



## 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 Arabic (speaking), basic HTML/CSS.



## TECH SKILLS

Figma	<div style="width: 100%;"></div>
Sketch	<div style="width: 100%;"></div>
Principle	<div style="width: 100%;"></div>
Invision	<div style="width: 100%;"></div>
Photoshop	<div style="width: 100%;"></div>
Illustrator	<div style="width: 100%;"></div>
Indesign	<div style="width: 100%;"></div>
After Effects	<div style="width: 100%;"></div>



## WORK EXPERIENCE

### INTERACTION DESIGNER

GOOGLE INC, ISRAEL | MARCH '18 – PRESENT

UX Lead for Crisis Response on Google Search. Spent 1.5 years as a designer on Google's Growth and Notifications team.

### INTERACTION DESIGNER

ADECCO onsite at GOOGLE INC, ISRAEL | JUL '17 – MARCH '18

Designed account experiences for 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 to shipping.

### 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.

### 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

### DESIGNER

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