

ASAF OV DAT PRODUCT DESIGNER

CURRENT EXPERIENCE

PRODUCT DESIGNER

Karen Segev Studio | 2020 - Present

Collaborating with cross-functional product teams (Product Managers, Developers, Marketing teams and Designers) to deliver holistic design solutions and ship user-centered products for tech companies across web and mobile in a fast-paced and agile environment.

Braking down complex and ambiguous product requirements into highly polished interfaces through user-centered design methods, problem-solving skills, evidence based critical thinking and attention to detail through user flows, prototyping and rapid iterations.

Leading the efforts of creating and maintaining pixel perfect reusable design systems in Figma that enables Designers and Developers move fast. This helped the studio to work at scale and sign more clients.

Created internal product for a client that shortened delivery time of marketing materials from 1 week to 3 hours.

PRODUCT DESIGNER & WEB DEVELOPER

Freelance | 2016 - Present

Taking full ownership and leading the design process: conducting research and gathering data, defining products/features concept, creating UX flows, setting up high fidelity prototypes for user testing and creating production ready assets for apps, websites and web-apps.

Working with C level Executives, Product Managers, Engineers and QA to deliver holistic design solutions while serving as the voice of the user.

Developing websites for startups and high tech companies that are tailored for their specific business goals and needs.

Identified usability and business issues in an IoT web-app and re-designed it, leading to a 2 million dollar investment.

PAST EXPERIENCE

BRAND DESIGNER

Firma: The Brand House | 2015

VIDEOGRAPHER

Freelance | 2016

VOLUNTEERING

DESIGN MENTOR

SigmaLabs Accelerator | 2019 - 2020

Guided founders of early-stage startups to meet their design needs: from investor decks to product design, by having one-on-one sessions of rapid wireframing, brainstorming and refinement of user journeys.

EDUCATION

B.A. GRAPHIC DESIGN + TEACHING CERTIFICATE

The NB Haifa School of Design
Graduated 2014

ARCHITECTURE SCHOOL

The NB Haifa School of Design
2008 - 2010

LANGUAGES

HEBREW

Native

ENGLISH

Fluent

SKILLS & TOOLS

Rapid Wireframing | High-Fidelity Prototyping | User research | User centered design | Web Development | Storytelling | Design system | User testing | Agile Figma | Adobe Creative Suite | Webflow | HTML | CSS