LIRON ZANGI

Senior Product Designer

CONTACT

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Harish

LANGUAGES

Hebrew - Native
English - Fluent

SOFTWARE

Sketch
Figma
Adobe Suite
HTML
CSS

SKILLS

UI & UX Design
Wireframing
Prototyping
Usability Testing

WORK EXPERIENCE

2019 - 2024
Bank Hapoalim
- Leading designer in the business department for three leading products: a business website, a business app, and the Trade One site, the new capital market website. All three are B2C and serve millions of users daily.
- Building a design concept for external products in cooperation with the bank.
- Support in the marketing department and the private application.
- Redesign the business website, a personal initiative that won support and promotion for the project, which is currently still in progress and will soon go live.
- Focused on creative problem-solving under tight deadlines, enhancing user experience for business growth
- Created friendly, intuitive, and delightful interfaces.
- Validating design solutions through user research.
- Collaborated daily with cross-functional teams to plan and develop user-centered products.

2018 - 2019
Matrix Experience
- Leading UI design process of complex projects on multiple platforms such as mobile, desktop, and complex systems.
- Creating design concepts and collaborating with all phases of the project, from research to the final product.
- Creating usable prototypes. Meeting with the clients to clarify the concepts, design, and solutions
- Adjusted assets and provided guidelines with instructions for the development team.
- Collaborating daily with product managers, UI/UX designers, and developers.

2016 - 2018
Fox Group
Head designer for the marketing department, media, and digital networks. creating materials for networks and press. branding stores for the 17 different companies stores owned by Fox.

EDUCATION

2019 - 2020
John Bryce Web Master Development, Html5, Css3, JavaScript

2017 - 2018
Shenkar Academy UI / UX, Html, Css

2014 -2015
Tafnit College UI Design

1997 - 2000
Technion College Visual Communication, Graphic Design