ADINA KATZ

CONTACT

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- Rehovot, Israel

ABOUT ME

I'm a UX designer with degrees in Psychology (BA) and Organizational Behavior and Development (MA). My background, paired with my strong attention to detail and work ethic has led me to the UX field.

DESIGN SKILLS

User Research
Wireframing
Interaction Design
UI Design
Usability Testing
Prototyping
Basic HTML
Responsive Design

TOOLS

Figma
Protopie
Sketch
InVision
Webflow
Zeplin
Illustrator
Photoshop

LANGUAGES

English, native
Hebrew, fluent

EXPERIENCE

Product Designer

April, Tel Aviv   April 2022-present

- Own app's userflows and designs, in close partnership with head of Product and PMs
- Work closely with engineers on front and back-end design reviews
- Led and initiated UX processes in an early start-up as the first-hired designer

UX Group Critique Facilitator

Designlab, Remote   June 2021-present

- Facilitate group critique discussions and provide feedback for Designlab's UX bootcamp students

Lead UX/UI Designer

Momentum Group, Remote   Feb. 2021-March 2022

- Oversaw and led team of 7 designers (mid-level, junior designers, and interns)
- Manage projects and act as main client-facing contact
- Build the roadmap and company vision together with the CEOsCreated user flows, wireframes, concept designs and interactive prototypes
- Coordinated with developers to ensure that the designs translated correctly into the finished product
- Initiated brand ideas and deliverables for pitches to investors
- Developed and implemented design systems
- Designed new features (for both web and mobile) to enhance product and match business capabilities

UX/UI Designer

Bountiful, Tel Aviv, IL   Sep. 2020-Jan. 2021

- 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.

Communications Associate

Bnai Jeshurun, New York, New York   2017-2018

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