

Maayan Nuna Lazarovich

UX/UI Product Designer

Professional Experience:

Clarity | Senior Product Designer

2023 – Now

- Led end-to-end design processes across the company's products, from user research and discovery to final delivery.
- Collaborated closely with product managers, developers, and business stakeholders to define UX requirements and deliver intuitive solutions.
- Developed and maintained modular design systems to ensure consistency and high UX/UI standards across the product.
- Created and tested wireframes, user flows, and prototypes to simplify complex processes and enhance user experience.
- Built and maintained scalable design systems in Figma for both desktop and mobile applications, ensuring consistency across products and alignment with evolving brand and UX guidelines.
- Facilitated design workshops, conducted user research and usability testing to extract insights and translate them into impactful product improvements.
- Identified product issues through hands-on use and user interviews, wrote detailed tickets, and proposed solutions aligned with business goals.

MyInterview | Lead Product Designer

2022 – 2023

- Collaborated closely with product managers, developers, and stakeholders to define user and design requirements and align on project goals.
- Engaged in user research and usability testing to collect feedback and continuously improve the UX and UI.
- Created wireframes, prototypes, and mockups to communicate design concepts and interaction patterns.
- Implemented a consistent design system to ensure a cohesive user experience across the product.
- Designed a responsive user interface, ensuring seamless user experiences across various devices and screen sizes.

Elementor | UX/UI Design Team Leader

2020 – 2022

- Management of the company's Template Library Department.
- Direct management of a team of 5–10 employees consisting of Designers, UX/UI Experts, Developers and content writers.
- Being in charge of overall team performance, deliverables, design excellence and individual growth.
- Creation and execution of the team's roadmap.
- Collaboration between departments, receiving and executing briefs from other departments and issuing briefs to other departments.
- Collaborate through the product process with Product managers, developers, marketers and customer support, including discovery, testing and scoping to drive successful releases.

Contact Information:

054 – 7520022

maayanuna19@gmail.com

Professional Links:

[Portfolio](#)

[LinkedIn](#)

Softwares:

Figma \ Sketch \ Photoshop \
Illustrator \ Premiere \ After
Effects \ Elementor Pro \
Wordpress \ HTML \ CSS

Languages:

Hebrew – Native

English – Excellent

Education:

Avni Institute of Art & Design

2012 – 2016

Practical engineer degree of
interactive communications
with excellence from Avni
Institute of Art and Design with
specialization in web and app
design, typography and
branding.

Military Service:

Web Developer, Home Front Command

2008 – 2010

- Designing websites for various units under the Home Front Command.
- Building, developing and maintaining the websites through the unit's internal systems.

Elementor | UX/UI Interactive Designer

2019 – 2020

- Was a part of the team that set up and established Elementor's Template Library.
- Designed and built many different website templates for Elementor's users while maintaining a high level of design & functionality.
- Overall responsibility for the design in the department, including guidance and overseeing the work of other designers.

Webinside | UX/UI Designer

2017 – 2019

- Management of the company's design studio and the workflow between designers and programmers.
- Designing websites for the company's diverse array of clients.
- Building websites with WordPress and Elementor.
- Managing projects directly with clients through the entire project's process, starting from initial idea to final product.

Tech Marketing | Interactive Designer

2016 – 2017

- Designing a range of different products including websites, applications, landing pages and banners for the company's diverse client base including large corporations such as Mentos, Clalit Smile and Bituach Yashir.