

ZTDAFIT MAZUZ

Product Designer

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Visit my portfolio:

[Ma-zuz.com](https://ma-zuz.com)



Professional Experience

Product Designer | Gover6, Luna 2022 – 2024

- Solving complex UX problems and translating them into simple, user-friendly interfaces.
- Conducting user research and usability testing to identify pain points and inform design decisions. Analyzed user behavior and feedback to define and create UX concepts based on an understanding of the end-user needs.
- Crafting pixel-perfect designs for both apps and web interfaces, while building and maintaining scalable design systems.
- Worked closely with cross-functional teams to identify and resolve design challenges. Leveraged design tools to create effective communication artifacts and streamline development processes.
- Designed FDA-approved mobile apps, prioritizing user experience and regulatory compliance to ensure intuitive interfaces and positive user outcomes.

Graphic Designer | Freelance 2013 – 2022

- Branding and developing company visual language, tailored to each client's unique needs and business goals. Provided comprehensive design solutions, from print materials to digital assets, ensuring a cohesive brand identity across all touchpoints.
- Facilitating product visions by researching, sketching, prototyping, and creating mockups.
- Proven ability to manage all facets of a design business independently. I've handled everything from client acquisition and project management to financial forecasting. My commitment to continuous learning ensures that I'm always at the forefront of design trends.

Digital Designer | Ybrant Digital Advertising 2011 – 2013

- Leading an overseas design team – responsible for the team's quality and output.
- Designing and animating online pixel perfect campaigns.
- Analyzing campaigns for improving user experience.

Education

2007 – 2004 | HIT Holon Institute of Technology

B.A. Visual Communications Design

Skills

Figma, Photoshop, Illustrator, InDesign, Premiere, Audition • Office • Prototyping & Wireframing • Design Systems Management • User Research & Testing

Languages

Hebrew | Native

English | Excellent