

NANA MESSERER

UI/UX Designer & SW Engineer

DETAILS

ADDRESS

Ramat Gan

PHONE

0528704470

EMAIL

ngmdocs@gmail.com

LINKS

[Portfolio](#)

[Behance](#)

[Linkedin](#)

SKILLS

UX Design

UX Research

Data Architecture

Wireframing

Prototyping

Figma

Axure

Adobe Creative Suite

Agile Methodologies

Typography

HTML/CSS/JS/Python

PROFILE

I'm a UX/UI Designer, with a vast experience in the High-Tech Industry as a SW engineer. I possess analytical and User-Centered design skills, which enables me to create product solutions that are functional and research-driven, while based on SW architecture and requirements.

As a former developer and a UX/UI Designer in the present, I'm a reliable and productive bridge between the Product and R&D and departments, while incorporating the end-users' needs and experience into the final product.

PROFESSIONAL EXPERIENCE

Freelance

Remote

2021

Sector - Automotive Digital Platform

- Designed and implemented new features by creating user-flows, wireframes, pixel-perfect designs and prototypes.
- Managed a full design cycle, from researching requirements and identifying pains, through creating a pixel-perfect UI for all states and scenarios, and finishing by delivering the final design to development.
- Promoted user-centered design, based on accumulated data and usability sessions with real users.

Halo Digital

Tel Aviv

2017 — 2019

Sector - Production Floor Security.

- Collaborated with Product and R&D teams to develop and improve the usability of SW products.
- Designed end-to-end flows and user experience scenarios that are intuitive and easy-to-use.
- Implemented complex technical and business requirements and turned them into elegant and usable designs.

AT&T

Tel Aviv

2008 — 2014

Sector - Learning Management Systems and Enterprise Solutions for Video Conferencing online meetings.

- Collaborated with the Product and Engineering teams to develop a high-end look and feel of the final products.
- Implemented and managed Scrum Methodologies across the company.
- Conducted research on Video and Screen Sharing content consumption, and developed holistic UX solutions for different bandwidth needs of the end users.

EDUCATION

UX Design, Netcraft Academy

2020 — 2021

Final Project – Increase of the number of customers' visits in a bank website.

- Researched the current customers' behavior, and developed a segmentation model according to common habits and preferences.
- Developed User interviews/User personas/User flow/Usability testing.
- Designed UX Strategy with low/high fidelity wireframes/prototype.

UX Research, Bang Bang Education Design School

2020 — 2021

Final project – New Ecosystem for Digital Designers, oriented towards maintaining user data

- Created unique and easy-to-use personal area for uploading, storing, updating and searching resources from multiple locations.
- Designed UI for the creation of community and cooperation among designers.
- Developed User interviews/User flow/Usability testing.
- Designed UX Strategy with high fidelity wireframes/prototype.

Web sites creation, Bang Bang Education Design School

2020

Graphic Design, Bang Bang Education Design School

2021 — Present

Msc In Computer Science and Applied Math, Georgia State University