

NATANYA

PRODUCT DESIGNER GETT

Transportation app
Sep, 2017 - Jun 2019

- End to end process of Initiation the product user experience with full understanding all aspects of company's variety of products
- Responsibility for Gett drivers mobile app (IOS, Android) and B2B desktop app
- From ideation and concept to UX, wireframing, UI mockup and execution

Working closely with dev team including pixel perfect QA

LEAD PRODUCT DESIGNER SLIDERNET

Startup, Traveling app
(The company has been shut down)
Nov, 2016 - May 2017

- Overall responsibility for product definition from ideation and concept to UX, wireframing, UI mockup and execution
- Desktop, Mobile web and mobile app
- Researching and innovating design and technology trends
- Working closely with dev team including pixel perfect QA

UX/UI, ARTDIRECTOR ZEMINGO GROUP, YELLOWTALE

Apps services company
Feb, 2015 - Nov 2016

- Working on variety of products: mobile apps, web and branding
- Wireframe prototypes, through conception of visual concepts and finalizing with UI design
- Creative direction and mentorship of the studio designers
- Facilitating work with developers, product managers and clients

DIGITAL ARTDIRECTOR YEHOSHUA TBWA

Advertising agency
2010 - 2015

- Leading digital campaigns
- Developing creative concepts across digital media, UX/UI for mobile and web, Facebook's apps and landing pages
- Creative direction and mentorship of the online studio designers
- Work with leading brands: Toyota, McDonald's, Meshek zuriel, Tara and many more

GRAPHIC DESIGNER BARUCH NAEH

Branding studio
2007 - 2010

- Creating strong and innovative brand identities for leading companies: Tnuva, Soglowek, Mega and many more.
- From strategy and research to visual concept to complete graphic design solutions

SHENKAR | B.A

Visual communication
2002 - 2006

- Specializing in print and broadcast design
- My graduate project was presented in the "Future designers of 2007" design exhibition

NETCRAFT

User experience
2013

- UX principles, tools and processes
- 5 months course

MAOF

GOOGLE ADWORDS
2017

- Managing campaign, budgets and Bids
- Optimisation Strategies
- 2 months course

COMPUTER

- Mac & PC environment
- Full proficiency: Sketch, Zeplin, Adobe CC, Invision, Zeplin
- Familiarity with: Axure, Flash, Principle

LANGUAGES

- Hebrew: native speaker
- English: fluent
Speaking, reading, writing