

# Avital BenEzra

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I am a product designer with over 15 years experience. I worked for early stages startups as well as established product companies. I have both hands on managing teams experience. Collaborating with product managers, developers and other designers I have led projects from research to concept, user testing, prototyping, validation and production.

## PROFESSIONAL EXPERIENCE

February 2021 - Present

### **Bizzabo**

Design Director

Managed a team of 6 designers across multiple consumer facing products.

Led a variety of processes including Product vision, Design system creation and product releases.

September 2019 - 2021

### **Via Transportation**

Lead Product Designer

Led the UX and UI design for several consumer facing mobile apps and a B2B web product. Built and implemented a design system.

September 2018 - March 2019

### **Colu**

Product Designer

Designed the mobile app and marketing website for a new product offering (Local coins).

September 2008 - 2018

### **A.B.E Studio**

Owner and manager. The studio specialized in digital services and branding for a variety of products.

Clients included: Colu, IDC Hertzelia, The Hebrew University, Holon, Tel Aviv, Carmiel and Beer-sheva municipalities

September 2006 - September 2008

### **Fallon Advertising Agency, London**

Designed identities and campaigns from concept to production.

Clients include: Tate Modern, BBC, Cadbury, Sony, Orange, Asda and Diesel

## TEACHING EXPERIENCE

October 2019 - Present

### **The MA program for Visual communication, Bezalel Academy of Arts & Design, Jerusalem**

Created and will teach an elective: Creative Coding

March 2017 - Present

### **The BA program for Visual communication, Bezalel Academy of Arts & Design, Jerusalem**

Co-created and currently teaching: Introduction to Interactive design (2nd Year)

Created and currently teaching: Creative Coding (4th year)

October 2016 - 2018

### **The BA program for Graphic Design, HIT, Hulon**

Wrote and taught one final year course: Interactive Product Design

## EDUCATION

September 2013 - July 2014

**ENSCI Paris, MA Design & Contemporary Technology Systems** Graduated with mention

September 2003 - July 2006

**London College of Communication, BA Graphic and Media Design** Graduated with mention

September 2002 - June 2003

**Chelsea College of Art and Design, Foundation Course, Graphic Design Pathway**

## SKILLS

Proficient: Figma, Adobe suite

Intermediate: HTML, CSS, Javascript

## LANGUAGES

Fluent in English and Hebrew

## NATIONALITY

British and Israeli