

- **Senior Product Designer** specializing in **complex, data-driven systems** across defense, quantum computing, fintech, and BI.
- Designs scalable **SaaS platforms** with **AI-assisted workflows**, turning technical processes into clear, intuitive user experiences
- Known for **simplifying high-density environments** and delivering **end-to-end UX/UI** — from system architecture to UI execution.

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 **+972(0)-54-550-2209**

 **Tel-Aviv, Israel**

 **Portfolio**

 **Linkedin**

PROFESSIONAL EXPERIENCE

- **SENIOR PRODUCT DESIGNER,**  
INFRAEDGE (MALAM TEAM SUBSIDIARY)  
**Software company providing services to a leading defense organization in complex systems.**

- **Designed complex systems** based on client needs and business goals.
  - **Led UX strategy and execution** across multi-layered interfaces.
  - **Oversaw implementation** to ensure design accuracy and alignment with development.

2024 - PRESENT
- **PRODUCT UX/UI LEAD,**  
INFINITY QUANTUM  
**A 6-Month Project - Flexible quantum computer rental services that help empower research and innovation.**

- **Conducted UX research** on quantum workflows.
  - Designed a **complex UX ecosystem** balancing logic and form.

2023-2024
- **FREELANCE PRODUCT DESIGNER,**  
**Provided UX/UI design for complex, data-driven systems.**

- **GK8 - Crypto Wallet:** secure crypto management system emphasizing usability and transparency.
  - **Logical BI - Business Intelligence:** BI dashboards and role-based visualization simplifying analytics.

2019 - 2023
- **PRODUCT UX/UI LEAD,**  
UNIVERSITY OF THE PEOPLE  
**Non-profit university providing global online education.**

- **Defined UX strategy** and requirements across cross-functional teams.
  - **Collaborated with developers** to deliver consistent, scalable experiences.
  - **Led Agile workflows** to improve usability and efficiency.

2019 - 2023
- **PRODUCT UX/UI LEAD,**  
APPCARD  
**Technology company offering B2B/B2C loyalty and marketing platforms.**

- **Managed end-to-end design** for web and mobile.
  - **Improved satisfaction and conversion** through testing and optimization.
  - **Streamlined collaboration** and design-to-dev handoffs.

2018 - 2019
- **DIGITAL STUDIO MANAGER,**  
**WEB DESIGNER UX/UI EXPERT,**  
LEAD OGILVY - ADVETISING AGENCY

- **Led digital department, managing web and UX** design for clients including AIG and Google.
  - **Oversaw design**, ensuring user focus and brand consistency.

2008 - 2018

- **MILITARY SERVICE:**  
**VISUAL COMMUNICATOR SPECIALIST,**  
IN THE STRATEGIC PLANNING DIVISION

- Received **Outstanding Service Award** for producing presentations and visuals for senior officials.

2000 - 2003
- EDUCATION
- BACHELOR OF DESIGN (B.DES),  
GRAPHIC DESIGN  
Seminar HaKibutzim College

2005-2009

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UX – USER EXPERIENCE  
John Bryce College (Tal Florentin)

2015

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AI COMPREHENSIVE COURSE  
Tal Eitan

2023

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DEVELOPMENT - JAVASCRIPT, PHP, HTML & CSS  
John Bryce College & The Open University

2014

PERSONAL PROJECTS

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**Rocket Kid**, Mobile Game

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**Cloud Kingdoms**, Mobile Game Design

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**Helius Font**, Font Family

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**Icons Now**, Icons & Site Design

SKILLS

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UX/UI Design

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Graphic & Web Design

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Adobe Suite

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Figma, Adobe XD, Sketch

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HTML & CSS, JavaScript, PHP, WordPress

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AI & Emerging Tools: ChatGPT, MidJourney, Leonardo.ai, Firefly

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InVision Studio, Axure, Balsamiq, Zeplin

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3ds Max, Solidworks

LANGUAGES

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Hebrew (Native)

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English (Fluent)