

INNA BENSOUSSAN

PRODUCT DESIGNER, South Bay Area, CA

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EXPERIENCE

Product Designer, SPACEIQ

Mountain View | 2019 – Present

- Designing B2B enterprise web application as SaaS platform for workplace management: Owning the entire lifecycle of designs, while incorporating customer feedback, technical constraints, and usability findings into design. Creating and iterating rapidly with wireframes, prototypes and mockups. Developing a design system.
- Solving interface and navigation problems, enhancing flows, and distilling complex and technical user challenges into clean, focused, user-centric solutions.
- Assuring a simplistic & user-friendly UX by Giving guidance and specifications to engineers for Interaction, Information architecture and visual design development.
- Leading design collaboration and facilitation across product and engineering teams launching successful new features for web and mobile.
- Defining and redesigning the platform's next generation Experience based on customer pain points, user needs and product opportunities to create experiences that build user ease-of-us, efficiency and trust

Product Designer (Consultant), TRADECRAFT

San Francisco | 2019

Designed end to end user-centered experiences for high growth-startups.

DECISIONESS, consumer mobile first responsive web:

- Led a team of designers to build the first version of a political stance web from concept to MVP
- Conducted user research, synthesis, and competitive analysis and identified product market fit to determine MVP features, define value proposition, and structure intuitive information architecture
- Developed and delivered a brand guide and design system (component library) for implementation
- Completed wireframes, high-fidelity (mobile first) MVP and prototype

IMPACT MINDS, B2B web platform:

- Completed end-to-end product design for a 0 to 1 mental health responsive web tool
- Designed and developed user flows for on-boarding and dashboard
- Created and delivered lo-fi wireframes to hi-fidelity interactive prototype

Senior Frontend Software Engineer, LIVEACTION

Palo Alto | 2016 – 2018

- Successfully led features development from design stage through production, influencing in scoping and planning of features while working in collaborative fast paced agile development environment. Accelerated in completing tasks within committed deadlines, Identifying and escalating any issues that arise.
- Partnered with designers to ensure a cohesive and engaging user centered approach and implemented it with high standards of code quality.

Software Developer, STANFORD UNIVERSITY

Stanford | 2010 – 2016

- Conducted user research and analysis to define user types and Jobs-To-Be-Done. Designed and developed enterprise web application screens and interaction.
- Designed and built responsive WordPress website, including creating a logo, branding and style guide.
- Worked closely with business analysts, product and developers to define user requirements and translating them into reliable, intuitive features and robust solutions in a timely manner to ensure software solutions elevated user experience.

Web Developer, PALO ALTO JCC

Palo Alto | 2009 – 2010

- Designed and published web content, maintained the company's website while improving the website performance.
- Collaborated with creative staff on design and layout issues to facilitate web publishing.

EDUCATION

M.B.A, TEL-AVIV UNIVERSITY - major in Management of Technology and Information Systems

B.A, TEL-AVIV UNIVERSITY - double major in Business and Psychology

SKILLS

TOOLS sketch • Figma • invision • marvel • Webflow • GIT • JIRA • Agile scrum

DEVELOPMENT HTML/CSS • ES5/6 • LESS • Bootstrap • JavaScript libraries (Angular, Typescript, Node.js)

LANGUAGES Hebrew • Russian