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Profile

I'm an experienced Product Designer with a background in both design studio and high-tech product company. I focus on creating visually, intuitive, and functional designs that enhance user experience. I enjoy working with cross-functional teams and using my communication skills to help create products that address user needs and support business goals. I'm vegetarian, Love running, coffee and listening to podcasts;)

Employment

Nov 2019 — Apr 2023 (Includes maternity leave)

Product Designer at Via transportation

As a Product Designer at Via Transportation, I was responsible for designing and improving core pages of the operator-facing platform (Hub, map editor) identifying pain points and delivering design solutions that streamlined workflows and increased operational efficiency.

June 2016 - Jan 2018

UX/UI Designer at Zemingo Design studio

At Zemingo I worked on multiple mobile projects for various clients, creating visual identities, logos, user journeys, interfaces and client presentations, communicating design concepts and project goals.

Education

Sep 2005 - Aug 2010

HIT Holon Institute of Technology

B.Design degree

IDF

Sep 2003 - Jul 2006

War room officer, Foreign relations officer

Ground forces

Skills

- Figma
- Adobe Photoshop
- Sketch
- Adobe Illustrator