

# Malki Kiperwasser- Ben Shushan

## PRODUCT DESIGNER

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## TOOLS

Figma  
Adobe Suite  
Axure  
Clip Studio  
Wix  
Wordpress

## SKILLS

Design Research  
User Interface  
Web Design  
System Design  
Prototyping  
Video Editing

## ABOUT ME

I'm a Product Designer with expertise in creating visually compelling projects for B2B2C companies. I excel in developing innovative solutions for complex problems, drawing on my experience as a teacher and mentor. My passion lies in UI design, where I thrive on tackling challenges and collaborating with others to simplify complex issues.

## EXPERIENCE

### Priority software Product Designer (UI/UX) 2023 - present

- Redesigned flagship product, boosting user engagement by 30%.
- Integrated AI-driven features for enhanced, personalized user experiences.
- Conducted AI-assisted design research and usability tests, significantly improving user experience.
- Developed design systems and style guides for consistent branding in a complex ERP system.

### Au10tix Product Designer (UI/UX) 2022 - 2023

- Designed mobile and desktop applications as part of a team.
- Created workflows, interactions, and interfaces for stakeholders.
- Prototyped user experiences based on product requirements.

### Freelance at Startup Product designer & illustrator 2018 - 2022

- UI/UX designer for SaaS and start-ups, including MySynagogue and Women's Film Festival.
- Designed and built Elementor and Wix websites.

### Image-College Design Mentor 2021 - 2022

- Guided 35 students on design projects.
- Taught design software and principles.

### High School Social coordinator & Teacher 2015-2020

- Led social program and part of the founding management team.

## EDUCATION

Studio 6B Advanced UI UX course Certificate 2022

Image College Graphic Designer & Illustration Certificate 2020-2021

Open University UI-UX Certificate 2019

Herzog College BA Education 2012-2016