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# Larisa Maly

UI/UX, PRODUCT, CREATIVE

Portfolio: www.designarea.co.il

"Breathing" design since the age of 15, while continually learning and enriching the knowledge for two decades. During my career, I have touched almost all aspects of design, participated in special projects in various themes, and have acquired exceptional knowledge. For the past 13 years, I have been focusing on UI/UX.

**Personal qualities:** creativity, responsibility, attention to small details, ability to lead, high and fast learning abilities, excellent interpersonal skills and teamwork.

## SKILLS

UI/UX, Product, Mobile Design

Branding/Identity

HTML/CSS

Animation/3d

Design and branding for exhibitions and conferences

Design shelf products

Photography

## TOOLS

XD/Sketch/Figma

Illustrator

Photoshop

Dreamweaver

Invision/Marvel/Zeplin

Principle

Creatopy/Motion Design

## LANGUAGES

Hebrew

Russian

English

## HOBBIES



## EXPERIENCE

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02.2022 -Today

**UX/UI Expert, IT department at Partner Israel** - a Communications Company.

Leading UX/UI aspects in complex unique projects in communication B2B, B2C. Daily collaborating with engineers, architects, and project managers. Creating intuitive simple and smart flows in an agile environment. Interviewing users, learning, and following end-user behavior to achieve a solution for a better user experience.

2019-2022

**HEAD OF UI/UX & CREATIVE at www.ElephantStock.com** - an American tech-Innovative company in the home decor industry (e-commerce, 80k+ art items & personalized products). In my role, I have established an in-house Design Studio including 3 designers, freelancers, a video creator. As the head of the design studio, I am a part of the management of the Product and Marketing departments.

Daily collaboration with product managers, R&D, SEO, and marketing team. **Creating a data-driven design based on:** researchers, a/b tests, polls, user usability tests, SEO data. Creating complex product design flows (mobile & desktop), as well as a mobile app for personalized products. Leading unique projects from ideation to realization, creative strategy for marketing campaigns and events (social, display, video ads' CTR) using data, code, motion, and 3d. Full company rebranding. Creating a complex email marketing system, design system, brand book.

Thanks to our collaboration with the product department, we increase events rates per session, page views, and the rate of different conversions goals (like product details CTR, add to cart, checkout, purchase rates). **During 3 years of all departments collab, the companies annual revenue tripped and grew from 30 employees to 200.**

2018-2008

**UI/UX | PRODUCT DESIGN** - Niloos Software - innovate hunter edge recruitment system.

Have participated in the development of complex systems b2b, b2c based on cloud computing (SaaS), apps for mobile devices. Collaborated with product managers, engineers, and developers as a product designer. Used various data to create a perfect user experience.

I acquired knowledge of HTML/CSS and the development process for different environments which allows me to better communicate with developers, giving them clear instructions and finding creative solutions to problems that arise during development.

2003-2019

**BRANDING, DIGITAL DESIGN** / self-employed / - Accompanied large clients (startups, medical centers, municipalities, sports centers, retail companies) in branding and various marketing digital and print products. Designer for large exhibitions, shelf products.

## EDUCATION

2021

**Google E-commerce Growth Lab.** Our company Chosen by Google as one of 10 successful e-commerce to be a part of the growth lab.

2007-2019

"SkilBox," online university, **course UX.** Courses for the enrichment and comprehensive knowledge on **UI/UX, product design**, and social networks.

"College of Business," the expert training course in marketing and sales.

"Mentor College", **development** and animation course, **HTML/CSS**, Dreamweaver.

2000-2003

**"Western Galilee" College** - the branch of WIZO Haifa School of Design, **studies of graphic design and visual communication**, designers degree.