

# Sigalit Mualem

## Product designer

Passionate about creating a great user experience through aesthetics and problem-solving. I'm a team player, open minded and a constant learner. I have a positive attitude and great social skills.

### Experience

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#### 2021 - present: Xperitos Technologies Ltd - UX/UI designer

- UX/UI Design for a Cloud **Admin management system - B2B Product**.
- **Collaborate** with product managers, engineers on a daily basis to define, design, and deliver products that meet users' needs, refine and improve the product experience.
- Create a product experience that is intuitive, user friendly and useful for the users.
- Design process flows, wireframes and prototypes.
- Conduct a **full design cycle** from research through creating high-fidelity mockups of all edge case scenarios and deliver to development.

#### 2020 – 2021: Rakuten - UX/UI designer

- UX/UI Design for a video **management system (VMS)** and for a personalized streaming platform. The process was done in collaboration with TEXEL - **B2B SaaS Product**.
- Translate goals into end-to-end flows and experiences that are simple, elegant and easy to use.
- **Work closely with engineering** to ensure a flawless implementation of the design deliverables.
- Collaborate with **international teams** on maintaining a unique visual identity.
- Design UI mockups and prototypes based on existing design system guidelines that illustrate how the product functions and looks like.

#### 2020: FSM - UX/UI designer

- UX/UI Design for a bike rental **mobile app** called **JERUFUN** and for **admin system web app - B2C & B2B product**.
- Lead and own the user experience of product and features from concept to launch.
- **Close team work** with product managers and engineers to inspire, define and build delightful product experiences.
- Deliver **high-quality design deliverables** from concepts to detailed UI design.
- Conduct **usability tests** and analyze user behavior.

#### 2017 – 2020: Niceday Design Studio | Graphic designer

- Digital and print design – catalogs, brochures, websites, landing pages, ad banners, Facebook and Twitter posts and more.
- Business branding – logo design, business card design, stationary paper design and more.

### Volunteer Work

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#### 2019-present: The Aguda - The Association for LGBTQ Equality in Israel

\* Digital and print design – brochures, merchandise, Facebook and Instagram posts and more.

#### 2020: Coda Developing Meaning - UX/UI designer

- UX/UI Design for the Special Babysitter initiative. **A web application**, that created to facilitate communication between parents of children with disabilities and potential babysitters.
- Full process of UX/UI design: Usability requirements gathering, Competitive analysis, Wireframing and Prototyping, Usability testing.
- Implementation – **work closely with the developers**.

### Contact info

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-  Portfolio
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### Experience

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2021

User Interface  
UI Master School

2020

User Experience Design  
Codesigner School

2017-2018

Graphic design & UX  
HackerU School

2016-2017

Web Development  
She Codes

2012-2014

LL.M Law - Industrial Law  
Bar Ilan University

2007 - 2011

LL.B Law  
Netanya Academic College

### Tools

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Figma | Zeplin | Adobe  
Creative Suite | Elementor  
(Wordpress) | HTML, CSS  
(Basic knowledge)

### Languages

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Hebrew - Native speaker  
English - Fully proficient