

Tzvi Meller

Product Designer | UX Architect

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Work Experience

Senior Product Designer | Outshift by Cisco | 2024 - Present

- Collaborated with cross-functional teams to design and develop user-centric, secure cloud products.
- Conducted user research and usability testing, leading to enhanced user satisfaction and engagement.
- Created wireframes, prototypes, and high-fidelity designs, translating insights into impactful product solutions.
- Maintained a design system, ensuring consistency and improving the overall user experience.

Senior Product Designer | Armo | 2023 - 2024

- Developed and implemented an intuitive design system to streamline the user interface.
- Researched and introduced innovative features, enhancing the Armo platform's functionality.
- Designed new product features, including menus, tabs, and widgets, aligning with the overall design system.
- Led planning and grooming sessions with development teams, optimizing the design-to-development workflow.

Mentor | 'Startup Designers' community | 2021-2023

- Mentor junior product designers throughout the process of building a portfolio, preparing for interviews and homework assignments.

Product Designer | Perception Point | 2020 - 2023

- Spearheaded the design for a B2B cyber-security platform and Google Chrome extension, ensuring cohesive product experiences.
- Created a comprehensive design system, improving consistency across the X-Ray dashboard.
- Researched and integrated innovative features within the X-Ray dashboard, enhancing usability and customer satisfaction.
- Streamlined processes between design and development, leading planning and grooming sessions for efficient execution.

Product, Marketing and Brand Designer | Perception Point | 2019-2021

- Planned and implemented original marketing promotions and collateral
- Served as Creative Director with rebranding of the website, email marketing, advertising, and print materials
- Worked with product team to design and implement product features (drip emails campaigns, shopping filters, referral campaign, etc.)
- Generated original content and executed social media strategy across all platforms (Facebook, Twitter, LinkedIn, etc.)

Education

2022

UX Architect, External studies Haifa University.

2013 - 2017

B.Des (Hons) in Visual Communication, Holon Institute of Technology (HIT), Holon, Israel.

2010

Certificate in Production Art using Adobe CS. Mentor College, Tel Aviv.

Software

Figma
Sketch
Adobe XD
Elemntor
Wix
Principle
Illustrator
Photoshop
InDesign
After Effects

Skills

Product Design
UI/UX Design
User Research
User Flows
Prototyping
Branding & Identity
Visual Design
Responsive Design
Web Development