



Alice Drori

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 /alicedrori

ABOUT ME

I am knowledgeable, multidisciplinary, and self-taught with a fast learning curve.

Works well independently and as a part of a team, and performs well in a dynamic environment.

I am passionate about creating products that improve people's lives and make a positive impact on their well-being.

EXPERIENCE

June - UX Designer | Efshar | Freelance

2022 A complex system platform for a social network and job board for candidates with disabilities or from disadvantage communities.

This system is intended also for social and public organizations helping people with special needs, as well as for various service providers.

My responsibility was to first characterize the screens of all users, then I was asked to coordinate communications between the designers and developers, as well as to plan the work process so that the project would meet the deadline.

- I delivered the design within 20 days.
- Translate characterization document into a concept.
- Create users flows and detailed wireframes
- Build prototype.

2022 - UX Designer | Art of Serendipity | Owner

2010 Entrepreneur and a founder. Develop new products, manage their life circle, define a concept, information architecture, sketches, wireframes, and prototype.

UX Designer -

- Users, market, and competitor research.
- Ideation, defining a product concept, and a functional structure.
- Production and product launch.
- UI design.
- Improving the products according to customer feedback.

Marketing Designer -

- Marketing strategy, funnel design, market analysis.
 - Content writing and visual design for advertising.
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EDUCATION

UX Design @JumpIn (with honors)

B.A in Management & Economics @ Open University