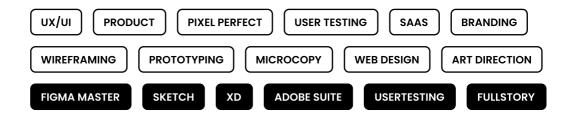


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Bio

A designer with 5+ years of proven industry experience, holding a pixel-perfect mindset, prominent with all of the related design softwares. With a B.A focused in Instructional Design from HIT, and a weak spot for gummy bears \$\mathbb{\omega}\$

Skills



Experience

Product Designer, Snappy (2021 - PRESENT)

Successfully enhanced the recipient experience of our gift app and played a key role in driving product-led growth on the self-serve side. I collaborated with cross-functional teams to optimize the self-serve experience and ensured that user feedback was thoughtfully integrated into the finished product.

- Led the design vision for the self serve PLG transition
- Was in charge on both the receiver/sender side UX/UI
- · Art directed the internal creative team of animators

Product Designer, Watchful (2019 - 2021)

Leading the company's design vision and managing the entire product direction, while also directly overseeing the implementation of upcoming product features and any other company requirements and goals.

- Sole responsibility for the whole platform
- Guiding project advancement and workflow
- · Rebranded the company from top to bottom

UX/UI Designer, Comigo (2017 - 2019)

Trusted with various projects that ranged from composing and characterizing TV environment user-flow schemes to conceiving and designing end-to-end web applications.

Support/Content Management, Comigo (2015 - 2019)

Education

B.A - Instructional Design, HIT (2016 - 2019)

Military

- Division Commander's "Hapak", Division 162 (2012 2013)
- Infantry Soldier, Marksman, "Nahal" Brigade (2010 2012)

Languages English (Fluent), Hebrew (Native)