

Bar Doron

SENIOR UX & PRODUCT DESIGNER

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With 5 years of experience designing complex digital products across B2B, B2C, and enterprise environments, I enjoy turning complex requirements and user needs into clear, intuitive experiences, from research and product definition to user flows, wireframes, high fidelity prototypes, and polished UI.

I combine hands on design with project ownership, working closely with clients, product teams, and developers from concept through delivery. I'm naturally curious and always exploring new tools and technologies, including AI, to improve the way I design, iterate, and solve problems.

EXPERIENCE

2021-PRESENT

UXPERT | UX Designer & Project Manager

Leading end-to-end UX and product design projects for complex digital products across finance, e-commerce, travel, technology, and enterprise environments.

Highlights

- **Define and drive product UX:** Lead projects from discovery and user research through information architecture, user flows, wireframes, and high-fidelity prototypes, aligning user needs with business goals.
- **Own projects end-to-end:** Manage client and stakeholder relationships, define project scope and priorities, and drive multidisciplinary teams from kickoff through delivery.
- **Ensure UI quality and visual excellence:** Reviewing and guiding UI execution to ensure high-quality, consistent visual design that stays true to the original UX and product vision.
- **Collaborate across product and engineering:** Work closely with clients, designers, product teams, and developers to balance user needs, business requirements, and technical constraints.
- **Mentor and empower UX talent:** Onboarding new team members and establishing studio-wide methodologies to maintain professional standards and operational efficiency.

2019-2020

Freelance | Graphic & Web Designer

Provided graphic design services for print and digital media, including social media assets and branding materials. Developed and maintained responsive WordPress websites, managing the process from initial design to site launch for various clients.

EDUCATION

2020

User Experience Design

Netcraft Academy

2018 - 2020

Diploma in Media design

Technion - Israel Institute of Technology

MILITARY SERVICE

2016 - 2018

C4I instructor

Sergeant — Israel Defence Forces (IDF)

LANGUAGES

Hebrew: Native • **English:** Full Professional Proficiency