DOR ZOHAR

PRODUCT & UX UI DESIGNER

Modi'in-Maccabim-Reut, Israel
Phone: 054-8017731 // **Email:** dzohar100@gmail.com // **www.productdz.com**

Check out my Linkedin - https://www.linkedin.com/in/productdz/

EXPERIENCE

2015 - Present

FREELANCER
Product Designer & UX UI Designer
UX UI & products is my real passion. I always loved working on user needs and I took it a couple of steps forward. These are some of my milestones through the years:
2024-Present: **Tagado (Customer Success SaaS Startup)**
Currently designing a SaaS product for this early-stage startup with major clients like Netflix and Duolingo. I research and make data-driven design decisions.
2023-Present: **I2D (Industrial Design Studio)**
Provided UX UI design to I2D's clients, contributed to the development a school security system app for the US market.
2024-Present: **Clixtell (SaaS Product Redesign)**
Redesigned Clixtell's SaaS product based on their clients needs and feedback, improving the user experience and road to clients goals.

2022 - 2024

SOGOMATIC (STARTUP) & SOGO DIGITAL LTD (STUDIO)
Product Designer & Project Manager, UX UI Designer
Led B2B automation system design at Sogomatic while concurrently managing projects at Sogo Digital, reporting to the CEO for both. Drove product innovation at Sogomatic, designing revenue-generating features. Managed project lifecycles at Sogo Digital, delivering high-quality design solutions.

2018 - 2022

GLOBALSOLUTION
Design Lead
I worked with full-stack developers, marketing team and analysts in order to get our client's product ready with everything from A to Z. As a lead designer I had to supervise on the projects.

2012-2016

FREELANCER
Graphic Designer & UX UI Designer
I started learning graphic design by myself, using a lot of tutorials in YouTube and articles. I started gaining clients after a few months, mostly for logos, business cards and banners. After a year I got my first big UX UI project.
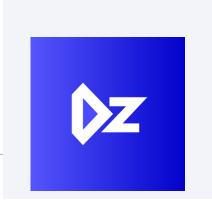
EDUCATION

2021-2021

COURSE STUDIED
Google UX Design Professional Certificate
Full UX Design course by Google & Coursera.

2011-2016

HIGH-SCHOOL GRADUATE
"Ironi A for Science and Art", Modi'in - 12 years of education
5 degrees in computer science, **5** degrees in software engineering, **1** degree in physics, **10** degrees in music.

SKILLS

B2B Complex System Design
Project Management
UX Research
Ideate and Wireframing
UI Design
Design System & Style Guide Development
User Testing

RELEVANT SOFTWARES

- Figma, Adobe XD (Products & Wireframing).
- Adobe Photoshop, Illustrator, InDesign (Graphic Design).
- FigJam, Monday, Miro, Jira (Project Management).

OTHER SKILLS

Languages:
Hebrew - Native | English - High Level | Spanish - Basics

Irrelevant Skills:
Microsoft Office: Word, Excel, PowerPoint.
Programming: Python, Electron.
Databases: SQL.
Development: HTML, CSS, JavaScript, Wordpress + Elementor, Webflow.

MILITARY SERVICE

2016-2019 | Encryption Manager, "Moran" unit, Eged 214, Artillery corps

Responsibility of a top secret unit's encrypted devices and classified materials. The role requires managing skills, thinking outside of the box and precision in the small details.