

Dor Vadai

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UX/UI Designer | Product Designer

UX/UI Design | User Research & Analysis | Product Development | Information Architecture | Visual Design | Personas & Role Analysis | Prototyping & Wireframing | User Testing & Feedback | User Journey Mapping | Cross functional Collaboration

Innovative UX/UI Product Designer with a strong background in psychology and extensive experience in creating intuitive, user-centered designs. Skilled in leading product design projects from concept to completion, ensuring seamless integration of user experience and interface design. Proven ability to conduct comprehensive user research and develop designs that enhance user engagement and drive business success.

WORK EXPERIENCE

Drishat Shalom Ltd. – Tel-Aviv, IL

December 2023 – Present

UX Writer | Design consultant

- Defined language and tone for an enterprise chatbot, ensuring alignment with business goals across various organizations.
- Conducted in-depth user research, gathering insights and inform design decisions
- Developed a comprehensive design plan and guidelines for future development and investor presentations.
- Made micro-copy optimizations, enhancing user engagement.

Chasdei Lev- Tel-Aviv, IL

January 2024 – Present

UX Intern | Project Manager

- Elected Project Manager, leading a team of 10 UX design interns to create a comprehensive Carpool app dashboard
- Managed the full product development cycle from initial research to final prototyping and presentation.
- Conducted UX research, including user interviews and surveys, to gather valuable insights.
- Developed detailed personas and role analyses to ensure the product met user needs.
- Created wireframes and prototypes to illustrate design concepts.

Ulpan-Or International – Jerusalem, IL

September 2019 – Present

Didactic Manager | Content Writer

- Led curriculum development, content creation and training programs to enhance learning experiences for students and teachers globally.
- Developed and implemented innovative curricula and training programs for diverse learner groups.
- Created engaging and effective learning materials, as evidenced by positive feedback.
- Conducted teacher training seminars to ensure effective curriculum delivery and instructional strategies.
- Improved student engagement and learning outcomes through targeted didactic strategies.

EDUCATION

The Academic College of Tel Aviv-Yaffo (MTA) – Tel-Aviv, IL
Bachelor of Arts – Psychology & UX Design - June 2024

PROFESSIONAL SKILLS

- **UX/UI Design:** Information Architecture, User Journey Mapping, Personas, Wireframing, Prototyping, Visual Design
- **Micro-Copy:** UX Writing, CTA Optimization, Tone of Voice
- **Tools:** Figma, Adobe Photoshop, Canva, Mixpanel, Google Analytics
- **Research:** User Interviews, Card Sorting, A/B Testing, Analytics
- **Product Development:** Conceptualization, Requirements Gathering, Iterative Design, Cross-functional Team Collaboration

VOLUNTEER EXPERIENCE

User Empowering Design Institute (UED) – Tel-Aviv, IL

December 2023– Present

Research Institute

- Content Writer: Authored UED-focused articles, translating and summarizing academic work for the institute’s database.
- Database Organizer: Categorized and sorted text, papers, and articles according to key UED themes.

AWARDS AND HONORS

UX Mentor- The Academic College of Tel Aviv-Yaffo (MTA)

December 2023

- Guided a group of 20 first year UX Design students, providing academic mentorship and support.
- Collaborated with a team of mentors to continuously improve support, Engagement and motivation.

LANGUAGE COMPETENCIES

- English: native language
- Hebrew: native language