

# A product-led, full stack designer, who loves to think big

## Education

### Parsons School of Design

M.F.A design & technology

New York City, 2014 – 2016

- Web development
- Creative code
- Interactive installations
- Physical computing
- Rapid prototyping
- Product development, concept to execution
- Design thinking

### New York University

B.A. visual communications & media studies

New York City, 2009 – 2013

- Web design
- Motion design & typography
- Studio art
- Media studies
- Liberal studies

## Work Experience

### Fireblocks

Lead UX UI designer

Tel Aviv, March 2020 – present

First design hire in a small startup that quickly grew to a 8x-unicorn and crypto pioneer. Designed a new web app improving information architecture, layout, and user flows. Created a design system that fit the product values and business goals of the company. For the last year led the wallet squad focusing on self-serve features and reducing support tickets, in light of the company's objective to be product-led and low-touch.

### Pomvom

Product designer

Herziliya, 2017 – January 2019

The only designer in a small startup of 8 people. Worked closely with the CTO, CEO, & developers to plan, design, & prototype two mobile apps based around the startup's proprietary face recognition technology.

### Expert Invest

Front-end developer & designer

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.