



# Lena Sosnov

## Product Designer

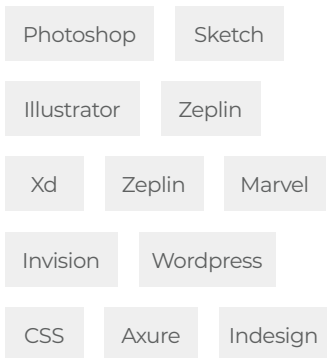
My mission is to create an easy and comfortable digital experiences based on a deep understanding of users' needs while incorporating a modern and trendy designs.

### CONTACT

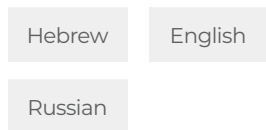
054-6349590 | [lenasosnov.com](http://lenasosnov.com)  
[lenadesign185@gmail.com](mailto:lenadesign185@gmail.com)  
[linkedin.com/in/lena-sosnov](https://www.linkedin.com/in/lena-sosnov)



### TECH SKILLS



### LANGUAGES



### LOVES & HOBBIES



### EXPERIENCE

#### Product Designer at Salaryo

June 2019 - July 2020

- Own all design responsibilities of the company including product, website, rebranding efforts and graphics for social media.
- Improved the customer's experience during the onboarding process for the company's products by leading all UX/UI efforts from ideation on Marvel to implementation to graphic QA.
- Worked directly with the R&D Team as well as with the CPO using Zeplin in order to improve several product interfaces, which in turn improved user experience with the company as a whole.
- Interpret survey results gathered by the Marketing Team into visually comprehensible graphics and presentations for the company's use with investors, partners, and customers.

#### Product Designer at Powerlink CRM

Aug 2017 - June 2018

- Led product interface and branding efforts of the company's new product, Breezz.
- Designed the UI of the Support/Help Center in order to build a community among users in order to improve their experience with the product.
- Revamped product flows while maintaining an emphasis on pixel perfect designs.
- Used Zeplin and Invision in order to deliver production-ready design assets to the R&D Team.
- Worked directly with the CEO, Project Manager and Developers using an Agile Environment and ScrumWorks in order to develop the best product possible for our customers.

#### Web & UI Designer at Playscape- Learn Different

Jan 2015 - Aug 2017

- Work directly with clients in order to understand their needs and in turn design a wide range of unique solutions to improve their experiences.
- Assisted customers with brand, website and mini site creation for their company's platform.
- Designed the company's product that focused on individualized surveys to match the customers needs.

#### Freelance Designer

2014 - 2015

### EDUCATION

#### Netcraft Academy

2015 - 2016

Successfully completed a usability and user experience course in Netcraft Academy.

#### The Open University

2010 - 2015

Bachelor's degree in humanities and cinema.

#### Avni Institute of Art and Design

2010 - 2014

Completed a high performance program for interactive designers.