BAR TAL
PRODUCT DESIGNER

054-636-7054 | Bar67896@gmail.com | [LinkedIn](#) | Portfolio

ABOUT ME

UX/UI Product Designer with **3+ years of experience** leading full design cycles — **from research** and **ideation to validation**, **pixel-perfect UI**, and **post-launch testing**. Skilled in **Figma**, **usability testing**, and **designing intuitive interfaces** for **complex systems** in cybersecurity, engineering, and enterprise. Collaborative team player passionate about improving user experience and delivering measurable business impact.

EXPERIENCE

UX / UI Designer - Abra, R&D Department | July 2023 – present

- Led **full-cycle design projects (research → prototyping → pixel-perfect UI)** for cybersecurity, engineering, and corporate enterprise solutions.
- Drove usability and navigation improvements in **complex R&D systems**, increasing user satisfaction and **operational efficiency**.
- **Collaborated** with senior **stakeholders** (CEOs, PMs, and developers) to align business goals with effective, responsive design solutions.
- Delivered **pixel-perfect**, **responsive designs** using **Figma**, **Photoshop**, and Illustrator, across web and mobile platforms.
- **Managed multiple concurrent projects** under tight deadlines, successfully contributing **to long-term client retention** and **contract renewals**.

Key Projects:

- **CyberInt (Check Point company)** - Redesign of cybersecurity platform UI, **improving usability** under strict timelines.
- **Israel Electric Corporation** - Designed a **sandbox workspace** for engineers, directly addressing complex workflow challenges.
- **Bulwarx** - Internal portal redesign, enhancing security and efficiency.

UX / UI Designer - Weirdoz (a subsidiary of Emalogic Software) | Sep – Dec 2022

- *Served as the **sole UX/UI Designer**, driving product feature design and ensuring **product excellence**.*

UX / UI Designer – Internship - Emalogic Software | Mar – Sep 2022

- *Contributed to multiple **Agile projects**, consistently delivering **pixel-perfect UX/UI designs** that met high design standards and deadlines.*

EDUCATION

Sapir College | 2020 – 2022
Media Design Practical Engineering | Graduated with honors.

- Specialized in **UX/UI Design**, with hands-on training in **target audience research**, **persona development**, **wireframing**, and **user-scenario creation**.
- Developed a strong foundation in **visual design** and **branding principles**.

SKILLS

- **Design & Execution: Figma (Expert) | Pixel-perfect Design | Prototyping**
- **Strategy & Research: Full Design Cycle | UX Research & Usability Testing | Complex Systems Thinking**
- **Collaboration & Process: Stakeholder Communication | Strategic Problem-Solving**