



# Lena Sosnov

## Product Designer

My mission is to create an easy and comfortable digital experience based on a deep understanding of user needs, while incorporating modern and trendy designs.

## CONTACT

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## SKILLS

User research  
User flow  
User-centered Design  
Low and high fidelity wireframes  
Prototyping  
Illustrations

## TOOLS

Adobe Creative Cloud  
Sketch  
Figma  
Invision  
Zeplin  
Marvel  
Elementor  
Axure

## LANGUAGES

Hebrew  
English  
Russian

## EXPERIENCE

### Freelance Product Designer

May 2022 - Present

- Design wireframes and prototypes for a range of projects, which have included designing complex user interfaces and responsive UX/UI designs.
- Establish the company's visual identity by defining elements like the color palette, font choices, and logo design.
- Collaborate with both another designer and a developer to ensure the success of the project.

### Product Designer at Salaryo

June 2019 - May 2021

- Owned 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.
- Interpreted 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

- Worked 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.

## 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 arts, humanities and cinema.

### Avni Institute of Art and Design

2010 - 2014

Completed a high performance program for interactive designers.