





VALERIE MAZOR BERMAN

CONTACT INFORMATION

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SKILLS

- Design Tools : Figma, Adobe XD, Adobe Creative Suite, AutoCAD, SketchUp
- Design Expertise : Product UX/UI, SaaS, B2B, B2C, Print (2D) , 3D

LANGUAGES

- Hebrew | Native
- English | Advanced
- Russian | Native

OBJECTIVE

With over a decade of expertise in marketing, branding, and print design, I have successfully transitioned into digital design.

As a skilled Product Designer with over five years of experience, I excel in delivering impactful UX/UI designs for B2B and B2C platforms, gaming interfaces, complex systems, and applications.

My proficiency in design tools and collaborative approach ensures the creation of innovative, user-centered, and pixel-perfect designs.

EXPERIENCE

PRODUCT DESIGNER

YOOM. | Jun 2019 - Jan 2024

- **Full Product Design Lifecycle:** Managed the entire product design lifecycle, from research and ideation to high-fidelity design and user testing, ensuring user-centric and visually appealing solutions.
- **Cross-functional Collaboration:** Partnered with product managers, engineers, and stakeholders to define product vision and create simple, intuitive solutions for complex problems.
- **User Research and Analysis:** Conducted extensive user research, monitored product KPIs, analyzed user behavior, collected feedback, and iterated designs to achieve product goals and enhance user experience.
- **Design Tools Proficiency:** Utilized Figma and other design tools to create detailed wireframes, prototypes, and high-fidelity designs, maintaining high standards of visual and interaction design.
- **Leadership in UI/UX Projects:** Led UI/UX design projects with external design teams, overseeing the user experience and look and feel of all product designs, fostering a collaborative and innovative team environment.
- **Effective Communication:** Communicated design concepts and proposals to various stakeholders, ensuring alignment and buy-in across cross-functional teams.

OFFICE MANAGER

SAGA Digital Currency. | Mar 2018 - May 2019

- Orchestrated office management, fostering an efficient start-up culture.
- Designed and implemented HR processes, serving as the primary contact for employee relations.
- Managed administrative tasks and office logistics with exceptional organizational skills.

EXECUTIVE ASSISTANT & OFFICE MANAGER

Cell Buddy Network Ltd. | Mar 2013 - Dec 2017

- Managed executive support tasks for the CEO and oversaw comprehensive office responsibilities.
- Facilitated in-house operations including travel, finance, HR, and events.
- Gained substantial experience in marketing and digital product design.

FASHION STYLIST ASSISTANT & DESIGN GENERALIST

Freelance. | Feb 2010 - Mar 2013

- Collaborated with fashion journalists and stylists on personal and commercial projects.
- Administrative operations including managing calendars, travel arrangements, and expense reports. Acted as the primary point of contact, managing all correspondence and logistics.
- Demonstrated strong aesthetic and design skills in various fashion projects.

EDUCATION

INTERIOR DESIGN

Technion - Israel Institute of Technology. Tel-aviv, Israel
| 2016 - 2018

VISUAL COMMUNICATION

Ort Singalovsky Institute. Tel-aviv, Israel | 2008 - 2011

PSYCHOLOGY MAJOR

Ora Modi'im High School. Ramat-gan, Israel | 2001 - 2005