



Sara Frohwein - Fogel

Jerusalem

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Senior Product Designer

Over 10 years of UX Product Design experience producing engaging, functional, and beautiful design solutions using human centered design principles.

Professional Experience

Senior Product & App Designer, TorahAnytime

2021 - Present - New York, United States · Remote

- Own and lead the design of React Native Apps.
- Partner with engineering on the builds and data collection.
- Plan and design app dashboards and backend uploading systems.
- Manage and lead the UX team and creative strategies.

Product Designer, Resident

2018 - 2021 - Tel Aviv Area, Israel

- Worked as the lead designer on projects collaborating closely with developers, PM's and steak-holders within weekly sprint cycles.
- Designed the company's internal Operations System and features based on UX best practices, business objectives, user feedback, and web analytics.
- Set the visual design standards for the internal Design System.

UX/UI Designer, OpenDor Media

2015 - 2018 - Jerusalem

- Product design - collaborated with PM's and developers to build e-learning products. Delivered specs, wireframes, mockups, and prototypes.
- UX UI - Reviewed, tested, and refined user interfaces for ease-of-use, navigation, and usability principles. A well as creating web brand and style guides
- Tested internally and externally through various research models
- Managed the outsourcing of QA and front-end development

Creative Graphic and Web Designer, Altria

2011 - 2015 - Israel

- UI - worked with Marketing to design and create visuals for all digital platforms
- UX - refined visual and interaction design for increased conversion rate
- Managed the design handover process to development.
- Designed web and affiliate promotions, mail marketing campaigns and social media posts; from conception and strategy through final execution

Education

Siyur Mochot, Mentor College - 2010 - 2012

Creative Marketing Strategies & Online Advertising
Advanced Web & UX Design

Bnot Elisheva Seminary - 2007 - 2010

Visual Communication Design
Engineering Degree from Mahat - Ministry of Technology

Skills & Disciplines

Highly proficient in web design programs; Figma, Sketch and the Adobe Suite.

Rapid prototyping experience using Figma, Invision, Webflow and similar programs.

UX design methods including research, brainstorming, user journeys, wireframing, wireflows, user flows, interactions, rapid prototyping, usability and user testing.

Creative strategy, brand positioning and Design Systems.

Good understanding of HTML5/CSS3/Bootstrap and Content Management Systems (Wordpress, Magento and Unbounce)

Languages

English, Hebrew

References

Sharon Dagan, CTO & Co Founder at Resident

Miriam Isaac, UX Product Expert