

Tzvi Meller

Product Designer | UX Architect

Work Experience

Product Designer, Perception Point

2020 – 2023

- Supervise the creative aspects for all company products, including a B2B cyber - security platform, and Google Chrome extension.
- Implement and develop a design system.
- Research and implement innovative features within X-Ray dashboard.
- Created an intuitive and simple design system for the X-Ray dashboard.
- Implement efficient work processes between design and development.
- Participate and lead planning and grooming sessions with development.

Product, Marketing and Brand Designer, Perception Point

2019-2021

- Planned and implemented original marketing promotions and collateral
- Served as Creative Director with rebranding of the website, email marketing, advertising, and print materials
- Worked with product team to design and implement product features (drip emails campaigns, shopping filters, referral campaign, etc.)
- Generated original content and executed social media strategy across all platforms (Facebook, Twitter, LinkedIn, etc.)

Mentor at 'Startup Designers' community

2021-Present

- Mentor junior product designers throughout the process of building a portfolio, preparing for interviews and homework assignments.

Freelance Product Designer, Tango App, Icarbonx

2019 - Present

- Gather and evaluate user requirements, in collaboration with product managers and developers.
- Create design ideas using storyboards, process flows and sitemaps.
- Design and implement new product features according to a design system. includes elements, like menus, tabs and widgets.

Interactive Designer, Tross Media

2018 – 2019

- Served as creative lead of all projects of the graphic design department, including: UX/UI, branding, marketing, and video editing.
- Managed the graphic design studio and traffic of all incoming tasks.
- Leading creative concept presentations for stakeholders and clients.



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Education

2022

UX Architect, External studies Haifa University.

2013 – 2017

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

2010

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

Software

Figma
Sketch
Adobe XD
Elementor
Principle
Illustrator
Photoshop
InDesign
After Effects

Skills

Product Design
UI/UX Design
Branding & Identity
User Flows
Prototyping
Visual Design
Responsive Design
Web Development