

Professional Experience



DogsHub, Tel Aviv  
Lead Product Designer

2023-present

- Led end-to-end company product design through its evolution from a community platform to an enterprise solution, aligning with business goals and user needs.
- Collaborated within cross-functional team, from co-founders, developers and sales, to translate high-level concepts into actionable product requirements.
- Drove end-to-end redesigns of essential user flows focusing on activation, simplification and retention.
- Promoted user-centered decision-making through user research, surveys, usability testing, and interviews, ensuring data-driven product decisions).
- Created high-fidelity prototypes for user validation and as a sales enablement tool to support enterprise adoption.
- Built and maintained a 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%.



The National Library of Israel, Jerusalem  
UI/UX designer

2020-2023

- 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, with a projected 4,000,000 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

HTML, CSS and JavaScript (understanding basic concepts and structure), Figma, Adobe Suite - full proficiency, Webflow development, After Effects - animation and prototyping.

Languages

Hebrew, English, Russian – mother tongue/professional proficiency.