Naama BASSAN

Senior product designer

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07 81 15 15 24
naamabm7@gmail.com

EDUCATION

SHENKAR - Bachelor's degree in Visual communication
Tel-Aviv (Israël) / 2007-2011

Academy of Engineering & Design.

SKILLS

Sketch
Figma
Invision
Illustrator
Zeplin
Confluence
Jira

LANGUAGES

English - Fluent
French - Fluent
Hebrew - Native
Spanish - Beginner

INTERESTS

TV series
Traveling
Reading
Running

PROFESSIONAL EXPERIENCE

LYF PAY - Lead product designer
Paris, Strasbourg / 2015 - today

> Designing simple, usable mobile and web interfaces in order to create the best experiences for all platforms, B2C as well as B2B, from user research to the implementation.
> Creation of a strong design system that can be applied to all products.
> Applying design principles and use it to address and solve complex user problems.
> Working iteratively with engineering teams to ensure a high-quality implementation and a fluide user experience.
> Defining and improving our design standards and processes
> Recruiting design product team members, keeping track of their design tasks and quality of work.
> Collaboration with product managers to understand their needs and the business strategy.

SWITCH - UX/UI designer
Tel-Aviv (Israël) / 2015

> Designing prototypes for flows and features on a B2C web application interface.
> Implementation of a Style Guide for the product visual identity.
> In charge of the user experience journey, the simplicity of navigation and the tone of voice.
> Using A/B testing to improve our data of our design choices.
> Daily collaboration with the tech team to assure the quality of implementation.

OPEN Total Brand Experience - Senior UX/UI Designer
Tel-Aviv (Israël) / 2013-2015

> Designing visual identities for market lead brands, both digital and print.
> Working in collaboration with a big design team. Animation of a weekly design critique.

TZEDER YARIV - Graphic Designer
Tel-Aviv (Israël) / 2011-2013

> Designing style guides, visual identities, logos, websites, banners, icons, newsletters and social media support.

ADLER BRANDES - Graphic Designer
Tel-Aviv (Israël) / 2011

> Designing style guides and websites for multiple clients.