

## Work Experience

### Lead product designer Fireblocks

Tel Aviv, March 2020 – June 2023

- Headed the redesign of a web app end-to-end, creating an intuitive interface that simplified complex user flows adopted by 1000+ customers.
- Established a design system creating consistency within the product, implementing advanced Figma capabilities, used by a team of 8 designers.
- Led the wallet squad, focusing on features for both mobile and web that converted the company to product-led and low-touch, reducing support tickets by 20%.
- Spearheaded the design of complex features such as DeFi integration, Off-Exchange Trading, and The Fireblocks Network which strategically positioned our product over competitors.
- Redesigned the Help Center for a user-centered responsive experience focused on consistency & easy search & navigation.
- Scaled the design team from one (me) to 8 designers through onboarding, mentoring, and creating effective work methodologies within the team and with cross-functional partners.

### Product designer Pomvom

Herziliya, 2017 – January 2019

- Worked closely with the CTO & CEO to find a product market fit through extensive research.
- Headed the end-to-end design of an iOS app & mobile web-app for photographers in social events and theme parks.
- Designed and coded the marketing site & brand materials.

### Front-end developer & designer Expert Invest

Tel Aviv, March 2016 – 2017

- Developed and designed a number of trading tools for our users as well as landing pages that served as funnels for new customers.

## Skills

### Technical

Figma, After Effects, creative code, HTML, CSS, jQuery, Javascript.

### Design

Interactive prototyping, design thinking, user flows, wireframing, usability testing, user research, information architecture, design system, responsive design, mobile design, iterative design, user interface design.

## Education

### Parsons School of Design

M.F.A design & technology

New York City, 2014 – 2016

### New York University

B.A. visual communications & media studies

New York City, 2009 – 2013