

DANIELLE OPHIR

Product Designer | UX UI

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- Buffalo, NY
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Accomplished Product Designer with 4+ years of UX UI experience leading cross-functional teams to deliver intuitive, accessible, and high-impact designs. Proven track record in SaaS and AI-driven solutions for high-profile clients like PepsiCo and Verizon. Blending technical and creative skills to enhance user engagement and streamline workflows. **Recognized as a finalist in the Buffalo Emerging Technology Awards ('Rising Star') for contributions to AI integration and innovative product design solutions.**

AREAS OF EXPERTISE

- AI Integration & Innovation
- Rapid Prototyping
- Cross-functional leadership
- Accessibility Compliance
- Design Thinking Methodologies
- Team Training & Mentoring

PROFESSIONAL EXPERIENCE

OTRAFY, Buffalo, NY

June 2023 – Present

Head of Product Design

Led end-to-end design strategies for a SaaS platform serving top-tier food industry clients like PepsiCo and General Mills. Drove UX/UI innovations and led cross-functional projects to deliver user-centered solutions, from initial concept through implementation, consistently enhancing product engagement and usability.

- Reduced new client **onboarding time by 95%** (from 90 days to 5 days) by creating a streamlined onboarding and data migration process, enhancing user retention, and accelerating customer ramp-up.
- Boosted user engagement and satisfaction by 25% by designing **10+ platform flows and AI integrations** tailored to industry-specific needs.
- Drove market expansion by spearheading the design of a new and innovative facility floor management module from **inception to prototyping**, resulting in rapid adoption by industry leaders such as Bay State Milling.
- Collaborated with **product and development** teams to bring design concepts to production, reducing design-to-launch time by 25% and ensuring alignment with technical requirements.

MEAN GUPPY, Buffalo, NY

January 2023 – June 2023

UX/UI Designer, Design Project Manager

Led design functions for the Verizon Team at a digital design and engineering firm serving Fortune 500 companies. Coordinated workflow between Verizon's Design System Board and Mean Guppy teams. Spearheaded the successful release and implementation of two version releases of Verizon's Design System.

- Enhanced user experience and client satisfaction by redesigning the UX and UI of a critical onboarding and upsell flow (BAYOU).

- Optimized the 'Verizon Design System' (VDS) to ensure brand consistency, responsiveness across platforms, and high accessibility standards, leading to a reduction of over 20% in development time and streamlined workflows among cross-functional teams.
- Promoted to Design Project Manager, facilitating cross-functional communication between stakeholders, designers, and developers to streamline project handoffs, reducing revision cycles by 20%.

Freelance, Buffalo, NY

September 2020 – January 2023

Web (UX/UI) Designer / Developer

Developed and maintained responsive accessible websites for 15+ clients across diverse industries, using HTML, CSS, and JavaScript. including small businesses, academic institutions, and healthcare organizations

- Achieved 100% on-time and on-budget project delivery for multiple clients by managing end-to-end design and development, from initial concept to launch and ongoing post-launch support.
- Ensured accessibility compliance by designing customized UX/UI solutions to meet unique client requirements in healthcare and academic sectors.
- Utilized a robust technical tool kit, including Figma, HTML, CSS, JavaScript, CMS, Framer, Webflow, and Adobe Suite, to develop launch, and maintain custom solutions.
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EDUCATION & CREDENTIALS

Bachelor of Arts in Communication, Minor in Studio Art, Haifa University

UX/UI Design Certificate, Google Academy

Front-End Web Development Certificate, General Assembly

TECHNICAL PROFICIENCIES

Methods: UX Research | Journey Mapping | Competitive Analysis | Design system implementation | Agile & Scrum Methodologies

Design Tools: Figma | Sketch | Adobe Suite (Photoshop, Illustrator & XD) | Framer | Hotjar | Mixpanel | Maze

Front-End Development: HTML | CSS | JS | Webflow | Framer

Languages: **English**, Native Bilingual proficiency | **Hebrew**, Native Bilingual proficiency | **Russian**, Native Bilingual proficiency | **French**, Limited working proficiency
