

# IRENE DAVIDOV

I'm a product designer with 7+ years of experience, passionate about learning, collaboration, and solving real problems. I craft intuitive, user-focused experiences and take products from 0 to 1 in enterprise and B2B platforms.

## EXPERIENCE

### Senior Product Designer | Malam Team

Oct 2021 - May 2024

- Led the entire design process from UX research and interviews to wireframing, UI design, prototyping, and usability testing while developing a design system that ensured smooth collaboration with developers and created seamless, user-friendly experiences.
- Led end-to-end design for 12+ client projects across SaaS platforms, mobile apps, responsive websites, and data dashboards (B2B and B2C, including government agencies). Ensured each product aligned with client objectives and user needs.
- Collaborated with product managers, developers, and stakeholders in an Agile environment, refining designs through fast-paced sprints.
- Designed an award-winning dashboard for the Israeli Parliament Session Manager, enhancing user engagement and earning the People & Computers IT Award (2022).
- Led the design of a digital BI system for a government agency and a B2B SaaS platform for vehicle importers, taking them from early research and wireframes all the way to final UI and developer handoff. Also contributed to numerous other products across various industries.
- Mentored and guided designers, fostering design excellence, brand consistency, and adoption of best UX practices.

### UX/UI and Marketing Designer | Aspire Global (Neo Games)

Aug 2018 - Jan 2021

- Designed responsive websites and mobile app interfaces to support marketing strategies emphasizing intuitive navigation, engaging visuals, and enhanced usability to improve customer acquisition and retention.
- Designed marketing assets, including promotional campaigns, landing pages, banners, newsletters, and social media graphics, ensuring brand consistency across all platforms.

### Graphic Designer | Sigawi & Sigawi

May 2017 - Jul 2018

Designed websites, landing pages, and branding materials such as logos and visual identities for a variety of clients across industries.

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## EDUCATION

### UX/UI Design Certificate

Sagi Schreiber Studio 6B (2021)

### B.A in Communication

Sapir College (2011-2015)

### Visual Communication and Media Design Practical Engineering

Sapir College (2012-2014)

## AWARDS

### IT Awards by People & Computers 2022

Dashboard for the Israeli Parliament Session Manager

### IT Excellence Awards 2024

Rizone – A Personal Digital Area for Every Resident

## SKILLS

User Experience (UX), User Interface (UI), Wireframing, Prototyping, User Research, Interaction Design, Accessibility, Interviews, Design Systems, Usability Testing, Journey Mapping, Information Architecture, Competitive Analysis, Surveys, Responsive Design, Mobile Design and Branding

## TOOLS

Figma, FigJam, Adobe XD, Illustrator, Photoshop, InDesign, After Effects, Framer, HTML, CSS