

## Tools

Figma, Sketch  
Adobe CC (PS, AI, AE)  
HTML, CSS  
Fullstory  
Jira, monday.com, Miro  
MS office

## Skills

UI/UX Design, User Flows,  
Wire-Framing, Sketching,  
Interactive Prototyping,  
Presentation, User Interviews,  
Usability Testing

## Education

### B.Design – Visual Communication

Shenkar College of Engineering  
and Design

2013 - 2017

### HTML for Web Development (Certificate)

Mentor design school

2019

## Languages

English – Fluent  
Finnish – Fluent  
Hebrew – Mother tongue

## Summary

I'm a product designer with over 7 years of experience working in innovative B2B and B2C startups. I excel in user research, prototyping, and collaborating closely with diverse agile teams to create impactful, user-centered designs.

## Experience

[monday.com](#)

**Senior product designer** | Jun 2020 - Aug 2024

- **Led design efforts** for several central teams within the platform, driving fast-paced, dynamic projects in an agile environment.
- **Collaborated closely with cross-functional teams**, including product managers, developers, data analysts, customer success, and stakeholders, to ensure seamless integration of design across the product lifecycle.
- **Owned the end-to-end design process** for new features, from ideation, market and user research, prototyping, and usability testing, to design handoffs and reviews, ensuring high-quality deliverables aligned with business goals.
- **Conducted user research and data analysis** to inform design decisions, enhancing user experience and ensuring that products met both user needs and business objectives.

[Siemplify](#)

**Product designer** | Mar 2017 - Jun 2020

- **As the sole designer on the product team**, worked closely with product managers to craft and implement design solutions for the platform.
- **Created, maintained and evolved a comprehensive design system**, continuously refining and expanding its components to meet the growing needs of the product and enhance design efficiency.