Avigail Boimel
UX & UI Designer

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Work Experience

Product Designer 2023–Present

Full Force Group, Jerusalem

- Led the UX/UI design of complex responsive systems, from research to development, while significantly optimizing and streamlining workflows.
- Achieved precise deliverables through close collaboration with Front-End and Back-End developers and product managers.
- Conducted in-depth user research, including surveys, interviews, and data analysis, leading to the development of creative solutions.
- Extensive use of Figma, CSS, HTML, Elementor, WordPress and Adobe tools to create high-quality components.
- Managed and led the team to successfully meet goals, while adhering to tight deadlines.

UX/UI Expert, Web Designer & Builder 2021–2023

Gal Oren Lerner BSD, Ramat Gan

- Full management of website, game, and landing page development processes – from strategy to launch. This included continuous evaluation, deriving insights, and improving deliverables.
- Elevated the department into an independent and proactive unit, moving beyond task execution.
- Managing schedules, resources, and teams while ensuring project objectives are met.
- Providing solutions to complex technical challenges, in close collaboration with developers and product managers.
- Collaborated with leading companies in the Israeli market, achieving outstanding results.

Education

Advanced UX & Research Course | Tal Florentin 2024

Design Systems & Advanced Figma | Netcraft Academy 2024

Comprehensive CSS & Professional Elementor 2022

Media Design Practical Engineering Certification | MAHAT 2020–2021

Tools

Figma | HTML | CSS | Elementor
WordPress | Jet | Google Analytics
AI Tools | Adobe Suite | All in Design

Professional Skills

UX Research | SaaS | Design Thinking
Design System | Wireframing | Prototyping
User Flows | Collaboration with Dev Teams

Languages

Hebrew – Native
English – Excellent