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Portfolio: www.uriberry.com

- Education**
- 2009 - 2013 B.Des, Department of Visual Communication, Bezalel Academy of Arts and Design, Jerusalem. Specialized in interactive design & typography.
 - 2012 Deane and Paul Shatz Prize for outstanding project in the field of community involvement.
 - 2004 12 years matriculation certificate, with an emphasis on computer science.
- Experience**
- 2022 - 2023 **Senior Product Designer**
Augury Systems
 - Leading the web-app design within the AI insights squad, assigned to the 'Process Health' fleet.
 - Honed expertise in product strategy and design thinking methodologies to drive user-centered designs.
 - Collaborated on various projects, including the development of a new user journey and applying best practice discovery habits to achieve product-market fit.
 - Continuously improve designs based on user feedback and data analysis, contributing to ongoing product enhancements.
 - 2021 - 2022 **Senior Product Designer**
Seebo Interactive
 - Led the company's product design processes, including recruitment, onboarding, and overseeing the work of other designers.
 - Managed collaboration with a UX agency, leveraging their expertise to optimize workflows.
 - Contributed to the company's growth, ultimately leading to its successful acquisition.
 - 2019 - 2021 **Product Designer**
 - Played a key role in establishing a brand new UI framework and design system.
 - Created a dedicated prototype environment of the platform for testing and validating features before the development phase.
 - Worked closely with cross-functional teams, including product managers, developers, and data scientists, to ensure seamless integration of designs into the product.

- Experience**
- 2018 - 2019 ● **Marketing Web Designer**
Seebo Interactive
Responsible for web design and development, as well as managing online campaigns.
- 2015 - 2017 **Freelance Interaction Designer (UI/UX)**
- Worked on various projects for startups including Toonimo, Iridize, We Are TV, Micron3DP, and AlgaeCore.
 - Engaged in rebranding and designed websites for organizations such as Friedberg Economics Institute, Worker's Hotline NGO, and the ONYA collective.
- 2015 **UI/UX Designer**
Zeek Mobile Ltd.
Focused on mobile application design, gained experience in working with advanced UI frameworks such as Google Material Design and iOS Human Interface.
- 2013 - 2014 **Graphic Designer**
Simbionix Ltd. (acquired by Surgical Science)
- Designed marketing campaigns and managed the migration to a new website.
 - Created professional product brochures.
- 2004 - 2007 **Tank Commander in the IDF**

Skills Extensive experience in onboarding employees, conducting training programs, and delivering product & design-related instructional content.

Prototyping, UI/UX, graphics & video editing:
Figma, Sketch, Adobe Creative Suite

Web-app design and development:
CSS, HTML, Chrome DevTools, WordPress.
React component libraries - MUI, Ant Design.

Languages Hebrew - Native
English - Excellent proficiency

