

Rubi Deri

Email: rubideri.design@gmail.com

Phone Number: 052-6210677

Address: Bar Kochva Street 26 Tel Aviv

Birth Date: 07/03/1994

Portfolio: www.rubideri.com

Experience

2020-today – *UI/UX and Product Manager Freelancer.*

- Design end-to-end interfaces and user experiences for “Lichluchit” web platform (socio-economic product in real estate field), “Mauto” (optimal candidate-reviewer automation platform for Maoz organization) and “Nextflix” (web platform for series recommendations).
- Translate requirements into concepts and elegant graphic design.
- Create detailed wireframes, end-to-end user flows, and interactive prototypes to solicit feedback and communicate design solutions.
- Conduct user interviews, usability testing, and analysis to familiarize myself with the specific market.

2019-2020 – *UI/UX Junior at the Training Unit, Ness Technologies.*

- Design and development of educational site with emphasis on user-friendly and consistent interface.
- Create user-centered designs for online reporting application while working in Agile environment and utilizing customer feedback.
- Conduct user research and data analysis to gather essential feedback at all stages of the design process.
- Participating in a focus group which aimed to improve and enhance various models and systems in the organization.

2015-2019 – *Senior instructional designer at the Training Unit, Ness Technologies.*

- Development of classic educational products (manuals, presentations and job aids) and E-learning products (interactive courses and video tutorials).
- Deliver ILT and personal tutorship for diverse organizations on different systems.
- Working on 15 projects in total, some of them parallelly and within short time frames: Electra, Hebrew University, Harel Group, Ministry of Religious Services.

Courses

- UX/UI courses for designing diverse interfaces (web, educational games / generators) as part of the degree (2019).
- Storyline course, Training Unit, Ness Technologies (2017).
- Instructional design Lead, Bahad 7, IDF (2017).

Education and Languages

2017-2020 –B.A. in Instructional Systems Technologies, HIT.

- In the Mid-Seminar, I’ve conducted an UX research about eye tracking patterns using Tobii devices.
- In the final year, I’ve designed and developed a web platform for instructional videos production automation using Live to Tape technique, which won an outstanding project award.
- **15 courses out of the degree's courses were design related (approximately 500 hours).**

2012 – Graduated with honor majoring Software Engineering from High School "Harav Thumi". I've majored at "5 units" level in Math, English and Biology and "10 units" level in Computer Science.

Hebrew (Mother tongue), English (High level).

Military

2012-2015 –*instructional designer team leader and ILT Instructor*

- Implementing new systems and development of classic and E-learning products.
- Understand specifications and user psychology, building annual working plan – Examining the implementation and the efficiency of the plans.
- Acquisition of hard and soft training skills.

Fields of Expertise

- Expert in Figma and GitHub.
- Great experience in Adobe software: Photoshop, Illustrator, Animate, After Effects, XD and Premiere.
- Backend development in python, C# and frontend development in Javascript, CSS and HTML5.
- Working with Storyline 360, Camtasia and Tobii products.
- Development of CRM Dynamic instruction products.

References

Available on request.