

Education

UX/UI Practical Engineering.
Sapir Academic College.
Oct 2007-Dec 2009.

Skills

Design System A-Z
Design thinking
Brainstorming
Usability evaluations
Sketching
User Research
A/B testing

Design tools

Figma
Axure RP
Miro
Adobe Creative Suite

Fluent languages

Hebrew
English

Military service

2000-2003
High-security classifications
Tank Combat Communicator

Volunteering

2019-Current, Startup designers
Mentored over 15 designers, with 10 now working in the industry.

Work Experience

IDF HR Division UX Designer

2022 – 2023
Mamram IDF, Ramat Gan

Led solo end-to-end BI-based system for military use, ensuring efficiency in both routine and wartime operations.

- Improved legacy systems through research and user testing, resulting in a **90% boost in transparency and user engagement**.
- Military tools demand attention to sensitive use cases. through usability testing and simulation, achieved **KPI satisfaction metrics and cost reduction**.

Lsports UX/UI Designer

2021 – 2022
Bet sports platform

Designed and developed a flagship product and comprehensive monitoring system within a product team for sports betting clients, support and development team.

- Collaborated with data integrity team to **enhance user engagement** and create a user-friendly design system.
- Conducted UX/UI reviews based on user testing data, resulting in improved reliability, **accessibility, and faster response** times to issues.
- Overhauled design system increased **user exposure to key features** and address existing problems.

FBX group UX/UI Designer

2018 – 2020
Fintech platform

Led the complete design of a **SaaS platform** for the financial industry, focusing on **UX, brand strategies, and marketing**.

- Revamped features boosted **user satisfaction metrics** by reducing cognitive load. Prioritizing **user experience led to sales KPI growth**
- Collaborated with insurance agents, and lawyers to enhance usability testing, resulting in **better real-time client interaction** and investigative processes