

Einav Mshelh

Versatile UX/UI designer specializing in user research, usability testing, and intuitive interface design. Passionate about data-driven problem-solving, crafting engaging digital experiences, and enhancing user interaction across platform.

Professional Experience

2023-2024

Marketing and Brand Designer | Checkmarx

- Conducted user research and usability testing to optimize landing pages.
- Used data-driven insights to iterate and improve digital assets
- Collaborated with developers and performed QA for website pages

2022-2023

Marketing and Web Designer | Bringg

- Performed A/B testing and user behavior analysis to optimize engagement
- Refined UX strategy with cross-functional teams using user insights.
- Created wireframes and layouts to improve flow and usability

2021-2022

UX UI and Brand Designer | Gistmd

- Optimized UX through user data and continuous testing
- Built prototypes for user testing and refined designs from insights
- Designed intuitive icons and contributed to updating the design system

2019-2021

Web and Marketing Designer | Workiz | Freelance

- Created new web pages and optimized them to improve lead generation
- Designed user-friendly landing pages, banners, and infographics

2018-2019

Web and Marketing Designer | Workiz

- Designed concept products and prototypes to showcase ideas
- Designed banners for various platforms and TV show packages

Education

2024-2025

UX Program | Google & Reichman Tech School

Covered UX design, prototyping, and user research methodologies, with hands-on experience in usability testing and iterative design

2023

Principles of Illustration | Shankar

2014-2018

Visual Communication Diploma | Tiltan

Specializing In Multimedia Ui Ux - Packaging Product Development & Exhibition Design

(E.A.B.H.E.S Certificate Of Excellence)

2015-2016

Copywriting Diploma | Tiltan

Key Skills

User Research & UX Strategy

- UX Research
- Usability Testing
- Design Thinking
- Interaction Design

UI & Visual Design

- Design Systems
- Typography
- Identity Design
- Storytelling

Tools & Technical Skills

- Figma
- Adobe Suite
- Miro
- Prototyping

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Kindly reach out via email or WhatsApp due to possible reception limitations.

Linkedin | Portfolio