

**Miri Weinberger | UX UI Design**

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***Have you ever looked at your casuals from a different point of view?***

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|  | **SKILLS** | |
| * Management and led design and specification teams using a matrix approach. * Spearheading UX research across diverse target populations, from defining research objectives to formulating UX recommendations for advanced digital platforms implementation. * Created UX specification for intricate systems, websites and applications using Figma, XD, and other software. * Executed end-to-end UI design, from initial branding to final product, utilizing leading design programming tools in the market: Figma, Sketch, XD and all of Adobe suite. * Producted visual outcomes using AI tools such as: Midjourney, CHAT GPT and more. * Conducted systems analysis and authored functional specification documents outlining component behavior, navigation, animations, responsive development calculations, and full design specifications for seamless transition to development. * Developed animated prototypes simulating desired products accurately, leveraging software like Just in Mind, Proto IO and similar. * Proficient in HTML and CSS, providing robust support to the development teams and ensuring precise design-to-product compatibility. * Designed iOS and Android apps with a strong grasp of style guides and design alignment for both platforms. * Designed GIS systems and data maps. * Created complex interactive Tableau designs and interactive dashboard systems for BI departments. * Utilized website content management systems such as Umbraco, WordPress and others. * In-depth knowledge of the MUI library, adept at system customization to meet specific needs. * Designed CRM and E-Commerce solutions, particularly Sales Force based systems. * Authored user-testing documents and conducted AB Testing to enhance user experiences. | | |
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|  | **PROFESSIONAL EXPERIENCE** | |
| **Founder, UX UI Department, Segops Start-Up, Citybook Services Ltd.** | | 2021-2023 |
| * Developed a distinct graphical language for Segops software. * Conceptualized and designed an exhaustive ‘Design Kit’ library encompassing all software components. * Re-envisioned software screens through comprehensive re-specification, leading to a holistic redesign adhering to the new graphic language. * Provided ongoing leadership to the development team, offering continuous guidance and delivering precise specification and design solutions for existing software requirements. * Supported and collaborated with the Front-end development team in translating design concepts into meticulously executed animated behaviors, facilitated through the GitHub platform. * Tailored the Mui library to its fullest potential, ensuring a unique and optimized user experience. * Established the foundation of the UX IZ department within the company, introducing best practices to the startup team. This encompassed end-to-end design, visual and technical specifications, and comprehensive post-development program testing. * Orchestrated the procurement of subscriptions to pertinent design software, expanded the front-end team, and strategically marketed the software to users. Additionally, spearheaded the creation of print materials for software promotion. | |  |
| **UX/UI Specifications & Designer, Health Ministry (through Elad Software Systems Ltd.)** | | 2018-2021 |
| * Orchestrated matrix management of external design and specification teams, providing hands-on guidance to ensure the delivery of optimal products. * Spearheaded the specification and design of giant Umbraco-based responsive websites, catering to diverse departments within the Ministry of Health. * Led the specification and design process for Tableau-based dashboards, enhancing data visualization for the Ministry of Health Director General. * Directed the specification and design of GIS systems, facilitating the creation of comprehensive data maps spanning Israel. This endeavor aligned with the distinct requirements of the Ministry of Health and various municipalities. * Drove the specification and design of intricate technological solutions aimed at addressing the challenges posed by the COVID crisis. This effort entailed seamless collaboration with the epidemiological departments of the Ministry of Health and District Health Office. | |  |
| **UX UI Designer, Balink** | | 2017-2018 |
| * Designed an E-COMMERCE catalog within Sales-Force CRM framework for renowned luxury brand Louis Vuitton. * Crafted iOS & Android app designs catering to prestigious clients including Louis Vuitton, Berluti, Ampa, and others. * Revitalized web-based Sales Force systems, seamlessly integrating customer branding for major corporations like Solvay and Ampa, delivering tailored solutions. | |  |
| **UX UI Designer, Viewbix** | | 2015-2017 |
| Development of template layouts for the company’s product by integrating cutting-edge video and CSS technologies with the company’s proprietary platform. | |  |
| **Web Software Designer** | | 2014-2015 |
| Conceptualized and designed an expansive web software, encompassing 90 screens, tailored for user registration tracking within the “Land Registry” process. This involved a comprehensive approach, including information architecture, user interface design, and a sophisticated graphic design achieved through the integration of Bootstrap and CSS technologies. | |  |
| **Media Designer, Hadar Communications Ltd**. (PR & Advertisement Agency) | | 2014 |
| * Led end-to-end branding efforts for the Private Medicine Services Center at Sheba-Tel Hashomer Hospital. * Designed impactful advertisements for "At” Magazine. | |  |
| **Interactive Designer, MTweb** (A social enterprise for building “Good Thought” websites) | | 2012-2013 |
| * Websites design utilizing Joomla, Php and WordPress, displaying expertise in CSS and HTML. Proficiently executed Responsive Design and leveraged Bootstrap grids as needed. * Designed and delivered a "Photoshop" course at "Zichron Menachem", syllabus creation and course instruction on behalf of the "Good Thought" non-profit association. * Facilitated the “Familiarization with the Computer” course at WIZO on behalf of the “Good Thought” organization. * Directed an App Development Project, encompassing all stages from initial information architecture to team coordination and management. Successfully identified an appropriate programming company and coordinated design aspects to align with the overall project objectives and the investor’s vision. * Applied versatile skills as a freelancer, engaging in the field of steel photography and video editing to deliver high-quality visual content. | |  |
| **Photographer, Pirouette Dance School** | | 2010-2012 |
| Created a photo exhibition for the studio as part of the “Jerusalem Festival for the Arts”. | |  |
| Reached the final stage of a Ministry of Education competition for outstanding artwork for high school graduates. | | 2008 |
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| **EDUCATION** | | |
| **AI For creating visual content**, Netcraft Academy  **“Expressivity and Creativity in the Arts” master’s degree**, The Interdisciplinary Program in the Arts, Tel Aviv University | | 2023  2021-2023 |
| **Figma Course** | | 2022 |
| **Customer Experience in the New Economy Course**, AKT Human Capital Solutions | | 2021 |
| **Sagi Schreiber Design Sprint Workshop** | | 2020 |
| **Arts and Educational Administration B.Ed.**, Bar Ilan University | | 2013-2015 |
| Participated in weekly continuous training sessions in website design, led by senior professionals at the Wix studio | | 2013 |
| **Certified as a Practical Engineer in New Media Design**,  The Design and Technology Center, Ariel | | 2010-2012 |
| Graduated 12 years of study at “Chorev” school with full matriculation, specializing in Theoretical and Practical Art (5 units) | | 2008 |
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| **SHERUT LEUMI (National Volunteering Service)** | | |
| In the new immigrants’ absorption field. | | 2008-2010 |
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| **LANGUAGES**  Hebrew – Native | English – Fluent | Spanish – Fluent | | |
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|  | **COMMUNITY INVOLVEMENT** | |
| **Alfred Cooperative Institute for Art & Culture**, Neve Tsedek, Tel Aviv  Guiding gallery exhibitions, providing guidance to visitors and offering support to participants in diverse gallery workshops. | | 2017 |
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| **FIELDS OF INTEREST** | | |
| Painting in Oil | Piano playing | Photography | Ballet [at “The Kolben Dance Company”] | | |
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| *Thank you for the opportunity. References will be provided upon request.* | | |