

A Shenkar graduate with 3 years of experience in technical B2C products. Interested in user research.

054-4386613

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[Portfolio](#)[Linkedin](#)**EXPERIENCE****Wix.com** · B2C

WEBSITE BUILDING PLATFORM

Product Designer

2021 - Present

Worked on Wix Code (Velo) - an integrated dev environment.

Collaborated with product managers, BI analysts, UX writers, and a dev team.

- **+40% in feature engagement** by designing the CMS Filters: Enable users to provide filters for site visitors.
- **+10% in security settings usage**: Redesigning Collection Permissions for better discoverability and clarity. Prevent user error and increase security.
- **+150% in lines of code** by designing the new AI Code Assistant through iterative user testing using an MVP I built.
- Designed and **prototyped** the Getting Started experience to **onboard** new developers.
- **Designed a new design system** for the Wix CLI for consistency and discoverability.

Worked on Wix CMS (no code).

Designit · B2B

INTERNATIONAL DESIGN STUDIO

Product Designer, Intern

2021 - 2021

Collaborated on ux and visual identity for a website for Lotem. The website is a contact point for patrons, volunteers and travelers.

AT&T · INT

MEDIA AND COMMUNICATION CORP.

Designer, Intern

Summer 2020

Worked on the corporate's internal branding and employee experience.

Google DSC · B2B

Product Designer

2020 - 2020

Solo designer on a web app for Leket Israel to enable them manage volunteers and produce.

EDUCATION**Shenkar College of Engineering and Design**

2018 - 2022

Bachelor of Visual Communications
User experience major

MILITARY SERVICE**IDF - Armored Corps**

NCO Combat Medic

2013 - 2016

Represent the brigade medical dept. in all forums and matters. Professional readiness of staff and task management.

MENTORING

ADPList Mentor

2023 - Present

+1000 Mentorship minutes

SKILLS

No-code development

User flow mapping

Design systems

User interviews

User Research

Improv acting

Wireframing

Prototyping

A/B testing

TOOLS

After Effects

Premier pro

Photoshop

Webflow

Fullstory

Dovetail

Figma

Jira

LANGUAGES

English - Fluent

עברית - שפת אם