Hi,
I'm Michal Weinstein.

I'm a UX/UI designer with six years of experience in user research, user journies, human-centered design, and building design concepts and branding for the government and private sectors. Before joining Deloitte, I had worked in Design Forward (prev. Design Factory), a digital design studio specializing in UX, UI, and brand strategy. Clients: Amdocs and AT&T.

Skills

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• User-centered design
• Design thinking
• User experience
• User interface design
• Branding & identity
• Logo design
• Typography
• Photography

Tools

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• Sketch
• Adobe Creative Suite
• Zeplin
• Invision
• Axure
• Atlassian's Jira & Confluence
• Github

Education

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B.Design in Visual Communication, Shenkar College of Design, majored in UX, Interactive and Print Design.

Military Service

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2007 - 2009 | Researcher
Israeli Air Force Intelligence

Air Force Intelligence VISINT (Visual Intelligence) researcher. Release rank: Sergeant.

Experience

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2018 - 2021 | UX/UI Designer | Deloitte Digital

Ministry of Health of Israel
Designed the national COVID-19 dashboard, displaying corona updates for various stakeholders, including mayors, enabling data-driven and fact-based decision-making by municipalities. Also, I Created a style guide for a Tableau-based BI system by the MOH.

Ministry for Social Equality, National Digital Israel Initiative
Digital transformation of resignation and financial rights platform
Designed a digital system enabling an employee and employer to resign from a workplace remotely. As part of this project, designed the process interface and conducted user research including user journeys and potential personas.

Campus IL (National Digital Venture) - Senior Citizens' Accessibility
Based on interviews and usability testing with the elderly population, adjusted and suggested improvements for a user-friendly digital courses interface for senior citizens.

Isracard – Payment Application
Designed Israel's first mobile payment platform for retail, including the application's wireframes and UI. Also, I conducted user research, including current and future user journeys, and created personas, feature opportunities, and R&D specifications.

2016 - 2018 | UI Designer | Design Forward

Design Forward (prev. Design Factory) is a digital design studio specializing in UX, UI, and brand strategy.
I worked on diverse products for various clients, such as Amdocs, AT&T, etc.
As part of the design process, I designed UI, branding, style guides, onboarding steps, components libraries, and mock-ups. Worked closely with PMs and R&D teams and participated in the agile development process.

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