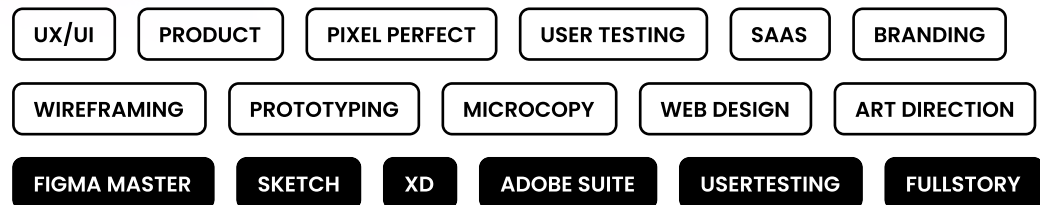




Bio

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 🍬

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)