Racheli Dortman | Senior UX/UI product Designer

Email   LinkedIn   Portfolio   052-7221614

UX/UI Product Designer with 4+ years of experience designing user-centered web and mobile products. Skilled in prototyping and wireframing, with experience supporting complex product flows, design systems, and digital experiences in startup environments. Works closely with cross-functional teams to deliver accessible and impactful design solutions.

Technical Skills

UX/UI Design & Prototyping
Figma, Adobe XD, Sketch, Wireframing, Prototyping, Visual Design, Micro-interactions.

Design Systems & UI Architecture
Design System, Component Libraries, Style Guides, Consistency Management.

Research & UX Strategy
User Research, Competitor Analysis, Design Thinking, User Flows, Personas.

Tools & Motion
Adobe Illustrator, Photoshop, After Effects, InDesign, Lottie, AI Design Tools.

Languages

Hebrew | Mother Tongue
English | Fluent

Professional Experience

Senior UX/UI Product Designer | McCANN Digital
2023 - Present

UX/UI Product Designer with experience working on large-scale B2B and B2C design systems across multiple clients. Strong collaborator with cross-functional teams, aligning design solutions with complex business and product requirements.

- Initiated and conducted user research and UX analysis, using data-driven insights to identify friction points and translate findings into clear user flows, wireframes, and interactive prototypes.
- Designed and maintained a scalable and responsive design system, supporting development efficiency and brand consistency across multiple digital products.
- Ensured designs met high standards of accessibility (WCAG), usability, and performance across platforms, with a strong focus on pixel-perfect, high-fidelity user interfaces.
- Actively participated in Agile processes, including sprint planning, design reviews, and retrospectives, supporting accurate design implementation and on-time delivery.

UX/UI Product Designer | XPlanner (Startup)
2023-till present

Designed a scientific product from scratch for researchers focused on experiment documentation and reducing repeated errors. Researched potential educational use cases to inform future expansion into high school biology, biotechnology, and chemistry programs.

- Conducted user research with high school teachers to explore educational workflows, documentation needs, and usability requirements for potential product expansion.
- Designed intuitive interfaces for a scientific product, translating complex research workflows into clear and usable user experiences.
- Collaborated with developers throughout the design process to adapt solutions to technical constraints and product changes.

UX/UI Product Designer | McCANN Digital
2021-2023

Managed small-to-medium design projects, focusing on creating intuitive interfaces aligned with brand aesthetics for seamless user experience.

- Initiated an initiative to improve designer–developer collaboration by creating a "Do's and Don'ts" guide, streamlining communication and improving efficiency across project handoffs.
- Developed and managed design systems for B2C companies, creating UI elements for various projects and targeted campaigns to maintain brand alignment and enhance user experience.
- Created wireframes, mockups, and interactive prototypes to effectively communicate design concepts and secure stakeholder buy-in.

Art Director | Avraham ADV
2017-2020

Managed visual direction and ensured brand consistency across advertising campaigns for TV, social media, and outdoor billboards.

- Contributed to ideation sessions and marketing strategy development, collaborating closely with cross-functional creative teams, including designers, video editors, and copywriters, to deliver innovative, conversion-focused ideas.
- Worked closely with creative directors to ensure strong messaging, visual impact, and strategic alignment across all advertising channels.

Education

UX Course | Codesigner | 2020

Bachelor of Visual Communication | The NB Haifa School of Design (WIZO) | September 2008 – October 2011