

NEVO FRYD

UX\UI product designer

050-9334987

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nevofryd@gmail.com

UX/UI Skills:

Journey Maps
Site architecture
Sketching
Wireframes
Prototypes
Usability testing
Problem definition
Product vision
Interaction Design
User Interface Design
Interpersonal Skills

Software skills:

Figma,
Illustrator, Photoshop,
Xd, After Effect,
Solidworks, Keyshot
Microsoft Office

Languages:

Hebrew, English

Ice Breakers:

Traveling the world
football
movies
music
history

ABOUT ME

"I believe that being a designer means having the ability to research, develop, and manufacture products. Product designers need to be familiar with describing products regardless of whether they are in the physical or digital world. I am meticulous, diligent, and professional. I love to learn, research, and solve problems."

JOB EXPERIENCE

UX \ UI, Graphic Designer- "PAZAM" – Advertising and Marketing Company Application for Soldiers, 2021-2023:

- Led collaborative efforts across departments, including customer management, content development, technology, social media, and product management, to ensure cohesive strategies and project execution.
- Directly engaged with senior leadership to align company goals with customer needs and drive technological innovations.
- Established and nurtured relationships with external suppliers and service providers to optimize resource allocation and streamline operations.
- Executed diverse design initiatives spanning social media, applications, print, and product design, ensuring brand consistency and effective communication across platforms.

Product Manufacturer- Studio "Vayehi", 2020

- Played a pivotal role in the manufacturing process of a leading lighting production company, contributing to quality control and production efficiency.

Workshop Assistant- Industrial Design Department (HIT), 2016-2018

- Provided hands-on mentorship to students, guiding them in the execution of personal projects and fostering creativity and practical skills.
- Conducted workshops on machinery and tools, emphasizing safety protocols and precision in equipment operation.

Education:

User Experience Certification (UXV), John Bryce College, 2020

Bachelor's Degree in Industrial Design, Holon Institute of Technology (HIT), 2015-2019

Military Service:

Weapons Developer, Shayetet 13, 2008-2011

- Played a crucial role in problem-solving and development, collaborating closely with special IDF units and civilian companies to address field challenges and enhance operational capabilities.

Volunteering:

Industrial Designer- MAX Initiative, 2019-2020

- Contributed to the project development team, taking charge of the design aspect from conceptualization to branding.

Industrial Designer- "PALA" Center- Aline Hospital, 2019-2020

- Volunteered as a designer at the "PALA" Center, collaborating on projects aimed at improving the experiences of children, parents, and hospital staff

Honors & Awards:

Chosen to be Developed as a Product in "Tom" Company, 2023:

- Recognition for a product developed as part of industrial design studies, selected for further development by a prominent company.

Winner, Royal College of Art, Helen Hamlyn Awards 2019

- Awarded for creating a useful object that significantly benefited users' daily lives

Participant, "Broken Nature" Exhibition, 2019

- Invited to exhibit design work exploring the concept of restorative design and its impact on human-nature interactions.