

## Professional Experience



### DogsHub, Tel Aviv Lead Product Designer

2022-2025

- Owned and led end-to-end company product design, in alignment with business goals and user needs
- Collaborated closely with cross-functional team, from co-founders, developers and sales
- Translated high-level concepts into actionable product requirements
- Drove end-to-end redesigns of essential user flows focusing on activation, simplification and retention
- Conducted user research, surveys, usability testing, and interviews, ensuring data-driven product decisions and user-centered decision-making
- Created high-fidelity prototypes for user validation and as a sales enablement tool to support enterprise adoption
- Established and maintained company's Design System from scratch in collaboration with the dev team to ensure consistency and scalability across the product
- Led the design and launch of a major pivotal feature, that doubled the number of paying customers and increased engagement by 20%



### The National Library of Israel, Jerusalem UI/UX designer

2020-2022

- 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, and reached 3,000,000 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

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

## Languages

- Hebrew - professional proficiency
- English - professional proficiency
- Russian - mother tongue