

# Dana Fridman

## Senior UX/UI Designer

Hi, I'm Dana. My passion is creating great experiences that are tailored to the user's needs, and following it through all its steps of implementation. I'm curious about technology and enjoy understanding how things work under the hood.

### WORK EXPERIENCE


- 2017/18**   **Zeek**  
Senior UX/UI Designer
- Leading design of cross-platform apps from research to release and beyond. Working closely with Marketing, Dev, BI and QA to ensure high product standards. Collecting business requirements and initiation of new features, including product planning phase. Prioritising and distribution of tasks within Studio.
- 2015/17**   **Vonage R&D Center**  
UX/UI Designer
- Mobile design of iOS and Android productivity and messaging apps. Working with dev and product teams to ensure high UI and UX quality in Vonage mobile apps suite. Designing and building Vonage Israel website.
- 2014/15**   **Studio Loolyan**  
UI Designer
- Design of web and mobile apps for start ups and corporates, such as Baligam and Intel.
- 2013/16**   **Freelance UX/UI Designer**

### EDUCATION

- 2016**   Nielsen Norman Group | UX Certification
- 2015**   Shenkar | Graphic Design Diploma
- 2013**   Netcraft Academy | User Experience Design
- 2010/13**   TAU | BA English Literature & East Asia

### MILITARY SERVICE

- 2007/09**   **IDF Intelligence Forces**  
Graphic Designer
- Printed media design, preparation for print, building and management of classified networks.

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### TOOLS

- Sketch   Photoshop
- InVision   Axure
- Zeplin   Illustrator
- WordPress   HTML/CSS

### INTERESTS

- Reading   Drawing
- Travel   Cats

### LANGUAGES

- Hebrew | Mother tongue
- English | Mother tongue level
- Russian | Mother tongue
- Chinese | Intermediate