

# Gal Harel

UX/UI | Product Designer

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- I'm a creative designer with a strong passion for understanding the needs and goals of the users, through my design process.
- I base my design on real data and conduct A/B testing to achieve the best result.
- I'm a team player and quick learner, I love to work with people and achieve my goals through good communication.

## Experience

### Exon Media

2021-Current

#### UI UX | Product Designer

- Responsible for the entire work process of the product including product vision, wireframe, visual design, prototyping and quality release.
- Redesign of the existing websites which led to a 14% increase in sales.
- Building and maintaining a design system, reusable components, color, typography, to enable a smoother process, consistency and faster development.
- Collaboration with the product team to define the product goals, target audience and product requirements to inform the ux vision.
- Work closely with the development team to ensure workflow, smooth communication and make sure we address issues in real time.

### Zeekit

(Walmart company)

2019-2020

#### Lead Graphic Designer, UX Researcher

- Oversee the work of 12 designers, and there work on complex design systems of virtual clothing as well as work on the data design system myself.
- Owner of the UX research process to improve the existing editing system, understanding the user's pain points and communicating them to the editors team
- Work with the development team to build new features and improve the work process.
- Create full clothing library with different tools to allow users a large variety of clothes.

### Freelance

2014-2018

#### Graphic Designer

- Freelance graphic designer for various clients focus on brand identity user interface, marketing materials, icon design, presentation and more.

## Education

### Courses & Qualifications

#### Awwwards Academy

- UX web design
- Psychology in web design

#### Kinneret Yifrah

- UX writing - micro copy

#### Shenkar

- Graphic Design

#### Udemy

- UI/UX Web & Mobile Design
- Complex Systems Design

#### LinkedIn Learning

- Visual Communication

## Skills

- Figma
- Adobe suite
- Sketch
- Protocie
- Invision
- Html
- Javascript
- CSS