

Mikka Ronen Itzhakian

Product designer

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Work Experience

Woo.io – Product & Marketing designer

June 2018 – June 2020

As the sole designer I led the design vision for the company and contributed to product strategy and decision-making. I designed new features and maintained visual design for both product and marketing.

I focused on turning complex workflows into simple and intuitive interfaces. I led the design of new features from start to finish. This included conducting design sprints, building user flows, wireframes, final designs and prototyping.

Camilyo – Web and Graphic designer

Dec 2016 – May 2018

Working on the company's white label platform, I worked on creating an experience that enabled users to build websites and utilize templates in an easy and natural way. As part of my role, I continuous communication with the company's North America clients, in order to identify their needs, and create templates that would be easy for their clients to adopt.

Following the work on this platform this product has won an award at the B2B Solutions and Technology categories at SIINDA.

Freelance – Full stack graphic and web designer

July 2012 – January 2018

Collaborated with dev teams and managed a wide variety of cross-media projects involving branding, illustrations & UI design for companies from different fields such as: Amdocs, Glide (CMRA), Ananey Communication, Viacom (MTV), TAV Music Festival, Mobile Physics, Zara Group, H&M.

Gimalaya – Full stack graphic and web designer

Aug 2015 – Nov 2016

Lead designer at Gimalaya Interactive/digital advertising company.

Working with leading brands such as Durex, Bank Ha'Poalim, The Israeli Milk council & Fujitsu

Education

Minshar School of Art

Class of 2015

Interactive design

The Open University

2015

Cognitive psychology & Sociology studies

Netcraft Academy

2018

UX design

Netcraft Academy

2018

Fundamentals of front end development

Skills

Information architecture & user flows, User Personas, Affinity diagramming, Wireframing, Branding Visual design, Web and Mobile design, Usability Testing, Design Strategy

Tools

Adobe CC, Sketch ,InVision Avocode, Balsamiq, Zeplin, Inc., Jira, CSS\HTML, Javascript – basic, Webflow