

Noy Mizrachi

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Objective

Creative Product (UI/UX) & Brand Designer blending brand strategy, visual storytelling, interaction design, and user-centered design principles to craft intuitive experiences. Skilled in wireframing, prototyping, usability testing, responsive design, and developing cohesive design systems.

Education

Harvard University Graduate School of Design

Master in Design Studies with Distinction – Art, Design, and the Public Domain (2023)

University of Central Florida

BFA in Emerging Media – Graphic Design | Minor in Computer Science (2020)

Professional Experience

Sony Pictures Entertainment – *Content Media and Video Editor Trainee (May 2024 – Present)*

- Design and prototype digital interfaces for internal tools and training resources
- Lead branding efforts for themed campaigns
- Collaborate with Creative Services & Brand Marketing teams
- Develop user-focused presentations and training materials

Arctop – *Contracted Product Designer (UI/UX) (December 2024 – March 2025)*

- Designed intuitive user interfaces for Arctop's brain-computer interface applications
- Developed wireframes, prototypes, and high-fidelity UI designs
- Conducted user research and testing to refine product experiences
- Collaborated with engineers and neuroscientists

Philips – *Communications Designer (Sep 2021 – Aug 2023)*

- Designed visual systems and user interfaces for consumer-facing materials
- Streamlined design processes to improve efficiency by 30%
- Created branding assets for Amazon, Best Buy, and digital platforms
- Produced high-fidelity mockups and presentation designs

Harvard Ed Portal – *Arts & Culture Intern (Sep 2022 – June 2023)*

- Created digital interfaces and promotional materials
- Supported user engagement initiatives through interactive content

Harvard Graduate School of Design – *Admissions Assistant (Sep 2020 – May 2021)*

- Developed user-centered presentation designs
- Designed and organized digital assets
- Improved team coordination through workflow tracking systems

Skills & Tools

UI/UX & Product Design:

Wireframing & Prototyping (Figma, Adobe XD, Sketch) User Research & Usability Testing (User interviews, A/B testing) Responsive & Adaptive Design, Interaction Design, Design Systems

Tools & Technologies:

Adobe Creative Suite, Figma, Sketch, Adobe XD, After Effects, HTML/CSS, Javascript