

Elizabeth Madar

UI/UX product designer with hands-on experience in the Fintech industry and a background in visual design.

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EXPERIENCE

Rapyd, Tel-Aviv - Product Designer (UI/UX)

2023 - Present

Design user interfaces - from wizard flows to complex dashboards - while collaborating with designers, product managers, and multiple dev teams to ensure a cohesive brand and user experience.

ChargeAfter, Tel-Aviv

- Design Team Lead

2021 - 2023

Managed a team of 3 designers, leading UX vision and execution across mobile and desktop products in close collaboration with PMs, QA, and engineers.

- Product Designer (UI/UX)

2020 - 2021

Designed products from concept to launch in collaboration with designers and PMs. Built a design system and defined brand guidelines, including a logo redesign.

John Bryce Solutions, Tel-Aviv - Digital Graphic Designer

2018 - 2020

Worked as part of the projects department design studio. Designed a variety of digital projects, including E-learning courses, web assets, tutorials and marketing materials.

EDUCATION

Reichman University (IDC) - M.A. Human-Computer Interaction

2021 - 2022

Theoretical and practical project-based studies of HCI methodologies, UX research, service design, creative prototyping workshops, and advanced technologies including mobile and virtual reality (VR) interaction.

Holon Institute of Technology (HIT) - B.A. Instructional Design

2016 - 2019

Project-based learning of technology enhanced instruction in three main clusters: Visual experience design, web development and programming, training and Instruction.

HackerU College - Graphic Design & Copywriting Course

2015 - 2016

Graphic visual communications, web design and copywriting studies, including Adobe Creative Cloud (CC) programs proficiency.

SKILLS

User experience (UX)
UX Research
User interface design (UI)
Prototyping
Web and mobile design
Video editing
Instructional design
GenAI

TOOLS

Figma
Adobe Creative Cloud suite
ChatGPT

LANGUAGES

Hebrew Native
English..... Full Professional
RussianAdvanced

MILITARY SERVICE

July 2013- July 2015

Full military service at the office of the commander of "Lotem" - IDF Digital & Data unit.