



ASAF OVDAT | PRODUCT DESIGNER

A multidisciplinary and holistic designer with 5+ years of experience, specializing in User Experience and Visual Design along with background in Web Development (HTML/CSS).

SKILLS & TOOLS

UX | UI | Research | Wireframing | Design System | Prototyping | User Centered Design
| Web Development | Design for Web & Mobile | Storytelling

Figma | Adobe Creative Suite | Webflow | HTML | CSS | Adobe XD

CURRENT EXPERIENCE

UX / UI DESIGNER & WEB DEVELOPER Freelance | Nov 2016 - Present

In my freelance career I am taking full ownership of the design process: conducting research, defining products/features concept, creating user flows, setting up high fidelity prototypes for user testing, and creating production ready assets for websites, web-apps and mobile applications.

- **Deliver holistic design solutions** by building solid relationship and collaborating with Executives, Product Managers, Engineers, QA and other professionals.
- **Designing, developing and launching websites** for tech companies that are tailored for their specific business goals and needs.
- Identified usability and business issues in an IoT web-app and re-designed it, **leading to a 2 million dollar investment.**

PAST EXPERIENCE

UX / UI DESIGNER Karen Segev Studio | Jun 2020 - Jul 2022

Karen Segev Studio is a boutique User Experience and Marketing studio working with growth phase startups and Fortune 500 tech companies.

Recruited as employee no.3 into what is now a team of 12, I worked simultaneously on multiple projects in an agile environment as a full design owner or as part of a design team through collaboration with cross-functional product teams to ship user-centered products of B2B & B2C for web and mobile.

- **Worked as a design owner on a productivity web app for a Fortune 500 company**, delivered end-to-end user flows, user interface and a design system for the entire product by collaborating with stakeholders, balancing multiple competing priorities, prototyping and rapid iterations.
- **Helped the studio to work at scale and sign more clients** by leading the efforts of creating and expanding pixel perfect reusable design systems and documentations in Figma that enables Designers and Engineers move fast.
- **Shortened delivery time of marketing materials for a client from 1 week to 3 hours** by creating internal product inside Figma.

PAST
EXPERIENCE**VIDEOGRAPHER** Freelance | Oct 2015 - Dec 2016

Shot and edited promotional and private videos. Used storytelling to help small businesses and individuals communicate their values and messages in efficient, meaningful and entertaining ways.

GRAPHIC DESIGNER FIRMA. Business Design | May 2015 - November 2015

Took ownership on the implementation of new and existing brands, expanding the brand story from initial concept to tangible objects, maintained cohesive visual language and brand identity for leading banks, hotels, restaurants, manufacturers and government entities in Israel.

ADOBE CREATIVE SUITE ASSISTANT The NB Haifa School of Design | Oct 2011 - Jul 2014

Helped students from all faculties to refine their workflow and maximize their performances by teaching them how to use programs like Photoshop, Illustrator, Premier Pro, After Effects, Audition, Indesign and more.

EDUCATION

BACHELOR OF GRAPHIC DESIGN + TEACHING CERTIFICATE

The NB Haifa School of Design | Graduated July 2014

ARCHITECTURE ACCADEMY

The NB Haifa School of Design | Attended 2008-2010 | Didn't graduate

VOLUNTEERING

DESIGN MENTOR SigmaLabs Accelerator | Jul 2019 - Oct 2020

Guided founders of early-stage startups to meet their design needs: from investor decks to product design, by having one-on-one sessions of rapid wireframing, brainstorming and refinement of user journeys.

Constructed and delivered lessons about design for non-designers, design thinking, key concepts and methods of UX/UI, and ways to utilize design to benefit the business.

LANGUAGES

HEBREW

Native speaker

ENGLISH

Fluent

GERMAN

Basic