UI/UX Designer & Team Leader

David Malka

CONTACT

SUMMARY

* Experienced UI/UX designer & team lead with strong illustration skills and extensive creative and technological abilities.
* In-depth familiarity with the concepts of UI/UX & responsive design and E2E design strategy with experience in designing and characterizing applications.
* Proven track record of delivering products on time while withstanding high stress and heavy workloads.
* Experience working with mobile and desktop interfaces, responsive design / adjusting resolutions / designing for native interfaces

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Nesher



PROFESSIONAL EXPERIENCE

**Senior UI/UX Team Lead / Abra Web & Mobile / 2019 – Present**

My role includes a hands-on part in projects for the following companies: **Ram Aderet, Paamonim, Visual estate, Lightricks, Epoch, Mcafee, Panaxia, Zikaron Basalon, IAI Elta, Visa Cal, Clalit...**

* Managing a team of 5 designers, coordinating tasks & personnel according to incoming projects, organizing team meetings, mentoring each designer individually, overseeing their professional development through training & enrichment courses, and interviewing job candidates.
* Conducting quarterly cross-section conversations to proactively get feedback.
* Working in an Agile framework, including managing sprint tasks, durations, and iterative design processes; writing stories, performing reviews, and providing feedback.
* Making decisions on task prioritization and preparing weekly Gantt charts based on business objectives and user insights.
* Close collaboration with the product development team.
* Improving team collaboration by transitioning to a single design platform.
* Advancing design processes from end to end, including getting to know the customer, brainstorming with the team, defining the product, imagining a concept, creating a prototype, and developing a UI.
* Helping with marketing campaigns and assets for the product.
* Communicating with new and potential clients to advise on UI/UX issues, explaining studio work processes, and presenting team portfolios and projects.
* Initiating a redesign of the company website, which has now gone into production.

**UI/UX Designer / at Repop (Previously Spotango) / 2018 – 2019**

* Building a design process and working with the product manager.

Performing brainstorming, dismantling tasks according to Agile methodology,

and characterizing an end-to-end system. Creating Wireframes, and UI Design.

Work independently subject to product requirements.

* UX research for potential users.

User research for potential users. Conducting user interviews,

researching competitors, and creating surveys. Drawing lessons

from the interviews and implementing them in the end-to-end design process.

**UI/UX Designer / Penguin Design Studio / 2017 – 2018**

* UI/UX design: Overseeing all processes relating to UI/UX design including gathering and evaluating user requirements, developing the concept for UI/UX design strategy, communicating with clients to understand their business goals, delivering effective and user-centered UI/UX solutions, creating high-quality designs for websites and applications UI elements (screens, icons, menus, tabs, widgets, search boxes, etc.), ongoing work opposite the development team, creating drafts and sketches for presentation, adhering to design concepts and standards.
* Web design: Formulating a creative strategy for web design including working with project managers on the characterization of websites, defining target audiences and implementing web design concepts, producing mockups for the various sections of the website, and conducting A/B testing, planning and overseeing the effectiveness of responsive design for all websites, designing landing pages and banners, testing conversion percentages and CTR.
* Successfully created the UI/UX design for a social network application designed for a client in France to convert likes in online stores such as Amazon & Starbucks.
* Designing an eCommerce website, application, and digital campaigns for GoPro Company.

EDUCATION

**UI/UX Digital Design Studies**

Tiltan College, Haifa

2016 - 2019

Final Project: *Designing a mobile application for car services including UI/UX design & building a prototype*.

**Software Practical Engineer**

The Technion, Haifa

2013 - 2014

MILITARY SERVICE

**Platoon Commander**

*Received Citation for Excellence*

IDF Combat Engineering Corps

2005 - 2008

LANGUAGES

**Hebrew** – Mother tongue

**English** – Very high level (including writing, speech, and reading)

COMPUTER SKILLS

Fully proficient in Figma, **WIX**, **Axure**, **Sketch**, **Marvellapp**, **Photoshop**, **Adobe XD**, **Acrobat** **Pro**, **Illustrator**, and **InDesign**.