

UX/UI Designer | Creating Human-Centered Digital Products with AI

Profile //

UX/UI designer and characterist with 3 years of experience in design and 2 years in characterizing and designing complex B2B systems, at Malam Team. Specializes in characterizing research-based user experience, 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, and getting to know the competitors
- Sensitive and focused UI design for presenting a portfolio
- Building the website in WordPress with Elementor
- Fully compatible with mobile (Responsive)

Currently, I am a UI UX designer in co-development at Next Step Group.

I am also a designer at the advertising agency 770 Digital

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
- AI tools – Notebook, Leonardo, Claude, Make-figma, GPT tools, Gemini, Sono, Freepik
- Office

Recommendations //

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