Tzvi Meller
Product Designer | UX Architect

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Work Experience

Product Designer, Armo
2023 – Present

- Implement and develop an intuitive and simple design system.
- Research and implement innovative features within the Armo platform.
- Design and implement new product features according to a design system including elements, like menus, tabs and widgets.
- Implement efficient work processes between design and development.
- Participate and lead planning and grooming sessions with development.

Mentor at 'Startup Designers' community
2021-Present

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

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.)

Freelance Product Designer, Tango App, Icarbonx
2018 - 2020

- 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.

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
Elemntor
Wix
Principle
Illustrator
Photoshop
InDesign
After Effects

Skills

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