Inbal Reuven

Portfolio

Givatayim

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Tools

- Figma
- Monday, Jira
- Photoshop
- Illustrator
- Wix
- Microsoft office software suite

Skills

- Mockups
- User Interfaces
- UX Research
- Typography
- Branding
- Storytelling
- Wireframing

Languages

Hebrew - Native
English - Highly proficient

Volunteering

- **Travel With Rachel** - 2021 - I flew as a part of an Israeli delegation to Africa, whose goal was to work on renewing schools that lack resources and expanding the horizons of African children.

- **Mashlom.me** - UX/UI medical product

About Me

I'm a Product Designer with a strong interest in UX research and a background as a graphic designer. I love solving human problems through data and human-centric design and am always eager to learn and enhance my work methologics skills. Seeking interesting opportunities and collaborations.

Education

- Nov 2022- May 2023 - **"Technion"** - The school of continuing education - UX. *Especially interested in the User Research phase in the UX process.

- 2019-2020 - **"Mentor"** College, Ramat Gan - Graphic and Interactive Design.

- 2013-2016 - **"Blich"** High School, Ramat- Gan. Full matriculation.

Work Experience

- Jan 2024 - Present - **Radware | Product designer**
  ◦ Collaboration regularly with development teams, UX team and product managers to drive features development on Radware Cloud Services.
  ◦ Own and prioritize new features based on product managers requirements and development efforts. Leading our new AI features in the organization.
  ◦ Conduct competitor and user research, including user interviews.
  ◦ Design wireframes and mockups with Figma software to create User Interfaces.
  ◦ Manage product's design system in Figma.
  ◦ Prepare presentations and professional blogs periodically.

- Nov 2023 - Feb 2024 - **Apiiz | Product designer and UX Consultant**
  A non-profit project (Marketplace digital platform) aimed at supporting juniors gain experience by working regularly as a real product comapny with mentors from the industry.

- Jul 2023 - Jan 2024 - **OGEN Group | UX Designer and research -** Volunteering - Fintech product, took part in the UX research team

- 2020 - June 2024 - **Freelance Graphic Designer -** Branding projects, social media and marketing materials design - Sher Media, Impax.io, TimTam and more.

- Apr 2021 - Jan 2022 - **Storei (Startup) | Graphic Designer -**
  ◦ Collaborated closely with the team to generate solutions through brainstorming.
  ◦ Crafted investor presentations to secure funding.
  ◦ Designed for digital platforms, including UI and print.
  ◦ Created infographics to convey complex information effectively.
  ◦ Led branding processes and visual identity development.

Military Service

- 2016-2018 - **8200 - Staff Coordinator** in charge of professional and personal development and promotion of full time positions within the elite 8200 unit. The position included scheduling, working with senior ranking soldiers and working in Microsoft Office programs.

- **Honorary Achievement of Excellence** - Deputy Commander, 8200 unit – IDF.