ALIN KATZ
UX UI Designer

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EDUCATION

Netcraft Academy
July 2022-Feb 2023
UX design course (104 Hours)

Netcraft Academy
May 2021- Sep 2022
UX UI design course (240 Hours)

Tel Aviv University
2018-2020
M.A Master of Art History

Shenkar College
2014-2018
B.F.A (bachelor of Fine Arts)

TOOLS & SKILLS

- Figma
- Adobe Photoshop
- Adobe XD
- Adobe Illustrator
- AI
- Axure
- HTML & CSS (she codes)

- Usability testing
- Research
- Wireframing
- Prototyping
- Painting
- Drawing

LANGUAGES

- Hebrew (Native)
- English (Fluent)
- Russian (Native)

EXPERIENCE

2024-2025 | **Byondpitch - UX UI designer**

Worked as the UX/UI designer, leading the entire design process independently for a complex B2B system. Focused on enhancing user experience and creating an intuitive interface. Collaborated closely with developers to design seamless user flows, improve usability, and optimize product functionality. Led the design process from research and wireframing to a fully operational system.

2022-Present | **Freelance UX UI designer**

Working as a freelance UX/UI designer, collaborating with **Studio Liza** and **STUDIO42** on various projects.

Highlighted Projects:

- **Amit Program -** UX/UI Designer for the Ministry of Defense's Amit program for discharged soldiers and reservists.

- **YES & Pelephone:** Worked on the UX/UI design for screens of an internal company game, focusing on creating an engaging and intuitive user experience.

- **UX UI designer at Travyx:** Worked from the very beginning of the startup, a B2C company, on a complex AI-based system and app. Participated in the entire MVP process, collaborating closely with developers throughout, ensuring a user-centered approach. Conducted extensive user and market research, iterating the design to create intuitive interfaces and experiences that supported the startup's growth.

- **Dashboard Design for Sar-el:** Led the UX/UI design of a comprehensive dashboard, enhancing user experience and functionality.

- **Website Design for kavimledmutam.co.il :** Volunteered to design a thoughtful and user-friendly website dedicated to honoring fallen soldiers, providing a dignified platform for remembrance and tribute to their sacrifices.

2016-2023 | **Robina - Shift manager**

Management of over 20 employees, including logistics, inventory operations and training.

2019-2020 | **Master Piece - Artistic consultant and assistant**

Assisting artists with branding, website content, marketing research, curatorial texts, and organic promotion strategies.

2018-2019 | **Ha-Beinthumit - Educational consultant**

Consultation and management of design courses and students at a school of design and architecture.

2009-2011 | **IDF - Computer network manager in Mamram**

Served as part of an operational team with a high security classification in a 24/7 format within an advanced technological environment.