

# Noy Mizrachi

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## Objective

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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

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### ***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

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### ***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 the Net Ranger campaign
- 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 mock-ups 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

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### ***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