

# Hi, My name is Menachem Polonsky.

Startup Founder. Marketing Strategist. Now, UX Designer.

My greatest gift lies in my ability to communicate. To manifest the abstract into reality. Growing up this found expression in music, dance and film as I grew older it evolved into a startup, user acquisition strategies, and finally into products.

My current goal is to learn and perfect my product design expertise under the tutelage of an industry veteran or alongside a team of passionate product designers.

When not designing, you can find me spending time with family and friends, taking space to breathe, listening to music, exploring the city in search of a minimalist coffee shop, and reminding myself to let loose and have some fun along the journey :)

## MOST RECENT PROJECT

Workspace

2018

Designed as a personal project during my time at Bloc, Workspace is a cloud storage solution simplifying file organization and aesthetically designed to promote calm focus

## WORK EXPERIENCE

Genieously

*UX Design Intern*      2018

Led UX Strategy for product redesign of a blockchain startup

Analyzed 3 prior MVPs, compiled 150+ user stories to simplify product offering for redesign

Tasked with copy and design of Investor Deck and 1-Pager

BHI USA

*Marketing Strategist*      2017

Hired to lead marketing for new division, BHI Tech

Designed websites, brochures and logos for programs and events

Foreshadow

*Founder & CEO*      2016

From idea to fully developed MVP in 3 Months

Partnered with Florida International University and Miami businesses

80+ signups 24 hours after launch, first student to shadow was offered internship (POC)

Trained and Managed a Sales Team of 2

## EDUCATION

Parsons School of Design

2018

Figma, Sketch, Invision, and Adobe

*Design and Technology*

HTML, CSS, JavaScript and Github

Bloc

2018

Copywriting and Content Creation

*UX Design Intensive*

Marketing and Google Analytics

1500+ hours over 11 months immersed in UX / UI process with weekly assessments by industry experts

Speaking, Pitching, and Sales

English, Spanish and Hebrew

## SKILLS AND TOOLS