

KEREN FLEISCHER

kerenfleischer.com · kerenfleischer@gmail.com · 054-5885603

EMPLOYMENT

2019 - 2022 · Product Designer & Design System Lead at Phenom

- Building and maintaining the CRM design system
- Collaborate with product managers, engineers and researchers to refine and improve the product experience
- Lead a full design cycle from research through prototyping to design & usability testing
- Conduct product research based on customer feedback, data, competitor analysis, and more
- A team player, working closely with other designers on the team, fostering a collaborative, productive, knowledge-based, and positive environment

2017- 2019 · Web Designer at Wix.com

- Designer of website templates for thousands of users, from concept stage to final execution
- Collaboration with Wix editor developers
- Fluent with Wix Code

2016-2017 · Art Director at Waves Audio

- Consolidation of brand language, creating a brand book and brand guidelines
- Development of a work methodology for the management and design team
- Reported to the Director of Creative Innovation in L.A.

2011-2016 · Art Director at Titan BrandWise

- Leading projects from concept stage to design implementation
- Creating all aspects of corporate international brands across various platforms
- Managing internal team projects and cooperating with programmers

2010-2011 · Graphic Designer at NFH - Multi Dimensional Design Boutique

- Designing visual prototypes from wireframes and delivering production-ready assets for development
- Collaboration with developers

EDUCATION

2017 · UX and product design course, Create - Digital Creation School

2006-2010 · Graduate of Bezalel Academy of Arts and Design, Dept. of Visual Communication (B.Des.)

2009 · Student Exchange Program at Parsons Paris - The New School, Crafts and Design, Paris, France

2004-2005 · TAU School of Architecture

TOOLS

Design and Prototype · Figma, Sketch, Adobe programs

Research and Productivity · Jira, Trello, Fullstory, Pendo, Dovetail, Miro

Development · Knowledge in HTML, CSS (HTML course, Mentor Computer Training School)

CERTIFICATES OF EXCELLENCE

2008 · Excellence Scholarship from Bezalel Academy of Arts and Design

2002 · Certificate of Excellence from the Israeli Navy

LANGUAGES

Hebrew (mother tongue)

English (mother tongue)