

# Maital Rozenboim

## Senior Product Designer

A product designer focusing on UX **complex systems**, with 10+ years of experience and a passion for improving lives through design.

### Professional Experience

#### Product Design Team Lead - MDClone | 2022-2024

- Managed a team of 3 UX designers and one UI designer, and ensured timely, high-quality execution while working with **stakeholders from Product, R&D, Marketing**, and the C-suite.
- Oversaw all UX aspects in the startup's transition of a highly complex medical research platform **from on-prem to SaaS**.
- Codified and managed **UX-Dev workflows** during the company's transition to agile development.
- Managed and improved a UX-centric **design system**.
- **Hands-on** designed persona-specific dashboards working closely with end-clients.

#### Senior Product Designer - Harel Insurance | 2018-2022

- Designed **online insurance products** used by millions of people, from ideation to post-launch iterations.
- Delivered actionable recommendations to C-level executives about new & existing digital products based on **UX research**.
- Served as a **UX writing** advisor for product and marketing teams.
- Managed **user acceptance tests** and distilled insights.

#### Product Designer - Eshel Creative | 2013-2017

- Managed the successful **full redesign** of Maccabi Health Services' web portal and its CMS.
- Managed the design, UX writing, and product lifecycle of strategic products, **from PRD to launch**: defined requirements, groomed features, collaborated with developers and other stakeholders.
- Oversaw the **QA operations** at the company.

#### Writer and Translator - TheMarker IT | 2009-2013

- Translated tech-related news articles in the IT section of a major newspaper from English to Hebrew - **explaining complex technical concepts** and creating nomenclature when necessary.

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### Portfolio

[ux.rozenboim.com](http://ux.rozenboim.com)

### Tools & Technologies

Axure, Figma, HTML, CSS, Trello, Jira

### Education

#### Classes in Computer Science

Open University | 2018-2020

#### Micro-copy

Kinneret Yifrah | 2017

#### System Analysis

John Bryce Institute | 2016-2017

#### UX Research for Pros

Tomer Sharon | 2013

#### B.A. in Humanities

Tel-Aviv University | 2007-2011

Majoring in **English Literature**, with a **Digital Humanities** focus.

Winner of the Naomi Handelman Award for student writing.

### Languages

**Hebrew** - Mother tongue

**English** - Mother tongue

**Spanish** - Professional capacity

### Skills

#### Design

Information architecture; complex systems; wireframing; prototyping; UX writing

#### Research

User interviews; competitive research; usability testing

#### Products

B2B; B2C; B2B2C; SaaS; Medical; InsureTech