# Maor Maman

Product Designer

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I am a UX/UI Product Designer with experience in SaaS systems, mobile, and responsive design.
My core skill set includes User Experience (UX) and Visual Design (UI Design/CSS).
I am a quick learner, always eager to embrace new challenges. For me, the ultimate goal is to ensure the success of the product or service through thoughtful and impactful design.

## Professional Experience

**Product Designer, BeProfit**  -  October 2020 - Present

A B2B2C eCommerce profit analysis tool that optimizes store profitability through actionable insights.

- Solely responsible for all aspects of the product's user experience as the lead designer.
- Designed new product features, taking concepts from inception to production in collaboration with product managers, developers, and sales representatives.
- Developed process flows and created a live prototypes for effective user testing and interviews.
- Implemented rapid changes based on collected results and data to enhance user experience.
- Developed a flexible and user-friendly design system for use by other designers and product managers.

**Product Designer, ePlane**  -  May 2018 - October 2020

An online platform for aerospace procurement, serving as a B2B product.

- Continuously working on new product features in collaboration with product managers and developers.
- Initially part of a team of three designers, I became the sole designer in the company after a year and a half due to post-COVID downsizing, taking on full responsibility for all design-related matters.

**UI Designer, Clutch Studio**  -  November 2015 - April 2018

An animation and digital studio in Israel, providing creative solutions for global brands.

- Managed content for four WordPress sites simultaneously for Colmobil Group, working directly with company developers.
- Provided UI design services for the studio's clients.

## Education

**Interactive Media Design Studies - Sapir College**    October 2012 - October 2015

Specializing in User Experience (UX) and User Interface (UI) for applications and websites.

## Skills

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| **Figma** | Expert |
| **Photoshop** | Expert |
| **Illustrator** | Expert |
| **After Effects** | Proficient |
| **HTML/CSS** | Novice |