

# Aviv Meidan

## UI/UX & Product Designer

### Portfolio

 [avivmeidan.com](http://avivmeidan.com)

### Contact

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 [LinkedIn](#)

### Software Skills

 Figma

 Sketch

 Photoshop

 HTML/CSS

 XD

 Principle

 Illustrator

 ChatGPT

### Education

UI/UX Design Diploma 2017

Elad Academy (Netcraft)

### IDF

Graphic Designer 2012 - 2015

### Languages

Hebrew

English

Native

Fluent

### Experience

#### Freelance

2023 - Present

- Hands on experience in conducting in-depth research processes, creating intuitive design aesthetics for mobile and desktop .
- Directed qualitative / quantitative user research and usability testing, persona development, feedback and data analysis, wireframes, prototypes, observational tests and interviews.

#### Product Designer Mykey

2021 - 2023

- Led the entire product design process, from concept through execution.
- Conducted user research and tests to identify flaws and new opportunities for product enhancements.
- Collaborated with developers and founders on a daily basis to ensure design accuracy and alignment with business goals.
- Communicated, presented and promoted design ideas and solutions.
- Developed and maintained design systems and guidelines to ensure consistency across all platforms.
- Created detailed UX documentations, wireframes and prototypes.
- Advocated for user-centered design and best practices within the team.
- Consistently improved knowledge and inspired to learn CSS/HTML.

#### UI/UX Designer Empire Media Network LTD

2018 - 2020

- Maintained and optimized the company's main product and design system.
- Led the UI/UX design of a new product creating an app and website.
- Participated and took part in product review meetings and provided constructive feedback and insights.
- Created graphic designs editing including infographics, social media marketing and print materials for global conventions.

#### Product Designer 3Dsellers

2018

- Revamped and maintained the company's website and main product.
- Worked closely with founders and product teams to ensure experience and design efficiency.
- Directed user research and designed an intuitive A/B testing platform.
- Produced social media content and marketing materials.

#### Product Designer Low.La Discount

2017 - 2018

- Responsible for the UI/UX design of the app from scratch.
- Led and conducted full user research and design iterations.
- Worked closely with founders and presented design ideas.
- Branding and social design of the product to raise its' popularity.