

# Dana Tayar

## UX/UI DESIGNER

✉ danatadesign@gmail.com

☎ +972-528457446

🌐 Connect

🔗 Portfolio

UX/UI Designer with a background in psychology and a passion for understanding people and crafting meaningful user experiences. Experienced in user research, prototyping, and interaction design, with a creative approach to solving complex challenges. Seeking my next role to combine creativity, research, and design to drive product success.

## EXPERIENCE

### DVPLAN LTD

#### UX/UI Designer for Dvplan's Data-Driven Interface

Jan. 2024 – Present

- Designed and developed an advanced dashboard for presenting OT systems resilience test results of cybersecurity data, emphasizing effective visualization of complex data and quick information accessibility.
- Leading the design and interaction processes, creating new concepts and developing the existing brand.
- Applied advanced UX methodologies to simplify complex processes while maintaining full functionality and improving overall user experience.

#### UX/UI Designer for a Complex System

2023 - 2024

- Leading the UX/UI design of the complex SUPERVISION system for FIBERNET as part of my role at DVPLAN.
- User research – analyzing qualitative data from multiple sources to identify opportunities for improvements in product experience.
- Collaborating closely with the development team and stakeholders to translate business requirements into intuitive and efficient user interfaces.

#### UX Designer for the company website

2023

- Conducting comprehensive benchmarking analysis to compare competitor and creating a detailed specification document.

#### Project Manager, Accounting and HR

2019 - 2023

- Promoting social media- establishing profiles on social networks, managing and creating the written, graphic and photographed content.
- Managing Company Trainings - Responsible for training programs, social media marketing and webinars.
- HR management and employee welfare - recruiting and onboarding employees, conducting job interviews and maintaining work culture.
- Project management – Submitting candidates for tenders and guiding clients on the submission process.
- Financial Operations - Managed diverse accounting tasks including bookkeeping, client and supplier relations, invoices, payroll and contracts.

### Bank Leumi

#### Call center service representative

2018 - 2019

## MILITARY

### Major (Res.), ICT Corps, Israel Defense Forces

2012 - 2016

- Contributed to the "Kiryat HaTikshuv" project in the Negev and led the "376th Battalion Relocation to the Negev" project, overseeing work processes, budget management, and reviewing architectural plans.
  - Training Officer: Coordinated trainings, managed annual Gantt charts, organized site visits, and oversaw reservist personnel.
- 

## SKILLS

### UX Design

User Research, User Journeys, Architecture, User flow, Wireframes (Low to High Fidelity), Interactive Prototyping, Usability Testing, Interaction Design

### Tools

Figma, Photoshop, Illustrator, Midjourney, Figjam, Framer.

### Languages

Hebrew and English.

## EDUCATION

### UX Design Course

Netcraft academy

Apr 2022 - Sep 2022

---

### BA in Psychology

Tel Aviv-Yaffo Academic College

2019 - 2021

Specialization at HR

---