

ANJELIKA FOMENKO - Product Designer

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EXPERIENCE

Product Designer

08/2024 – 05/2026

Tzur UX (project-based company)

Specializing in **complex B2B and B2C SaaS systems**, leading the full product lifecycle from discovery to delivery for 8+ major projects. Contributed UX/UI decisions across 25+ diverse projects in EdTech, MedTech, eCommerce, and more.

- Spearheaded the UX/UI strategy for an AI-powered practice ecosystem within a global LMS (200k+ users), driving the **organic adoption of 4,000+** active students within the first year.
- Optimized design operations by implementing a monthly "Hours Bank" for a key client, **reducing administrative overhead about 4 hours per month**
- **Successfully cut down 20% technical support tickets** per month by redesigning a more intuitive checkout experience for SRF Park TLV lagoon (+105,000 monthly visits)
- Collaborated closely with clients, dev teams, and internal stakeholders to ensure high-fidelity implementation, using organized Figma structures and clear documentation to streamline the delivery process
- Led design QA sessions post-development and ensured pixel-perfect final results

UX / UI & Web Designer

01/2024 – 08/2024

Freelance

Provided UX/UI and visual design services to private clients and digital studios.

- **Designed the domain purchase process for "Shlach Messer"** from concept to launch, transformed a technical feature into a functional, user-friendly product that **enabled independent sales and zero support dependency**
- Provided UX/UI for eCommerce and marketing websites from concept to delivery, delivering high-quality results that met client goals and ensured long-term satisfaction
- Collaborated with content managers to produce high-quality marketing assets, including logos, social media visuals, motion graphics, and edited Reels to drive brand engagement

UX / UI & Web Designer

02/2023 – 01/2024

Webydo

In-house designer for a company with no-code website builder platform, collaborating directly with the R&D team.

- Partnered with the R&D team to identify UX challenges and deliver functional, high-fidelity designs for new features, ensuring technical feasibility and platform usability
- Designed custom branding and eCommerce websites for private clients outside the platform's subscription model, managing projects from initial concept to launch
- Produced branded marketing materials for the company's LinkedIn and Instagram profiles, maintaining a consistent visual identity across all social channels

EDUCATION

Visual Communication studies

2020-2023

ORT Colleges (Graduation with honors)

BA Business Administration and Management

2013-2017

Jerusalem College of Technology

TOOLS

Vibe Coding & AI

Claude, Lovable, Figma
Make&Agent, Midjourney,
ChatGPT, Gemini

Design & Creative Tools

Figma, After Effects, InDesign,
Photoshop, Illustrator, Maya 3D,
Framer, Basic HTML&CSS

Productivity & Collaboration

Monday, ClickUp, Microsoft
Office Suite