

Summary

UX/UI and Product Designer with 3+ years of experience designing scalable systems and intuitive digital products for B2B and B2C audiences. Skilled in research, design, prototyping, and cross-functional collaboration in fast-paced startup environments.

Experience

2025 (Current)

[Product Designer | Housetable](#)

- Redesigned a complex multi-platform system serving both B2B and B2C used by 3 distinct user types (borrowers, contractors, and lenders).
- Built a scalable design system with 50+ reusable components, cutting design-to-development handoff time by 30%.
- Conducted competitor and user research that identified 5 key UX gaps, leading to new product flows adopted company-wide.
- Collaborated with developers and marketing teams to align design, product, and go-to-market strategy, increasing feature adoption by 25%.
- Owned the full design lifecycle in a startup environment — from UX/UI and branding to marketing assets and investor presentations.

2024

[UX/UI Designer | Webstick & Maayan Lev Design Studio](#)

- Conducted user experience research and produced interfaces for 30+ B2C websites, elevating the digital presence of businesses, in collaboration with product and developers.
- Designed and executed company 20+ digital landing pages that increased company sales by 65%.
- Boosted business credibility and attracted 50% more high-value projects by brainstorming and implementing new features, through to production.
- Enhanced productivity by 15% by implementing innovative decision-making processes with trending design tools.

2023

[Graphic & UX/UI Designer | Rinat Hadar Studio](#)

- Collaborated alongside 3 designers to perform research and formulate creative ideas to boost KPIs.
- Led animation projects that introduced innovative solutions, enhancing business operations and engagement by 20%.
- Made design templates that saved 10 hours per week of manual branding presentation design.

Skills

Tools

Figma
Adobe XD
Adobe Illustrator
Adobe Photoshop
After Effects
HTML & CSS
Wordpress & Elementor

Design & Research

Personas
Competitive Analysis
User Flows
Wireframing
User Research
Usability testing
Prototyping
Sketching
Visual Design
Design system
Interactions
Branding & Animation

Languages

- Hebrew - Native
- English - Fluent
- Russian - Conversational
- Spanish - Conversational

Education

2022 - 2023

[Open University - Associate degree in Visual Communications](#)

- Specialized in Graphic Design, Branding, Animation and UX/UI.

2022

[HTML & CSS Course | SHECODES](#)

- Learned the basics of web development.