

UX LEAD / SENIOR PRODUCT DESIGNER

EDUCATION

B.A. Psychology and Cognitive Science

2020 - Present

The Open University of Israel

"Maayan Shahar" high school

2010 - 2013

Majored in English, Psychology and Sociology, Art

EXPERIENCES

Head of UX Department - Major

Israel Air Force, Ofek unit

2022 - Present

Led various teams of UX designers and Frontend developers to promote a user-centered design and development across the force.

Led a project of **building Design System** for the unit (Figma design, component libraries - Angular and React).

Managed external design vendors and freelance designers.

Provide UI/UX consultation services for diverse products.

Responsible for UX training for UX designers inside the unit and outside.

Led a process of rearranging the unit's organizational structure, collecting all product designers at the air force to a centered studio **providing maximal efficiency** of the working personnel, **unified design and standard work process.**

UX Team Lead - Captain

Israel Air Force, Ofek unit

2019 - 2022

Led and managed a team of UX designers and researchers to facilitate a benevolent use of the Air force softwares.

Supporting the team designers at various UX stages and providing practical and educational support.

Redesigning old legacy **complex systems** and conducting **expert review surveys.**

As a operational officer, i **brought an operational thinking to the UX unit** - closer the the field units, design for the operational missions.

Main Projects - Air traffic control management system , Sociometric System for the air force, Flight debrief and learning system (Xd, Figma).

Air Traffic Controller - First Lieutenant

Israel Air Force

2015 - 2019

Qualified and guided (OJT) for positions in the control tower.

Responsible for **managing the tower's schedule** and shifts, the **training program** and providing guidance and mentoring to the junior controllers.

CERTIFICATIONS

UXV Certification Program

2019 - 2020

John Bryce

Graphic Design (Adobe suits)

2018 - 2019

Shenkar - Engineering, Design, Art

Photography basic course

2018

Galitz

SKILLS

- User Reserch
- Wireframe, Prototype
- Adobe suits (Ps, Ai, Xd), Figma
- UserTesting, Expert Review
- Ui Design
- Self Learning
- Social Skills
- Team Leadership

VOLUNTEERING

Tzofim community sevice (Shnat Sherut)

2013 - 2014

Participated in one year of community service, at the local "Bnei Ayish".

Worked with teenagers and the local institutions to support and promote educational and social activities, fostering community engagement and development.

"ProWoman"

2024 - Today

Participating in the design team and website development for the organization, including the design of the brand language.

LANGUAGES

Hebrew (native language)

English (high level)