

UX/UI Designer | Creating Human-Centered Digital Products

Profile //

UX/UI designer with experience in designing complex B2B, B2C systems, at Malam Team. Specializes in research-based user experience characterization, building clear hierarchies and creating functional, clean and precise interfaces. Experience working on systems, websites and applications - from the research stage to the prototype and implementation stage.

Education //

Visual Communication Engineer | 2023- 2025
MHT - Beit Yaakov Center Seminar Jerusalem

Senior Teacher Certificate
from the Ministry of Education
Specializations: Judaism and Graphic Design

High School Studies | 2018-2022
Beit Yaakov Sharansky Seminar
Matriculation Exams, Extended sold
Accounting, Management and Economics -
Certificate from the Ministry of Education

Courses and Specializations //

- UX/UI Characterization and Design for Systems, Websites and Applications
- Interactive Design and Thinking
- Information Architecture and User Flows
- Branding, Typography and Page Layout
- History of Art and Design
- Creative, Conceptual Thinking
- Multimedia, Photography, Image Processing and Video Editing
- 3D, Packaging and Prepress
- Marketing English and Specialized Writing

Languages //

Hebrew - Native Language
English - High Level

Work Experience //

UX UI Practicum - "Malam Team"
Characterization, branding and design of a digital system for ordering drone services in Israel.

- User experience characterization for a complex B2B system
- Building information architecture and user flows
- Designing user interface (UI) and creating prototypes in Figma
- Working according to business needs and user goals

Professional experience //

Specification, design and building a website - Michal Siboni (photographer)

- Full UX characterization: user research, Defining target audiences and needs
- Sensitive and focused UI design for presenting a portfolio
- Building the website in WordPress with Elementor
- Fully compatible with mobile (Responsive)

Tools and technologies //

- Figma - characterization, design and prototyping (full control)
- Adobe Creative Cloud - Photoshop, Illustrator, After Effects, Premiere Pro
- WordPress + Elementor Pro
- WooCommerce, Jet Plugins
- HTML, CSS (basic)
- AI tools - Notebook, Leonardo, GPT tools, Gemini, Sono, Freepik
- Office

Recommendations //

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