

Hi, My name is Menachem Polonsky.

I believe actions speak louder than words, so let me share mine. At 19 I left college to ideate and design a startup that was the first of its kind. Impressed with the innovative approach I took to create and launch my startup, I was recruited by a world-leading bank to lead marketing and design efforts for their new division. While there I discovered UX and fell in love, enthralled by a practice that so beautifully intertwined analysis and creativity. I enrolled in a UX Intensive, learned to code in the process, and am now looking to work alongside a team of growth-oriented creatives.

MOST RECENT PROJECT

Design of Self 2018

Design of Self is a case study detailing the strategy behind my own case studies; portraying the insights and inspirations that guided me as I created my portfolio, brand and story.

WORK EXPERIENCE

Genieously UX Designer 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 and Designer 2017

Designed a new website for the division, a revamped brochure and all collateral for events
Conducted thorough market and user analysis and defined key brand offerings
Helped organize a startup competition, a tech talk, and a monthly soirée for select founders

Foreshadow Founder, Strategist and Designer 2016

80+ signups 24 hours after launch, first customer to shadow was offered internship (POC)
Created partnerships with Florida International University and Miami businesses
From idea to fully developed MVP in 3 months, conducting all research, strategy, and design
Designed all brand assets including the name, logo, branding guidelines, and website.

EDUCATION

Parsons School of Design 2018
Design and Technology

Bloc 2018
UX Design Intensive
1500+ hours over 12 months learning UX / UI process and front-end development.

SKILLS AND TOOLS

Figma, Sketch, Invision, and Adobe
HTML, CSS, JavaScript and Github
Copywriting and Content Creation
Marketing and Google Analytics
Speaking, Pitching, and Sales
English, Spanish and Hebrew