

Professional Experience



DogsHub, Tel Aviv
Lead Product Designer

2022-2025

- Owned and led end-to-end company product design, in alignment with business goals and user needs
- Collaborated closely with cross-functional team, from co-founders, developers to sales and marketing
- Translated high-level concepts into actionable product requirements
- Drove end-to-end redesigns of essential user flows focusing on activation, simplification and retention
- Conducted user research, surveys, usability testing, and interviews, ensuring evidence-based product decisions and user-centric approach
- Created high-fidelity prototypes for user validation and as a sales enablement tool, achieving closed deals based on these prototypes
- Established and maintained company's Design System from scratch in collaboration with the dev team to ensure consistency and scalability across the product
- Led the design and launch of a major pivotal feature, that doubled the number of paying customers and increased engagement by 20% within 3 months after launch



The National Library of Israel, Jerusalem
UI/UX designer

2020-2022

- Part of a design and product team that led end-to-end design for core NLI products, including benchmarking, wireframing, and QA
- Revamped site architecture with an SEO-first approach
- Designed dozens of page templates and features, enhancing data accessibility and user experience
- Established NLI's first Design System as part of the design team
- The team achieved remarkable growth in monthly sessions, rising from 70,000 in 2018 to 1,900,000 in 2020, and reached 3,000,000 by 2023

Junior UI designer

2018-2019

- Designed and shipped landing pages for various events and projects
- Collaborated with stakeholders, PMs, developers and customers

Education



Bezalel Academy of Art and Design, Jerusalem
BA in Visual Communications

2012-2017

The design school has equipped me with a foundation in design, innovation, creative and critical thinking



Russian State University for Humanities, Moscow, Russia
History and Theory of Art

2006-2010

Art History, Curating, Swedish Culture and Language

Tools

Figma, Adobe Suite
User Research: Logrocket, Amplitude, Dovetail
Webflow
After Effects - animation and prototyping
HTML, CSS and JavaScript (understanding basic concepts and structure)

Languages

Hebrew - professional proficiency
English - professional proficiency
Russian – mother tongue