

Maya Joseph | Product Designer

☎ 050-4222478

Highly motivated product designer, proficient in managing multiple tasks in dynamic work environments and leading projects to successful completion.

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Experience

Product Designer | UI/UX

2022 - present / NGSoft

- Specializing in managing multiple UI/UX projects simultaneously, meeting goals and deadlines, and leading them to success.
- Working on various confidential systems across different platforms, adapting design solutions to specific needs.
- Conducting pilot processes and receiving user feedback for continuous improvement of the user experience.
- Working with major and leading clients in the market, maintaining direct contact, managing meetings including with security entities (holding security clearance level 1).
- Ongoing collaboration with product managers, project managers, development teams, and QA teams, including conducting independent QA testing, to ensure an accurate, high-quality, and efficient development process.
- Experience in UI/UX design for desktop and mobile platforms.

Freelance Product Designer | Graphic Designer

2022 - 2019 / Mayush.Design

- Working on a wide range of projects, design solutions, applications, branding, print, and digital marketing.
- Voluntarily led the end to end UX/UI design of the Keshet App, a digital communication solution for rehabilitative daycare centers for toddlers with special needs. The app was adopted by Israel Elwyn and is now actively used in 11 centers, supporting over 170 children and their families. Presented at the National Conference of Rehabilitative Daycare Directors (Ministry of Health & Welfare), the app received exceptional praise from government representatives and is in active expansion. Played a key role in transforming a real-world need into a scalable, human-centered digital product with national-level recognition.

Graphic Designer

2019 - 2001 / Yahav Digital Printing

- Lead graphic designer at Yahav Advertising Facilities, a digital printing company.
- Acting as the studio director, working collaboratively in a team and independently.
- Working with a wide range of projects from small clients, municipalities up to large-scale organizations

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

- Teamwork | Communication | Attention to details | Creativity & Innovation
- Figma | Sketch | Xd | Photoshop | Illustrator | Jira | Zeplin | AI Tools