

Itai Bracha.

ABOUT ME

I'm Itai Bracha, a product ux & ui designer with over 5 years of experience. I'm passionate about creating products that customers love to use.

I'm all about diving into tricky customer issues with a mix of insightful research.

I absolutely love teaming up with businesses that believe design has the power to change the world!

- Fast learner
- Communication & Collaboration
- Adaptability & Flexibility
- Problem-Solving & Critical Thinking
- Creativity & Innovation

EDUCATION

PRODUCT UI/UX DESIGN

Studio 6B UI & UX | Diploma
Tel-Aviv, Central, Israel (2020, 2021)

Skillshare, Udemy | Certifications

Accessibility Design, Udemy, Online (2024)

AI Design, Skillshare, Online (2023)

Build Design System, Udemy, Online (2022)

Google Design Sprint, Udemy, Online (2022)

UX Research, Udemy, Online (2021)

UX Writing, Udemy, Online (2021)

After Effects Bootcamp Udemy, Online (2021)

UX Strategy, Udemy, Online (2020)

Master GD, Udemy, Online (2018)

PROFICIENCY

Expertise

UX, UI, Product Research & Analytics,

Design System, UX Research, AI/ML

Technologies, Strategic & System Thinking.

Tools

Figma, Sketch, Figjam, Miro, Excalidraw, Zeplin,

Lottiefiles, Adobe XD & Illustrator & Photoshop

& After Effects, Pendo, Heap, HotJar, Marvel

Google Analytics, Notion, Jira.

LANGUAGE

English | Professional Proficient in English

Hebrew | Native

Itai Bracha



Product Designer,
Karmiel, North, Israel

itaibrachaportfolio.com

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EXPERIENCE

Product Designer

SolarWinds ITSM - Netanya, Central (Aug 2022 - Present)

- Led design strategy, design system, roadmap planning, and executed designs.
- Design ownership of Flag Project for ITSM related to GenAI (AI/ML).
- Collaborated with engineers, PM, Content Strategy, and Product Marketing to design and ship Virtual Agent and Runbooks, which unlocked \$1.4M growth on YOY.
- Led design of numerous features through user & UX research, design sprints, flows, UJM, UI, Prototyping, and animations.
- Serving as expert on Figma and providing guidance to fellow designers when needed.
- Presented Figma to engineering team of over 50+ members, ensuring comprehensive understanding of Figma from an engineering perspective.

Product Designer

AgroScout - Misgav, North (Jul 2021 - Aug 2022)

- Led design system, executed designs.
- Designed ownership of Drone Flight App and Dashboard.
- Led design of numerous features through user & UX research, design sprints, flows, UJM, UI, Prototyping, and animations.
- Performed usability tests, shared designs with customers, and conducted A/B testing.
- Analyzed by Heap usage patterns from app and dashboard data.
- Led transition to Figma from Sketch, serving as company's Figma expert.

UI/UX Designer

Adif Communications - Magshimim, Central (Jul 2020 - Jun 2021)

- Led design, planning, and executed designs.
- Designed new conference platform for Insurance Agents, unlocking \$0.6M profit in the first year.
- Collaborated with engineers, PM, and Product Marketing to design and ship Features.
- Led design of numerous features through user & UX research, design sprints, flows, UJM, UI, Prototyping, and animations.
- Led design of animation videos on after effect.

UI/UX Designer

Freelancer - Fiverr, Projects (Nov 2018 - Jun 2021)

- Design strategy, design system.
- Working closely with clients, developers, and other stakeholders to ensure the successful implementation of UI/UX designs.
- Led design of web and mobile apps from scratch, catering to seed startups and large companies. Conducted user & UX research, design sprints, flows, UJM, UI, Prototyping, and animations.
- Being flexible and open to change, especially when it comes to accommodating client preferences or adjusting to project requirements.
- Efficiently managing workload & prioritizing tasks to deliver on time and within budget.
- Grew my freelance business from \$3k to \$15k annually.