

Product UX/UI designer and manager with expertise in leading UX and development teams to create user-centered solutions that drive efficiency and innovation. Experienced in managing design and delivery of critical and complex systems in the heart of IAF operation and administrative softwares.

EXPERIENCE

Head of Product Department (2022- Present)

Israel Air Force, Ofek Unit

Led teams of UX design and frontend teams, managing external design vendors to deliver user-centered products across the IAF.

- Definition and execution product strategy for diverse operational and data-driven MVPs, focusing on customer needs, competitive analysis and problem-solving.
- Collaborated with cross-functional teams, including development, engineering, funds, information security and Ai.
- Led organizational restructuring, achieving a 30% reduction in UI development time, enhancing resource efficiency at no additional cost.

Product Design Team Lead (2019-2022)

Israel Air Force, Ofek Unit

Managed a UX team, supporting with practical and educational guidance stages of product design.

- Led unified experience and design, enhancing and supporting user-needs, improving the use of multiple systems at the same time.
- Led redesigns and new products, using user research, data-driven decisions, strategy, vision, and feedback management.
- Collaborated with cross-functional teams including development, engineering, customer support, innovation and more.

Air Traffic Controller (2015-2019)

First Lieutenant - Israel Air Force

Responsible for training programs and mentoring to the junior ATC's.

- Management of the tower's schedule and shifts.

EDUCATION

3rd year student for B.A. Psychology and Cognitive Science

The Open University of Israel

UXV Certification Program (2019-2020)

John Bryce

Graphic Design - Adobe Suits (2018-2019)

Shenkar – Engineering, Design, Art

VOLUNTEERING

“ProWoman” (2024- Today)

Participating in the design team and website development for the organization.

Tzofim Community Service (Shnat Sherut) (2013-2014)

Participated in a year of community service, worked with teenagers and the local institutions to support and promote educational activities.

SKILLS

- Design and product team management
- Strategic and Vision thinking, Project Management, UX Design process
- Agile Mindset
- Strong Interpersonal Skills
- B2B, Saas

Tools

- Figma and Adobe suit
- Jira, Trello, Notion, Slack, Monday
- Ai tools

LANGUAGES

Hebrew (Native speaker)

English (Fluent)

CONTACT

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