| **David Malka -** SeniorUI/UX and Product Designer | |
| --- | --- |
|  | |
| | Contact | | --- |  |  | +972-54-795-1888 | | --- | --- | |  | [dudu5malka@gmail.com](mailto:dudu5malka@gmail.com) | |  | Nesher, Israel | |  | [LinkedIn](https://www.linkedin.com/in/david-malka-83918ab3/) | |  | [Portfolio](https://dudu5malka.wixsite.com/david-portfolio) |  | Education | | --- |   **UX/UI Digital Design Studies**  Tiltan College (2016 - 2019)  **Software Practical Engineer**  The Technion (2013 - 2014)   | Skills & Tools | | --- |   **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 - Framer  AI Tools: - Lovable - ChatGPT - Base44 - v0   | Military Service | | --- |   **Platoon Commander**  *Received Citation for Excellence*  IDF Combat Engineering Corps  (2005 - 2008)   | Languages | | --- |  * **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. |
|  |  |