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PROFESSIONAL SUMMARY

Through my professional journey, I dedicated my work to resolving complicated issues. Design and development of scalable systems combined with user interface improvements is how I have always aimed to create solutions which bring efficiency and engagement improvements. Through my work, I helped SaaS development teams improve their workflows by 50% and developed interfaces which maintain user engagement.

I seek job opportunities where I can lead design choices and resolve real problems through collaborative teamwork to create effective products.

EDUCATION

Technion - Israel Institute of Technology
Haifa, Israel

Bachelor of Engineering: Human-Computer Interaction & Digital Design

SKILLS

- UX/UI Design
- Interaction Design
- Information Architecture
- Wireframing
- Prototyping
- Usability Testing
- Accessibility
- Data-Driven Design
- Design Systems
- SaaS Product Design
- Mobile App Design
- Responsive Design
- Stakeholder Collaboration
- Cross-Functional Teamwork
- Agile Methodologies
- Strategic Decision-Making

WORK EXPERIENCE

ZoomInfo (B2B SaaS) - **Senior Product Designer (short-term Contract)**
Vancouver, WA, Remote • 06/2024 - 12/2024

- Designed dashboards for B2B users, improving data accessibility and engagement by 20%.
- Streamlined workflows in Figma, reducing iteration cycles and speeding up actionable feedback.
- Managed high-stakes projects, delivering user-focused designs on tight deadlines.

Agility CMS (Headless CMS) - **Principal Product Designer**
Toronto, ON, Canada • 01/2022 - 04/2024

- Built the 'Plenum' UI design system, speeding up SaaS development by 30% in five weeks.
- Unified the design language, reducing repetitive work and ensuring consistency.
- Revamped the UI, increasing engagement by 25% and improving retention.

RBC Royal Bank (Financial Services) - **Senior Interaction Designer (short-term Contract)**
Toronto, ON, Canada • 09/2021 - 01/2022

- Simplified interactions, making navigation easier and increasing engagement by 20%.
- Adjusted customer journeys to better fit user needs, raising satisfaction by 30% in a month.
- Used research and testing to shape designs that truly worked for users.

Insticator (Publisher Platform) - **Senior Product Designer**
Miami, FL, Remote • 01/2021 - 07/2021

- Ran workshops to clarify design goals, boosting user retention by 15%.
- Created prototypes to speed up feedback, reducing time-to-market by

CERTIFICATIONS

- **Foundations of User Experience (UX) Design**
  Google
  Issued: March 2024
  Credential ID: XRLTJV8SQFNZ
  Skills: Product Strategy, Mobile Design, Data Visualization, Process Design
- **Uxcel Design Foundations**
  Uxcel
  Issued: September 2020
  Credential ID: Q0RYWKO0QM7T
  Skills: User Experience, Product Strategy, Collaborative Problem Solving, User Interface, Web Design, Wireframing, Design Research, Interaction Design, User Research
- **Version Control with GIT (2018 Training Course)**
  Tecsys Inc.
  Issued: February 2018
- **HIPAA Business Associate II (Non-Clinical) v11**
  Litmos Healthcare (formerly BridgeFront)
  Issued: October 2017
  Credential ID: LC18097

20%.
- Raised satisfaction by 30% through stakeholder and user-driven design improvements.

Berner International (HVAC Solutions) - **Lead Product Designer**
Montreal, QC, Canada • 09/2018 - 01/2021

- Designed IoT app interfaces that increased adoption by 30%, making complex features easier to use.
- Developed a design system that streamlined teamwork and reduced timelines by 20%.
- Crafted solutions tailored to unique customer challenges across projects.

Dormakaba (Access Solutions) - **Lead Product Designer (short-term Contract)**
Montreal, QC, Canada • 07/2018 - 09/2018

- Unified mobile and web platforms into a seamless, responsive experience, improving usability by 60%.
- Simplified the handoff between design and development, cutting release times by 40%.
- Built flexible components to ensure the platform remains adaptable and scalable.

Tecsys (Supply Chain Management) - **UX/UI Designer**
Montreal, QC, Canada • 11/2012 - 06/2018

- Used atomic design principles to improve collaboration and consistency.
- Built a design system that made workflows faster and raised efficiency by 25%.
- Worked with teams to address complex user challenges.

LANGUAGES

English

Full Professional

PROJECTS & OUTSIDE EXPERIENCE

Website Design for Medical App
Web Designer, UX Designer | May 2024

PainPoint Medical App needed a flexible, easy-to-use, well-converting website. I simplified the navigation and highlighted the app's main advantages. The new, clean UI and compelling CTAs resulted in 15% conversion growth and better user engagement
Live project: https://painpointmedical.com/