

# Tzvi Meller

UX/UI Design | Graphic Design | Illustration

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Hi! I'm Tzvi a passionate UI/UX designer. I am eager to join a UX design team where I can delve into my enthusiasm for technologies, science, and art.

## Work Experience

### 2019 – Current

#### Product Designer Percaption Point

Sole designer at a Telv-based startup. In the first year, in charge of leading the design vision for the company and contributing to product strategy and decision-making. Designing new features and overhauling visual design for both product and marketing by introducing a company-wide style guide, all while working closely across multiple development teams within an agile environment. After my first year, I was working within the product team, focusing more on the product side, turning complex workflows into simple and intuitive, user friendly interactions.

I contributed to the design of new features from start to finish. This included conducting workshops and design sprints, interviewing users for testing and research, and building user flows, wireframes, final designs, and prototypes of varying fidelity.

Currently, in charge of the design and UI/UX for 3 different products within the company.

### 2019

#### Freelance UI/UX Designer

##### Tango App, Icarbonx

Gathering and evaluating user requirements, in collaboration with product managers and developers. Illustrating design ideas using storyboards, process flows and sitemaps. Designing graphic user interface elements, like menus, tabs and widgets.

### 2018 – 2019

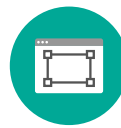
#### Interactive Designer

##### Tross Media

Designing Brands and UI for a variety of tech-oriented clients.

Working through a complete branding process according to the client's needs; creating visual language, designing logos and icons, building a brand book, designing apps and websites, and more.

## Skills & Assets



UX/UI



Branding



Research



Illustration



Autodidact



Team Player

## Education

### 2022

UX Architect, External studies Haifa University.

### 2013 – 2017

BA (Hons) in Visual Communication, Holon Institute of Technology (HIT), Holon, Israel.

### 2011

Certificate in Adobe CS (Flash, Dreamweaver) Web Development. Mentor College, Tel Aviv.

### 2010

Certificate in Production Art using Adobe CS. Mentor College, Tel Aviv.