

EMILY WIND

PRODUCT DESIGNER

CONTACT

058-666-9676
emilywind@gmail.com

PORTFOLIO

www.emilywind.com
Password: design

SKILLS

UX and UI Design
Complex Systems, SaaS
Product Strategy
Wireframing
Prototyping
iOS Native Design
Responsive Web Design
User Research
A/B Testing
Usability Testing
UX Writing
HTML + CSS

TOOLS

Figma
Sketch
Fullstory
Invision Studio
Adobe Illustrator
Adobe Photoshop
Zeplin
Abstract

LANGUAGES

English (native)
Hebrew (proficient)
French (basic)

EDUCATION

UX Academy Bootcamp
[Designlab](#)

B.A. in Psychology
Brandeis University

EXPERIENCE

UX DESIGNER

Wix, Tel Aviv | Dec 2020 - Present

- ▶ Responsible for paid ads tools for Wix users, including Facebook Ads and Google Ads, natively integrated into the Wix platform
- ▶ Previously led UX design of technical tools for SEO professionals
- ▶ Works closely with product manager, UX writer, and developers to determine product strategy and roll out products efficiently at a high standard of quality
- ▶ Owns design process from research through release and testing
- ▶ Leverages A/B tests, usability testing, user session recordings, and business analytics to drive design decisions

LEAD PRODUCT DESIGNER

Titan Platform for Salesforce, Israel | Jul - Dec 2020

- ▶ Designed a highly advanced web builder that integrates with Salesforce from conception to implementation
- ▶ Overhauled the visual design of Titan's product
- ▶ Translated complex SaaS flows into intuitive user experiences in accordance with best practices

UI/UX DESIGNER

Balink Salesforce Partner, Jerusalem | Dec 2018 - Jul 2020

- ▶ Designed iOS apps that integrate with Salesforce for salespeople at luxury companies (including Louis Vuitton, Dior, and Cartier) to get data on their clients, manage their schedules, and see their KPIs.
- ▶ Worked on a wide range of products, including mobile apps, enterprise web applications, jewelry configurators, product catalogs, employee management features, and more
- ▶ Designed UX and UI of the entire internal software system for Tnuva, the leader of Israel's food industry

LEAD DESIGNER AND COFOUNDER

RemoteShiva, International | Feb 2020 - Jun 2021

- ▶ Co-invented and designed a tool to help Jews mourn remotely as a response to COVID-19, which focused on scheduling Zoom visits, centralizing information, and memorializing the deceased