

MICHELLE SAMORA

PRODUCT DESIGNER

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EDUCATION

Netcraft / User Experience Design
2017

Hadassah Academy / B.des
Inclusive Industrial Design
2010 – 2014

AWARDS

Excellence for final
project - 'Manufacturing
Association of Israel'

Finalist in the Milbat design
competition for final project

SKILLS

User Research

Personas and User Scenarios

Wireframes & Mock ups

Visual Design

Prototyping

Sketch

Adobe Creative Suite

Invision

Basic Knowledge of HTML + CSS

Excellent communication skills

Fluent in Hebrew and English
(mother tongue)

WORK EXPERIENCE

AutoLeadStar / Aug 2017 – Present

Lead UX/UI Designer for SaaS Automotive Marketing Platform

- Responsible for complete UX/UI from research, drafting user scenarios, challenges, mapping out flows, wireframing, prototyping and all visual design of dashboard and products
- Redesigned one of our current tools which increased conversions by 2.5x for our customers.
- Teamed with Development to create pixel perfect designs. Perfected user experience based on user feedback which increased sales
- Collaborate with PM's and marketing to brainstorm, design and test new features

Anyvention / Jun 2015 – Feb 2017

Industrial Design and UX/UI for product startup

- Collaborated with design team on consumer products, one of which won the IF Design Award
- Responsible for the design of new consumer products from research and concepts to competitor analysis, user scenarios and flows, 3D cad software design and 3D printing and prototype construction
- Conceptualized and created all company design materials including website, product packaging, investor decks and social media collateral