



EDUCATION

HUGE UX SCHOOL

HUGE INC., NY | SUMMER 2016

MFA DESIGN FOR SOCIAL INNOVATION

SCHOOL OF VISUAL ARTS, NY | 2015

B.DES VISUAL COMMUNICATION DESIGN

HOLON INSTITUTE OF TECHNOLOGY, ISRAEL | 2009



LIFE SKILLS

Ethnography, user research, interviewing, facilitation, landscape mapping, stakeholder mapping, empathy mapping, storytelling, diagramming, user journeys, user flows, information architecture, wireframing, prototyping, data visualization, usability testing.

Fluent English, fluent Hebrew, basic HTML/CSS.



TECH SKILLS

Sketch	<div style="width: 90%;"></div>
Principle	<div style="width: 85%;"></div>
Axure	<div style="width: 80%;"></div>
Invision	<div style="width: 75%;"></div>
Photoshop	<div style="width: 70%;"></div>
Illustrator	<div style="width: 65%;"></div>
Indesign	<div style="width: 60%;"></div>
After Effects	<div style="width: 55%;"></div>



WORK EXPERIENCE

INTERACTION DESIGNER

ADECCO onsite at GOOGLE INC, ISRAEL | JUL '17 – PRESENT

Designing new interactions and improving existing user experiences for Google's end users as part of Google's Identity team.

PRODUCT DESIGNER

TINGZ by CODEOASIS, ISRAEL | NOV '16 – JUL '17

Led the UX/UI design process for a digital insurance product from **research, wireframing** and **prototyping** through production by the in-house dev team.

UX/UI DESIGNER

ZENCITY, ISRAEL | SEP '15 – JUNE '16

Led the **UX/UI and visual communications design** for the startup building digital services that connect citizens and local governments. Designed an app that **won 1st place** in the App2Go competition.

PRODUCT DESIGNER

MINDCETEX, ISRAEL | OCT '15 – APR '16

Led the **research, UX and project management** for the development of a VR experience to teach children empathy skills in the classroom.

DESIGNER

POPULIST + CENTER FOR PREVENTION OF GENOCIDE, NY | MAY '15 – SEP '15

Designed the **visual concept, flow and content** assets for Defusing Hate: a guide on strategic communications for mass atrocity prevention.

MEDIA AND COMMUNICATIONS INTERN

UN GLOBAL PULSE BIG DATA LAB, NY | MAY '14 – SEP '14

Collaborated with lab teams in NYC, Uganda and Indonesia to meet communication and design needs including **print and digital content, process mapping, UX and digital strategy**.

DESIGNER

CALCALIST NEWSPAPER, ISRAEL | SEP '11 – AUG '13

Designed daily layouts for the News and Capital Markets section. Lead and managed the design process on special editorial projects, including research and art direction.

DESIGNER

HAARETZ NEWSPAPER, ISRAEL | JUL '10 – AUG '11