

Alice Drori



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LIFE MOTTO

"You never fail until you stop trying"

I AM PROUD OF

- Launched a successful business with a newborn in my arms.
- My optimism that never fades.
- My creative power which enables me to rise to the challenges of changing situations.

EXPERIENCE

June- July 2022 **UX Designer & Product Manager | Efshar | Freelance**

A multi-platform desktop community network combined with a job board focused on candidates with disabilities or from disadvantaged communities.

- lead the project as a UX designer and collaborate with the developers and other designers.
- Establish a roadmap and prioritize tasks to ensure the project meets the deadline.
- Designed all features with detailed wireframes, onboarding process experience, and elegant user flows.

2023 - 2010 **Product Manager | Art of Serendipity | Owner**

Entrepreneur and a founder of Wellness & Productivity Planner.

- Using the agile approach in a fast-changing business environment.
- Develop new products and manage their life circle.
- Digitalizing all paper planners to meet the market need for planners to digital devices such as iPads.
- Conduct market and user research to continuously improve the products.
- Using data and analytics to improve user satisfaction and leverage innovation and growth.
- Collaborate with suppliers, designers, and talents both domestically and internationally.

2009 - 2005 **Account Manager | Diplomat**

Support the company's business customers to maintain loyalty, and increase profitability.

- Manage sales processes and ongoing communication with the customer.
- Interacting with internal and external interfaces: marketing, sales, logistics, accounting, etc.
- Manage marketing budgets in collaboration with the client's trade department.

EDUCATION

UX Design @JumpIn (with honors)

B.A in Management & Economics @ Open University