

Work Experience

Lead product designer Fireblocks

Tel Aviv, March 2020 – June 2023

- Headed the end-to-end redesign of the Fireblocks web app, simplifying complex user flows in an intuitive interface. Adopted by 1000+ customers.
- Spearheaded the design of complex features such as DeFi integration, Off-Exchange Trading, and The Fireblocks Network which strategically positioned our product over competitors.
- 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%.
- Transformed the Help Center to a user-centered responsive experience focused on consistency & easy search & navigation.
- Established a design system creating consistency within the product, implementing advanced Figma capabilities, used by a team of 8 designers.
- 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 Pomvorn

Herzliya, 2017 – January 2019

- Collaborated with the CTO and CEO to identify a product-market fit, conducting extensive research and user testing to inform strategic decisions.
- Led the end-to-end design process for an iOS app and mobile web-app catering to photographers at social events and theme parks, achieving successful adoption by our initial customers.
- Designed and coded the marketing site & brand materials to enhance the company's online presence and visual identity.

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 • creative code • HTML • CSS • jQuery • Javascript • Jira • Miro • After Effects • Illustrator • Photoshop • Mixpanel

Design

UX design • interaction design • UI design • user flows • wireframing • usability testing • Interactive prototyping • design thinking • user research • design system • mobile 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