

## Product Designer

Fremantle, WA, Australia, 6160  
0483 194 403  
rotemperets@gmail.com

I have a proven track record in User Testing, UX/UI, and 3D design. I manage end-to-end projects and user experience processes in physical and digital product development projects. I operate in a design services provider company and an in-house design department.

## Experience



*June 2023 » Present*

***Freelance Product Designer***

*Providing a range of services such as research, ideation, design, and handovers for production.*

- > Accountable for the complete structure of end-to-end processes such as medical, consumer, outdoors, and more
- > Simultaneously managing various types of projects and different timelines
- > I design products suitable for seasonal collection updates and upgrades
- > High value for the tiniest of details, from a user-centred point of view
- > I build strong relationships with design teams and clients and have a great sense of their business, designs and users' needs



*November 2021 » June 2023*

***Playtika Ltd. (House of Fun) - UI/UX Designer***

*Playtika is an entertainment company specialising in developing and publishing mobile games.*

- > Based on research, I create user flows and wireframes around the game to increase players' engagement
- > I collaborate daily with the Product, Art, and Animation departments
- > I often cooperate with monetisation, economy, customer service, VIP, and business analytics departments
- > Conduct tests of our current and future features' behaviour through prototypes, surveys and focus groups to validate the quality of our designs
- > Guide and review UI, Art, and Animation departments to ensure quality and clear flows in the final delivery
- > Design both "Playfullness" and "Monetisation" oriented projects and rose above the challenges of priority conflicts within them
- > Lead the projects' visual concept and storyline process to match our audience's preferences



*December 2020 » November 2021*

***Flamingo Works - Designer and Project Manager***

*Product design, development & engineering studio based in Tel Aviv.*

- > Managed various types of projects such as medical, consumer, outdoors, electronics, simultaneously and under tight timelines
- > Owned complete design end-to-end projects and stages of process development, such as ideation, and prototypes. Always with attention to design details and through user experience filter and user-centric point of view
- > Created content that included renderings of 2D images using Keyshot, Photoshop, Illustrator, and InDesign for different media types and client meetings, investors' pitches, user's manuals, and inner studio use
- > Worked closely with clients and had a great understanding of their business requirements and users' needs





October 2019 » December 2020

**Juran Technologies - Freelance Web Designer**

*Juran is a design and development company of innovative industrial machines*

**'Juran Technologies' new website**

- > Solved marketing issues by constructing a brand-oriented interface with multiple splash screens
- > Created a new interactive home screen combining a video and an animation using Adobe Premiere and Adobe After Effects
- > Created a new design language for the company

**'Aril System' website redesign**

- > Took charge of the entire design process, including user research and market analysis, user flow, wireframe, textual content, mockups, and SEO, up to the last detail
- > Created new visual content using my photography skills, Photoshop, Illustrator, and InDesign
- > Implemented informative technical drawings from Solidworks and edited them in Adobe Illustrator to create a sleek, minimal look



May 2016 » October 2018

**Nekuda Design Management - Project Manager & Designer**

*Nekuda is a full turnkey product development centre driven by designers and engineers.*

**Project Manager & Designer (July 2017 > October 2018)**

- > Managed under tight timelines and simultaneously multiple types of projects from head-mounted devices to medical, B2B, B2C, IoT, and more
- > Took full ownership of the project's design process from the ideation phase through the sketches and planning to prototypes, and finally, the design to manufacture stage, always keeping the users' needs as the highest priority
- > Participated in an international workshop in Shanghai and collaborated with a Chinese development team and product managers
- > I used Keyshot, Photoshop, Illustrator, and Indesign to create 2D content for various media types like client meetings, investors' pitches, and our studio use
- > I have always had close and easygoing communication with our clients. As a result, I understood their business goals and user needs

**Industrial Design Intern (May 2016 > July 2017)**

- > Rendered and edited 2D images using Keyshot and Photoshop for different media types
- > Overcome complex design challenges, occasionally using multiple software such as Solidworks and Rhinoceros combined with Adobe Illustrator and Photoshop
- > Specialised in rapid ideation design presented in storyboards like large-scale conceptual brainstorming and design strategy sessions

**Education**

 2013 » 2017

**B. Des: Industrial/Product Design**

*Shenkar - Engineering, Design and Art, Tel Aviv, Israel*

2022

**Multiple Research, UX and Game Design workshops** *Playtika Academy, Herzliya, Israel*

2022

**XD Prototyping Workshop** *Playtika Academy, Herzliya, Israel*

2022

**Digital Sketching Course** *Bezalel Academy of Art and Design, Jerusalem, Israel*

2021

**Typography Course** *On-Course, Tel Aviv, Israel*

2012

**Preparatory Design School** *Pushpin, Tel Aviv, Israel*



## Softwares and Key Skills

**3D** Solidworks | Rhinoceros | Keyshot

**Adobe** XD | Figma | Ai | Ps | Id | Pre | Ae

**Effectiveness:** I have established a "Requirements" template. It saved the time dedicated to meetings and inaccurate work and is now used across the Product-UX-Art chain.

**Communication:** I express my ideas to different audiences coherently so there are no unclear subjects. This ability maintained a smooth workflow and helped stay within the timetables.

**Teamwork:** Initiated weekly team meetings to discuss issues and brainstorm different projects. It increased our knowledge of other features in the system and reduced the load on our manager.

**Initiation:** Created an XD library to save the UX team sometime when searching or creating assets for wireframes. Rather than saving time, this library later turned to the product's design language.

**People's Person:** I create a positive atmosphere and know how to read the people around me. This skill allows me to build strong friendships that last for years.

**Other Language:** Hebrew