

BAR TAL

PRODUCT DESIGNER

ABOUT ME

- Results-driven UX/UI Designer with a **proven history of delivering high-quality designs** that exceed client expectations, even under tight deadlines.
- Designed impactful solutions that **directly contributed to multiple client contract renewals or extensions**, showcasing a **deep understanding of client needs and business goals**.
- **Collaborative team player** with a proactive mindset, strong initiative, and a commitment to accountability.

EXPERIENCE

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

- **Design and deliver user-centric interfaces** for a diverse range of projects across multiple industries, including **cybersecurity, engineering, and corporate enterprise solutions**, focusing on creating intuitive, aesthetically pleasing, and functional systems.
- Led the design and UI/UX overhaul of **complex systems**, integrating user feedback and advanced UX solutions to improve usability, navigation, and overall user satisfaction.
- **Collaborated closely with stakeholders**, including CEOs, project managers, and developers, to understand business needs and create actionable design solutions.
- Manage and execute **design projects end-to-end**, from **user research** and **prototyping** to high-fidelity designs, ensuring a seamless user experience across both **web and mobile platforms**.
- Utilized tools such as **Figma, Photoshop, and Illustrator** to create responsive designs.
- Played a key role in **managing multiple concurrent projects**, maintaining a high standard of **work under tight deadlines**, and balancing diverse client needs and business goals.
- **Successfully contributed to client satisfaction**, leading to long-term relationships and **contract renewals**, by consistently **delivering designs that met both functional and aesthetic expectations**.
- **Key Projects**
 - **CyberInt**: Led the design of the complex system UI for a cybersecurity platform, delivering a modern and user-friendly interface under tight deadlines.
 - **Israel Electric Corporation**: Designed a sandbox workspace for engineers, overcoming challenges to create an intuitive and efficient tool that streamlined their workflows.
 - **Bulwarx**: Worked on the design of the internal portal to enhance user experience and support secure, efficient workflows for a leading cybersecurity integrator.

Sep 2022 – UX / UI Designer
July 2023 Weirdoz (a subsidiary of Emalogic Software)

- Designed product features using **Figma** and **Adobe Creative Suite**.
- **Collaborated with teams** as the **sole designer** to ensure product excellence.

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

- Contributed to multiple **Agile projects**, **delivering pixel-perfect UX/UI designs**.
- Consistently met project deadlines with **high design standards**.

EDUCATION

Media Design Practical Engineering
Sapir College

- **Graduated with honors.**
- Specialized in UX/UI design, including hands-on training in **target audience research, persona development, wireframing, and user-scenario creation.**
- Proficient in **video and animation creation** and editing.
- Skilled in **creating visually appealing, user-friendly interfaces** with a **strong understanding of design and branding principles.**

SKILLS

- **Complex Systems**
- **UX Research**
- **Photoshop**
- **Figma**
- **Illustrator**