

Professional Experience



DagsHub, Tel Aviv Lead Product Designer

2023-present

- Owning end-to-end product design from ideation to shipment, aligning with business goals and user needs.
- Collaborating closely with cross-functional teams, from co-founders and devs to sales, to translate concepts into actionable product requirements.
- Conducting user research, testing, and interviews to iterate and refine the product design.
- Creating high-fidelity prototypes for user validation and effective sales support.
- Establishing and maintaining a design system in collaboration with the dev team, ensuring seamless integration and consistency across the product.
- Designed a new feature from 0 to 1 that doubled the number of existing customers and consistently attracts new customers.



The National Library of Israel, Jerusalem UI/UX designer

2020-2023

- Part of a design and product team that led end-to-end design for core NLI products, including benchmarking, wireframing, and QA.
- Revamped site architecture with an SEO-first approach.
- Designed dozens of page templates and features, enhancing data accessibility and user experience.
- Established NLI's first Design System as part of the design team.
- The team achieved remarkable growth in monthly sessions, rising from 70,000 in 2018 to 1,900,000 in 2020, with a projected 4,000,000 by 2023.

Junior UI designer

2018-2019

- Designed and shipped landing pages for various events and projects.
- Collaborated with stakeholders, PMs, developers and customers.

Education



Bezalel Academy of Art and Design, Jerusalem BA in Visual Communications

2012-2017

The design school has equipped me with a foundation in design, innovation, creative and critical thinking.



Russian State University for Humanities, Moscow, Russia History and Theory of Art

2006-2010

Art History, Curating, Swedish Culture and Language.

Tools

HTML, CSS and JavaScript (understanding basic concepts and structure), Figma, Adobe Suite - full proficiency, Webflow development, After Effects - animation and prototyping.

Languages

Hebrew, English, Russian – mother tongue/professional proficiency.