| **David Malka -** SeniorUI/UX and Product Designer |
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|  | [Portfolio](https://dudu5malka.wixsite.com/david-portfolio) |

| Education |
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**UX/UI Digital Design Studies**Tiltan College (2016 - 2019)**Software Practical Engineer**The Technion (2013 - 2014)

| Skills & Tools |
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**Skills:**- Product design- User research- AB Testing- Collaboration with Engineering- User Testing- Users Interviews- Prototype- UX monitoring- Team Lead**Tools:-** Figma - All Adobe Suite- Wordpress- Elementor- FullStory- Wix- FramerAI Tools:- Lovable- ChatGPT- Base44- v0

| Military Service |
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**Platoon Commander***Received Citation for Excellence*IDF Combat Engineering Corps(2005 - 2008)

| Languages |
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* **Hebrew** - Native tongue
* **English** - High proficiency
 | Summary**Experienced senior product designer and team leader skilled in UI/UX, illustration, and E2E design strategy. Proven track record of delivering impactful products on time, fostering collaboration, and innovating user experiences.**Professional Experience**Senior product designer, Teads (previously Outbrain) (2023 - Today)**Working on the Keystone and Engage dashboard products* **Full responsibility for User Experience (UX) design**
* **Presented design methodologies to improve efficiency and effectiveness: User research, Competitor research, Design system, UI design, Prototypes, Usability testing**
* A team player - Working closely with PMs and the development team
* **Actively contributed to practical design work, driving innovation and product improvement**
* Played a key role in design activities, offering creative ideas, concepts, and solutions
* Fostered a culture of creativity and experimentation within the team

**Senior UI/UX Team Lead and Senior Product Designer, FireArc (2023 - Present):*** **Worked horizontally across multiple products:**

**Product in Search monetization, KeyGuard Password manager, Carambola - Ad tech, WidgetBox - B2C Native app.*** Implemented new design processes to improve product development and align with company goals:
* **Presented design methodologies and processes to enhance efficiency and effectiveness: User research, Product understanding, Problem definition, Goal definition, Target receiver definition, AB testing, Prototyping, Iteracting, Incorporating feedback**
* **Actively participated in practical design work, driving innovation and product improvement**
* Directly involved in design activities, contributing creative ideas, concepts, and solutions
* Focused on driving innovation and continuous improvement in products and services
* Fostered a culture of creativity and experimentation within the team

**UI/UX and Team Lead, Abra Web & Mobile (2019 – 2023):*** **Working with large clients in the industry:**

**ELAL, Redis Lab, Cybea, PatriciaAI, Vhive and more...*** Streamlined project workflows, improved collaboration, and enhanced responsiveness to changing project requirements.
* Collaborated closely with product development teams to drive end-to-end design processes:
* Worked closely with cross-functional product development teams, including product managers, engineers, and other stakeholders.
* Actively participated in requirements gathering, ideation sessions, design reviews, and usability testing.
* Provided user-centered design solutions that meet both user needs and business goals.
* Took responsibility for transitioning the design team to a uniform design platform or toolset.
* Streamlined workflows and increased collaboration between team members.
* Spearheaded a website redesign project, overseeing all aspects from initial concept development to final implementation.
* Designed wireframes, prototypes, and UI based on close collaboration with developers to ensure a successful website launch.

In my career, I've successfully pitched design ideas, prioritized user needs, and translated research into actionable design changes. |
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