

Menucha Leibowitz – Product Designer

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UI/UX Designer with extensive experience in design and a strong research-oriented approach.

Brings a holistic perspective, excelling in leading projects through cross-team collaboration and managing multiple systems. Known for a keen aesthetic sense, producing polished, high-quality deliverables.

Seeking a challenging role to leverage my skills and contribute to company success.

Professional Experience

2024 – Present | systems.up – UI/UX Designer (Short-Term Project)

- Designed and developed systems for Hashavshevet, working closely with the software development team.
- Managed the design of complex systems.
- Conducted UI Hacking, including competitor analysis & market research.
- Distributed surveys, questionnaires, and interviews; analyzed data to draw insights.
- Created personas, customer journeys, user flows, and design systems, culminating in prototypes.
- Tools used: Figma, Miro, Figjam.

2024 – Present | Lecturer in UX/UI Track, Ministry of Education

- Taught user experience research and design for websites and systems.
- Delivered instruction in Figma and user experience design.
- Demonstrated expertise in analyzing and designing user experiences.

2022 – 2024 | Metropolinet – UI/UX Designer

- Designed landing pages and application screens.
- Built system interfaces and created explanatory customer guides.
- Worked extensively with Figma.

2017 – 2021 | Graphic Design Roles in Educational Institutions

- Designed landing pages, invitations for events, and marketing presentations.
- Created learning materials, various documents, and social activity graphics.
- Edited and produced videos for schools and events.
- Extensive use of Photoshop, Illustrator, InDesign, Premiere, AfterEffects.

2016 – 2017 | Meorot Advertising Agency – Graphic Designer

- Worked directly with clients to deliver professional designs tailored to target audiences.
- Designed logos, book covers, advertisements, and branded stationery.
- Created landing pages, copywriting, and ad designs.
- Managed and executed email marketing campaigns.
- Tools used: Photoshop, Illustrator, InDesign.

Technical Skills

UI/UX Design:

Figma, XD, Figjam

Web Development:

HTML, CSS

Graphic Design:

Photoshop, Illustrator, InDesign

Video Editing

Premiere, AfterEffect

Education

2021 – 2022 | Siur Mochot

UX/UI Design and User Experience

2021 – 2022 | Siur Mochot

Web Development Course

2016 – 2017

Visual Communication and Teaching Certification

2014

Certified Computerized Office Management Course

Languages

Hebrew: Native

English: Advanced Proficiency