

# IRENE DAVIDOV

## Authorized to work for any Canadian employer

Curious product designer with 7+ years of experience who thrives on learning, collaboration, and solving real problems. I love crafting clean, intuitive designs that turn complexity into elegant, user-centric experiences.

## EXPERIENCE

### Senior Product Designer | Malam Team

Oct 2021- Jul 2024

- Led end-to-end design for 12+ projects, including SaaS platforms, mobile apps and responsive websites.
- Led the design of a digital BI system for a government agency and a B2B SaaS platform for vehicle importers, as well as an interactive risk map dashboard for the Ministry of Health of Israel, visualizing real-time global disease outbreaks. Managed the entire process from research and wireframing to final UI and developer handoff while contributing to multiple products across various industries.
- Conducted user research, usability testing, and prototyping to create intuitive experiences. Developed a design system that streamlined collaboration with developers and ensured consistency across products.
- Collaborated with product managers, engineers, and stakeholders in an Agile environment, refining designs through rapid iterations.
- 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.
- Created marketing materials, including posters, brochures, billboards, packaging, and more.
- Managed multiple projects simultaneously, delivering high-quality, on-brand designs while meeting tight deadlines.

<https://irenedavidov.com/>

iradvsmile@gmail.com

(437) 419 3267 | Canada

[Linkedin](#)

## 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

## 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