

Maayan Sinai

Design is the process of creative problem solving. I am a Product designer and a Design thinker.

CONTACT INFORMATION

- Mobile: 054 244 0658
- Email: mmaayann@gmail.com

MENTORSHIP Since 2022

- Mentoring product designers at different professional stages. Startup Designers Community & WE Women Experience Community

EDUCATION

- **Design thinking workshop facilitator** 2021
Discovers Academy
- **UX Design** 2015
Netcraft Academy
- **Bachelor of Design in Graphic Design** 2003-2007
Visual communication track
With honors
Awards: Winning project and selected logo for the Student Union.
Shenkar College of Engineering & Design
- **Photography** 2001
Camera Obscura, Art school

SOFTWARE SKILLS

- Adobe CC (InDesign, Photoshop, Illustrator, Xd, After Effects)
- Figma - Sketch - InVision
- Axure - Elementor

LANGUAGES

- Hebrew Native language
- English Excellent
- * Austrian citizenship

MILITARY SERVICE

Research officer in a special intelligence unit. 1998-2000

SUMMARY

I design from a human-centered core. I believe it encourages us to focus on the people we're creating for, let alone, the people we're creating with. This leads to better products, services, and internal processes. Every process starts with taking action and understanding the right questions. It's about embracing simple mindset shifts and tackling problems from a new direction.

I'm a natural leader and together with my 15 years of experience I've gained the ability to understand the bigger picture, optimizing for excellent execution, coordinating the needs of the different stakeholders and mentoring others in my team to bring out the best in them.

PROFESSIONAL EXPERIENCE

Head of Design | Ovvio Software Ltd. | 2021-present

First hired employee in a B2B SaaS startup company, with active paying users from leading professional services companies. I manage and define the product user experience as well as design, including primary processes of market, users, needs and business goals understanding.

As head of design I am responsible for:

- Recruiting, leading and mentoring a growing team of two employees.
- Driving and executing design vision while also engaging in hands-on design of user experience from inception.
- Defining and executing the UX Strategy of the company, strengthen UX practices; incorporating best practices and the latest methods/tools.
- Developing and managing all aspects of design workflows, from the overall experience to research, ideation, wireframes, visual design, analytics and usability testing.
- Building the design system.
- Influencing design-led thinking across the business.

Senior Product Designer & UX Expert | Photomyne Ltd. | 2017-2020

One of 2 product designers, working on all aspects of the product, serving 20M users in 200 countries worldwide.

During my work at Photomyne, I was responsible for:

- Lead and conduct user research and gather insights into product decisions.
- Design UX specs for several consumer apps.
- Lead all web aspects and design the UX&UI of the company's web assets.
- Worked closely with stakeholders, product managers, data analytics and R&D.

Co-Owner & CDO | ME design studio for branding & UX/UI | 2015-2018

Together with my Israeli-Swedish Co-founder, we opened an international studio for branding and UX/UI, working for clients around the world. Among our clients: Oracle Corporation, IMTM, Culturente, Kenes group, MSM, Arim mall, Akim Jerusalem and more.

As CDO I was responsible for:

- Recruiting, managing and mentoring designers through an iterative design process.
- Defining projects' scope, timeline and priority.
- Leading all client relations, price quotations, composing the brief & presentations
- Conducting research, understand the needs and gather insights into project strategy.
- Full end to end UX process including working with different stakeholders.

Design Team Leader | Shai Hayoun Studio | 2007-2015

2010-2015- **Design Team Leader** (team of 7 designers). This included:

- Understanding the clients' needs and formulate the design brief
- Conducting research and leading UX processes.
- Guiding and mentoring the design team through the creative process.
- Prioritizing all design projects and dividing them to the designers.
- Delivering and presenting designs through all phases to the clients.

2009-2010- **Senior graphic designer**- Branding, visual communication and web design.

2007-2009- **Graphic designer**- Branding and visual communication.

My LinkedIn