ADINA KATZ

CONTACT

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📍 Rehovot, Israel

ABOUT ME

Web designer with degrees in Psychology (BA) and Organizational Behavior and Development (MA). Strong work ethic and attention to detail. My background, paired with my strong communication skills and attention to detail, has led me to the UX field.

DESIGN SKILLS

User Research

Interaction Design

Usability Testing

UI Design

Wireframing

Prototyping

Basic HTML

Responsive Design

TOOLS

Sketch

Figma

InVision

Webflow

Zeplin

Illustrator

Photoshop

LANGUAGES

English, native

Hebrew, fluent

EXPERIENCE

Product Designer

Bountiful, Tel Aviv, IL   Sep. 2020-Present

- Conducted design cycle, including ideation, wireframing and prototyping, UI design and collaborative handoff to development.
- Defined and developed solutions and strategies, to ensure that the product requirements meet the business development goals.
- Led brand revamp, which included creating a style guide.

Freelance Product Designer   June 2019 - Present

- Created new responsive website for floral and food event supplier; developed Social Media Branding assets.
- Created responsive website for boutique travel agency though research, strategy, interaction design, prototyping, UI design, branding and mockups.

Communications Associate

Bnai Jeshurun, New York, New York   2017-2018

- Increased online engagement of congregation members by developing and producing digital content (web, e-communications, social media).
- Communicated and collaborated with other departments to ensure that organization-wide digital communications were updated in a timely fashion and consistent with BJ's style.

Administrative Assistant

Pardes Institute, Jerusalem, IL   2015-2017

- Assisted administrators with implementing changes for current students and monitoring satisfaction.
- Coordinated major US based conferences for current students, alumni, and school administrators.
- Edited and designed layout for monthly newsletter distributed to current students and alumni.

EDUCATION

UX Academy

DesignLab   2018-2019

- Completed a rigorous UX bootcamp internalizing comprehensive UX skills with over 480 hours of coursework and 50 hands-on projects.
- Participated in weekly group critique sessions, in which I received and offered critque for various projects.
- Completed four capstone projects covering ecommerce, responsive web design, branding, working within an existing design system, and an end-to-end iOS app design, prototyping, usability testing and visual design.

MA In Organizationaal Behavior and Development

Interdisciplinary Center of Herzliya, Herzliya, IL   Class of 2016

BA in Psychology

Interdisciplinary Center of Herzliya, Herzliya, IL   Class of 2014