuition, an analytical mind, nature lover, little details freak, good Purim costume maker, and the best listening ear. I believe that collaboration brings out the best in everyone, so I'm looking for my next team to love and fly with.

Professional Experience

[2023-Present](#)

UX/UI designer at Bata Studio

- Creating wireframes, prototypes, and UI elements
- Solving problems in complex system, generating clear and simple solutions
- Development of information architecture, design systems and style guides

[2019-Present](#)

Insurance agency Or Gross

- Client relations, professional expertise, claims submission and tracking

[2009-2019](#)

Founder and manager of my own children's clothing brand "Machooka"

- Designing unique collections that did not previously exist in Israel, based on market research and examining current trends in both design and materials, leading to the import of fabrics and raw materials from Japan.
- Coordinating with manufacturers and seamstresses
- Ensuring quality and timely delivery
- Distribution to various stores
- Managing social media platforms

[2006-2009](#)

Makefet Insurance company – Actuary department

- organizing and analyzing customer, policy, and financial databases
- data analysis and reporting
- working with complex Excel tables
- preparing and controlling annual reports

Education

[2021-2023](#) UX/UI design, Netcraft academy

[2004-2009](#) Bachelor of Arts in Economics and Management, Open University

Volunteering

[2022-2023](#) Beit Hatavshil (on behalf of the Kiryat Tivon Welfare Department)

[2023-Present](#) Hazit Ha-Bait – Community social initiative for war victims

Software & Tools

Photoshop, Figma, Microsoft Office applications

Languages

- Hebrew – Native proficiency
- English – Highly proficient in writing, speaking, and reading
- Russian – Fluent