Maayan Gabrieli

Product Designer

Tel-Aviv, Israel

Experience

Product Designer • BetterVet, Boston

2020 - Present

Healthcare tech company - A full service mobile veterinary practice supported by a digital platform. Providing all major veterinary services conveniently to the patient home.

The work includes the end-to-end UX/UI design process, concept/ ideation, research, strategy, branding, prototyping, design, wireframing, and delivery.

My responsibilities entail the following:

- Translating strategy and business needs into visual concepts, technical requirements, and client-centric designs with a flawless user experience.
- Designing elegant and creative Web and Mobile interfaces, including wireframes, prototyping, scenarios, etc.
- Delivering final products to developers, troubleshooting, and QA with developers.
- Branding and creativity, from concept to a living and breathing brand that resonates with the target audience.

UX/UI Designer • Koality Studio

2019 - 2020

Koality Studio is a one-stop-shop for creative web and mobile design, from concept to final product.

As part of my job I did:

- Users, market, and competitor research.
- Ideation, defining a product concept, and a functional structure.
- UI design.
- Improving the products according to customer feedback.
- Delivering final products to developers, troubleshooting, and QA with developers.

Freelance Designer

2019 - Present

Have executed branding initiatives, Web & Mobile design, diverse sticker creation, typography, external presentations, and digital illustrations.

Created NFT project - From the concept idea to design, animation, building a team, and leading the project.

Partnering with Art2Rent gallery, where my acrylic canvas paintings are displayed, rented, and sold.

Digital Marketing & Customer Servies • Robin, Tel-Aviv.

2018-2019

An insurance & pension platform.
Providing professional guidance to customers regarding the capital market, insur ance authority & saving regulation.

Responsible for the roadmap of all product sets, based on deep market understand and customer requirements.

Education

Product Design

Product Design UI/UX Course at 6B Studio with Sagi Shreiber.

B.A. in Social Science

Psychology, Criminology and Sociology, Bar-Ilan University.

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Skills

- App Design
- Web Design
- UI Design
- User Research
- Design Sprints
- Prototyping
- Personas
- Drawing
- Animation
- Acrylic Painting
- Non-Fungible Tokens (NFTs)
- SEO

Tools

- Figma
- Sketch
- Adobe XD
- Adobe Illustratior
- Adobe After Effects
- Adobe Photoshop
- Procreate App
- Lottie
- HTML (basic)
- CSS (basic)

Platforms

- Webflow
- Wix Website Builder
- WordPress
- HubSpot
- Jira
- Trello

Languages

- Hebrew - Mother’s tongue
- English - Very good