EINAV MASHILKER | SENIOR PRODUCT DESIGNER

My Portfolio
Product Designer Portfolio

Linkedin
https://www.linkedin.com/in/einavmashilker/

My Email
eineinav@gmail.com

Call Me
054 - 9717118

Education

2019 UX Course
Netcraft - UX/UI Academy

2013 UX Course
Mentor - Designing College

2003-2007 Visual Communication Design
Ascola - Design College TLV

Tools
Adobe Suite
Figma
Canva

Languages
Hebrew
English

Skills
Wire Framing
AB Testing
Prototype
UX Research
Design System

SELF-EMPLOYED
2023- Present | Senior Product Designer

Working directly with business owners and product teams to deliver end-to-end design solutions. Specializing in transforming complex business requirements into intuitive user experiences.
Partner with stakeholders to define product strategy and user needs
Create user flows, wireframes, and high-fidelity prototypes
Design clean, functional interfaces that align with business goals
Conduct user research and translate findings into actionable solutions.

Lusha
2022- 2023 | Senior Product Designer

As a member of a team of seven designers, I was responsible for leading the UX/UI aspects of two distinct squads, each comprising a different section of the complex platform. To execute my work, I followed a rigorous methodology that involved conducting comprehensive research and analytics to identify problems, creating wireframes and prototypes, and subjecting the designs to usability testing, culminating in the final solution and design.
I collaborated closely with teams including project managers, research, development, and analysts.

Fortrade Fintech company
2016–2022 | Product Designer

Complex fintech systems. Leading UX/UI for a fintech company, I conducted research, created prototypes, and tested usability for multiple languages and flow scenarios.

SELF-EMPLOYED
2013-2016 | Product Designer

I have had the opportunity to design numerous digital products, including mobile applications and responsive websites.

PLAYTECH Online Gaming Platform
2010-2013 | UI Designer

In my role as a UX/UI designer for "LIVE TV," I was responsible for conceptualizing and implementing a responsive design. This involved a comprehensive planning phase that took into account various user experience considerations, culminating in the creation of a design that effectively met the needs and expectations of the game's users.