Senior UX/UI Product Designer | Accessibility Expert

→ **Senior UX/UI Product** of complex systems, desktop, web, mobile

→ **Leading and managing** product lifecycle from concept to implementation

→ **Solving complex problems** and turning them into intuitive user experiences

→ **Applying user experience methodologies** such as user research and usability testing

→ **Creating visual language** and delivering pixel-perfect design solutions for development

→ **CSS and HTML** experience

Accessibility Expert Creating and delivering accessibility guidelines and accessible components

| Strong team player | Detailed oriented | Highly organized | Great communication skills |

Professional experience

2021-2023: **Senior UX and Product Designer and Accessibility Lead,** Nielsen Media

→ **UX and Product Design**
- Research and usability testing
- Producing responsive wireframes and interactive prototypes
- Create design for responsive screens and applications
- Working closely with developers to reach perfect implementation of the design

→ **Accessibility Lead**
- Creating and delivering guidelines for accessibility implementation of the organization's products
- Conducting accessibility tests through different systems operations and browsers
- Managing full-accessible component's library

→ **Design System Management & Documentation**
- Global Design system team member responsible for dozens of complex components
- Delivering ready-for-development components and patterns
- Designing and Managing component's library documentation serving thousands of global users

2021: **UX/UI Product Designer** Freelance

2021: **Lecturer** UXI Live conference 2021

2020-2021: **Lecturer** John Bryce

2019-2020: **Head of UX/UI**, Digital technologies & information dept., Ministry of Agriculture

→ **UX design**: Analyze data, conduct research and usability tests, create interactive prototypes

→ **Create & maintain design system** for cross-platforms displays

→ **Refine product style guidelines:** components and features documentation and UX specs

→ **Agile methodology**: Define sprint plans and user stories, prioritize multiple projects tasks & meet deadlines

→ **Collaborate** with product managers, engineers, QA, customers and other stakeholders

🎖 **Lead and implement accessible service for people with disabilities** 🎖

2011-2018: Senior UX/UI Designer, Digital technologies & information dept., Ministry of Justice

→ **UX and design system for the official web site** serving all office's units and users

→ **Prototype and design complex systems**

→ **Create a library** of dynamic, reusable components

→ **Coding HTML & CSS** to optimize development cycle

→ **Leading the first migration** to responsive design of a governmental web site

→ **Applying accessibility standards** for people with disabilities

🎖 **250% increase of users following the new [Guidestar](#) web site** 🎖

2006-2011: UX/UI Designer, IDT Maximum Global

→ **Responsible for the graphic concept design** of the Company's websites & integration with complex systems

→ **UX & UI Design** of commercial and multilingual web sites

→ **Work closely** with marketing & project managers abroad

1999-2005: UX/UI Designer, B2B & B2C companies

→ **UX & UI Design** of web sites, CRM & ERP systems

Education & courses

Usability Testing Boot Camp, David Travis, Udemy

Learn Figma - UI/UX Design Essential Training, Udemy

User Experience Design Essentials - Adobe XD UI UX Design, Udemy

Design Thinking for tech experts, Diploma, HIT

UX course by Tal Florentin, Diploma, John Bryce

UX Axure, Diploma, NESS College

Multimedia course - 1,050 hours - Diploma, Tel Aviv College

Art School, Hamidrasha, Beit Berl

Computer Skills

Figma | XD | Photoshop | Illustrator | HTML | CSS | PP | Office

Languages

Native **Hebrew** and fluent **English**

Military Service

Control assistant, Air Force, **Outstanding Unit Performance Award**