

ATARASZLAR

INNOVATIVE USER CENTERED PRODUCT DESIGNER

SUMMARY

Talented and creative innovator who translates ideas into concrete designs for valuable commercial consumer products.

KNOWLEDGE & EXPERTISE

Creativity
Innovation
Concept Development
UI/UX Design
Industrial Design
Wireframing
Ideation
Illustration
Solutions-Focused
Systems Thinker
Collaboration
Attention to Detail
CAD Modeling
Digital Rendering
Fluent in English & Hebrew

TECHNICAL TOOLS

Adobe Photoshop, Illustrator, Sketch, InVision, WordPress, HTML, Basic CSS, SolidWorks, Keyshot

EXHIBITS & AWARDS

Appa Mobile Application
Demonstrated at 'UXI Live 2016' Conference

Nullum Project, Displayed at 'Musical Chairs' Exhibit, WIZO Academy, Haifa, Israel, 2016

Pegbox, Selected by Keter Plastic, LTD as Outstanding Design of Bezalel 'Plastics Tech' Course, 2013

PUBLICATIONS

Coauthored with Professor Shlomo Magdassi,
<http://www.tandfonline.com/eprint/PSTSBxUSUEmpZVRKTHEH/full>

CONTACT

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EDUCATION

Bachelor of Design, Industrial Design Major

Bezalel Academy of Art & Design
Jerusalem, Israel 2015

EXPERIENCE

2018 – 2020

UI/UX Designer

TIM Technologies, LLC, Atlanta, Georgia

TIM Technologies, LLC is a research and development company specializing in IoT and data analytics working with energy, environmental, signage, and telecommunications devices.

- ✦ Led user experience design and development for a startup company from ideation using competitive research and conducting a user needs analysis. Designed specifications that defined and translated product development for a new home services mobile application.
- ✦ Completed the wireframing and design of two applications, one for customers and one for service providers.

Product Developer

2016

Debby Elnatan, Jerusalem, Israel

Debby Elnatan designs home neuromodulation treatment devices for spasticity reduction for children and adults with gross motor dysfunctions.

Supported the Inventor in translating a vision into reality in the prototype development, fabrication, and testing of an innovative rehabilitation device to aid special needs children in learning to overcome motor impairments.

Product Developer & Designer

2015 - 2016

Casali Center for Applied Chemistry, Hebrew University of Jerusalem, Israel

Consistently ranked among the top universities worldwide, the Hebrew University of Jerusalem is Israel's premier academic and research institution.

Worked directly with Professor Shlomo Magdassi, the Institute of Chemistry Chair, who partners academic research with commercial product development.

Constructed a 3D printed wearable product using shape memory polymers and other smart materials, recognized with a fourth-place award at a prestigious international design competition held in Singapore.

UI Designer

2015

RoadMetric LTD., Jerusalem, Israel

RoadMetric LTD is a global leader in the development of innovative technology for traffic law enforcement. The company designs, manufactures, and markets advanced enforcement tools.

Designed compelling digital media graphics and user interfaces for an advanced traffic enforcement system startup company. Created UI elements including input controls, various navigational and informational components, and graphics that designed a user-centric, simple, effective, yet engaging interface.

Internship

2013

Keter Plastics LTD., Yokneam, Israel

Keter Plastics LTD is an Israeli manufacturer and marketer of resin-based household consumer products.

Designed and developed a set of products in collaboration with Executive Designers at the Keter Yokneam production plant using CAD modeling tools to create products for plastic mass manufacturing technologies.