



Larisa Maly

UX/UI EXPERT • PRODUCT DESIGNER & CREATIVE MASTER

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With over 16 years of experience in design, I've tackled nearly every aspect of the field, turning complex challenges into user-centric solutions that drive growth. My focus is on crafting intuitive, efficient, and visually appealing interfaces that enhance user experiences and elevate brands.

Personal qualities: creativity, unwavering responsibility, meticulous attention to detail, strong leadership skills, rapid learning abilities, excellent interpersonal and teamwork capabilities.

EXPERIENCE ***PLEASE KEEP THIS CONFIDENTIAL***

2022-Today • **LEAD PRODUCT DESIGNER, UX/UI EXPERT**, IT department at Partner Israel - a Communications Company.

Leading UX/UI aspects in complex unique projects in communications B2B, B2C. Playing a pivotal role in UX/UI design for diverse projects, including CRM platforms for customer service and sales, fiber implementation, billing systems, call center optimization, supplier portal, various projects for ERP, and more. Collaborating daily with engineers, architects, and project managers to **create intuitive, simple, and smart flows in an agile environment. Conducting user interviews, learning from, and following end-user behavior to achieve better user experiences.**

Results: Our CRM team improved customer service by shortening interaction times, speeding up quote submissions and deal closures, and thoroughly documenting each stage of the representative's actions. These efforts eliminated sales errors and resulted in significant cost savings for the company. **Partner Power Project:** We also led the development of a new electricity sales platform, originally planned as a year-long project, but successfully piloted in just two months. **This accelerated the product's time-to-market and saved the company money by avoiding outsourcing the project to an external provider.**

2019-2022 • **HEAD OF UX/UI & CREATIVE** - www.ElephantStock.com

An American tech-innovative company in the home decor industry (e-commerce, 100k+ art items & personalized products).

Established an in-house design studio, including three designers, freelancers, and a video creator. As the head of the design studio, I was a part of the management team for both the Product and Marketing departments.

Daily collaboration with product managers, R&D, SEO, and the marketing team. **Creating data-driven designs based on research, A/B tests, polls, usability tests, and SEO data.** Developing complex product design flows for mobile and desktop, including a mobile app for personalized products. Led unique projects from ideation to realization, including creative strategy for marketing campaigns and events (social, display, video ads' CTR) using data, code, motion, and 3D. Overseeing full company rebranding efforts, including the creation of a complex email marketing system, design system, and brand book.

Results: Our collaboration with the product department resulted in increased event rates per session, higher page views, and improved conversion rates for various goals (e.g., product details CTR, add to cart, checkout, and purchase rates). **Over three years, our combined efforts led to the company's annual revenue tripling, and the workforce growing from 30 to 200 employees.**

2018-2008 • **UX/UI, PRODUCT DESIGNER** - Niloos Software. An innovative hunter-edge recruitment system.

Participated as a product designer in developing complex systems, such as B2B and B2C on cloud-based (SaaS) platforms and apps for mobile apps. Collaborated with product managers, engineers, and developers as a product designer. Used various data to create an optimal 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.

EDUCATION

- **Google E-commerce Growth Lab.**
Google has selected "ElephantStock" as one of 10 successful e-commerce companies to be part of the growth lab.
- **UX, Product Design, and Social Networks Courses.** - SkilBox an online university, focused on enrichment and comprehensive knowledge.
- **Expert training in marketing and sales** - College of Business.
- **HTML/CSS & Animate Course** - Mentor College.
- **Designers degree.** Graphic design and visual communication - Western Galilee College, a branch of WIZO Haifa School of Design.

SKILLS - Saas, Mobile, B&B, B&C, Data-driven design, Usability, AI, Html/Css, Branding & Identity, Animation, 3d.

TOOLS - Figma, XD, Illustrator, Photoshop, Chat GPT, Midjourney, WordPress, Animate, Creatopy, CapCut.

LANGUAGES - English - fluent, Hebrew - native, Russian - native.

Full military service.