Maya Joseph | Product Designer | UX/UI | Web & Mobile

📞 050-4222478

Product Designer (UX/UI) with 3 years of experience designing complex enterprise web and mobile systems. Experienced in leading multiple projects in dynamic environments and collaborating closely with product, development, and QA teams to deliver clear, scalable, user-centered solutions for complex B2B ecosystems.

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Experience

Product Designer
2022 - 2025 / NGSoft

- Led and managed multiple UX/UI projects simultaneously, meeting defined goals and tight deadlines.
- Designed user experiences for complex and confidential B2B enterprise systems across desktop and mobile platforms, adapting design solutions to specific product and user needs.
- Conducted pilot processes, collected user feedback, and iterated designs to continuously improve user experience.
- Worked directly with major and leading clients in the market, including security-related entities (security clearance level 1) and managed design-focused meetings.
- Collaborated closely with product managers, project managers, development teams, and QA teams throughout the full development lifecycle.
- Performed independent QA testing to ensure accurate, high-quality, and efficient implementation of design solutions.

Freelance Product Designer | Graphic Designer
2022 - 2019 / Mayush.Design

- Flagship Project - "Kesher" App: Voluntarily led the end-to-end UX/UI design of a digital communication platform for rehabilitative daycare centers
- Top - Tier Achievement: Ranked #30 in Israel by Bubble out of thousands of applications for its successful build and scalability.
- Market Impact: Adopted by Israel Elwyn currently used in 11 centers supporting over 170 families.
- National Recognition: Presented at the National Conference of Rehabilitative Daycare Directors (Ministry of Health & Welfare).
- Multi - disciplinary Design Services: Providing diverse design solutions including branding, print, and digital marketing assets for a wide range of clients.

Graphic Designer
2019 - 2001 / Yahav Digital Printing

- Lead graphic designer and studio manager in a digital printing and advertising company

Education

- **Advanced UI/UX Design Course**
2019 - 2020 / Studio 6b

- **Multimedia Course Premier Video Editing, Adobe Director and HTML Web Development**
2000 - 2001 / ORT Singalovsky College Tel Aviv

- **Graphic design certificate studies Specialize in Art history courses, Design basics, painting, photography, and illustration.**
1998 - 2000 / ORT Singalovsky College Tel Aviv

- **Graphic design certificate studies Specialize during Military service**
1996 - 1997 / Amal Lady Davis College Neot Afeka

Skills & Tools

- **UX/UI:** User-centered design | user flows | wireframing, prototyping | usability thinking

- **Tools:** Figma | Sketch | XD | Photoshop | Illustrator | Jira | Zeplin | AI Tools

- **Soft Skills:** Teamwork | communication | attention to detail | creativity & innovation