NETA ROT
PRODUCT DESIGNER

ABOUT ME

Product designer with over 10 years of experience in digital and industrial design. Perfect with pixels & people. Flexibility to work both in a team and solo, sensitive to the user's needs with an eye on the business side. Multitasking, efficient, able to meet deadlines. Enjoys woodworking in my spare time.

PROFESSIONAL EXPERIENCE

UI/UX Product & Graphic Designer

2022-Present - **Various projects**

- Conducting **user research, user flow, creating wireframes, prototypes and high-fidelity pixel-perfect UI design in Figma.**
- Working with **design systems** and **style guides**.
- Collaborating with **project managers** and **developers.**
- Identifying user needs and **pain points**, and translating them into effective design **solutions.**
- Business **materials design**, PowerPoint presentations, and InDesign business reports.

eCommerce UI/UX Designer

2016-2022 - **Pulp Shop Paper Products**

- Successfully managed and designed **eCommerce** websites for local and international shops using **Shopify.**
- Developed and executed annual marketing plans and **product roadmaps**, and launching new features and products.
- Conducted **user research, competitive research, and data analysis** to optimized user experience.
- Adapted the system based on business needs with developers.
- Identified business needs and align with company vision.
- Collaborated with local and **international business** partners.
- Managed **email marketing campaigns** that resulted in a ~200% revenue increase.

Graphic Designer

2013-2015 - **HaBarvaz Printing House**

- Prepared all designs for various print products, from **needs assessment to final production.**
- Produced a broad range of printed materials including printing, cutting, gluing, and finishing.
- Provided **end-to-end customer support.**

CONTACT

📞 054-6738209
🔗 www.netarot.com
@ neta8209@gmail.com
in www.linkedin.com/in/neta-rot

EDUCATION

UX COMPLEX SYSTEM (COURSE)
UXer- Ofer Monar
2023
UI/UX DIGITAL DESIGN (COURSE)
HackerU College
2022
DESIGN THINKING (COURSE)
Technion Israel Institute of Technology
2020
INDUSTRIAL DESIGN
Holon Institute of Technology
2016

SKILLS

UI Design
UX Research
Teamwork
Project management
Problems solving
Out of the box thinking
Woodworking

DESIGN SOFTWARES

Figma
Adobe XD
Adobe Illustrator
Adobe Photoshop
Adobe Indesign
Microsoft Powerpoint
Other – upon need

LANGUAGES

Hebrew – natuve
English – Fluent

VOLUNTEER WORK

MAX IMPACT ISRAEL