

Sigalit Mualem


Product designer

Passionate about creating a great user experience through aesthetics and problem-solving.

 LinkedIn

 Portfolio

 sigalit@sigalittle.com

 054-4918532

Experience

2019 – present

Sigalittle Graphic Design Studio | Owner and UI / UX designer

- Interaction with many different companies in different fields, such as: Video Streaming, eCommerce, Rental services, Social networking and more
- UI/UX design for different platforms, such as: Mobile Apps, Web Apps, Admin dashboards and more
- End to end UI/UX design from inception to implementation
 - Requirements gathering
 - Competitive analysis and market research
 - User journey and application flow
 - Prototyping and wireframing
 - User testing
 - Working closely with the developers throughout the development life-cycle
- Digital and print design and business branding

2017 – 2019

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.

2016 – 2017

Xperitos Technologies Ltd | Office manager in a software firm

Volunteer Work

2020-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** - volunteered as a product designer for "A Very Special Babysitter" - Normalizing Childcare for Children with Special Needs. The web application purpose was to pair the parents of children with special needs with uniquely qualified babysitters: special education students and therapists in training. My responsibilities were:

- Full process of UX design:
 - Usability requirements gathering
 - Competitive analysis
 - Wireframing and Prototyping
 - Usability testing
- UI design
- Implementation – work closely with the developers

Education

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

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

Languages

Hebrew - Native speaker

English - Fully proficient